



By Shannon Brigham

THE SECOND TIME'S A(NOTHER) CHARM

Jay Fletcher creates winning poster design that reflects festival's fifth-year anniversary

Jay Fletcher of Charleston, a local graphic designer and owner of J Fletcher Design, has been selected for the second time as the winner of the Official Poster Competition. His work will be featured on retail items and storefront windows all across Charleston.

Fletcher says he's been drawing as far back as he can remember.

"I knew pretty early on that my career would be in some sort of creative field, but it wasn't until high school that I started to explore what exactly that could entail and all the different directions I could take," he says.

"I WANTED THE IMAGE TO SAY 'WINE,' 'FOOD,' 'CHARLESTON,' AND 'FIVE' ALL IN ONE COMBINED, SIMPLISTIC STATEMENT. I JUST WANTED SOMETHING THAT CHARLESTONIANS COULD LOOK AT AND SAY 'YEAH, THAT'S US.'"

Fletcher graduated from Columbus College of Art & Design with a BFA in illustration. He worked at The Post and Courier for eight years and, after "doing the math," estimates he put together roughly 300 covers for the newspaper's Preview section during that time period.

Visual communication and graphic design are his passions, and he thinks daily about what it means – not only to himself, but also to the public. Fletcher tries to put emphasis on a combination of simplicity and uniqueness. His goal is to make things as simple as possible so the design communicates clearly, while

at the same time making the overall image as unique and confident as possible "so that people actually want to stop and take the time to look at it. I also think it's better for a design to say one thing poignantly than 10 things blandly. Design should be simple, otherwise people won't take the time to care."

He says when finding inspiration for his poster design, he thought about Charleston and the relationship our city has with wine and food – and about the BB&T Charleston Wine + Food event itself and what it represents.

"I wanted something nice and simple ... almost plain and easy to look at. But I also wanted to make sure both Charleston and the festival were represented concisely and appropriately."

Fletcher's artwork stood out to judges because it represented the festival's "gourmet food and wine" concept, as well as its fifth-year anniversary. The wine bottles represent Rainbow Row, and the fork dissecting the bottles symbolizes the tally of the event's five years. His design was chosen from more than 48 entries.

The official unveiling party was held in December at McCrady's, where Fletcher was presented with a \$1,000 check. He and his award-winning design were also featured in the December 2009 issue of Charleston magazine.

"I'm happy with the concept ... the four bottles + fork 'slash mark' = FIVE, as it's the festival's fifth year," says Fletcher. "I wanted the image to say 'wine,' 'food,' 'Charleston,' and 'five' all in one combined, simplistic statement. I just wanted something that Charlestonians could look at and say 'yeah, that's us.'"



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Charleston Wine + Food Festival
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