

# HELLO!

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**It's so nice to meet ya! We're Chelsey Dyer and Shauna Hartstook; the two halves that make up DyeHart Lettering — a groovy design and lettering team with a focus on fun, fabulous hand-lettered and illustrated type.**

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# ARTIST TEAM PROFILE

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## **SHAUNA MAE HARTSOOK** (she/her)

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Meet Shauna Mae —a lettering artist and type designer born and raised here in Calgary. With a rock-solid design education from ACAD and a wealth of insights from over a dozen immersive lettering classes, Shauna's passion for the art of letters knows no bounds. Working as a graphic designer in the advertising world, Shauna brings a unique blend of creativity and real-world experience to her work. Collaborative vibes fuel her artistic fire, and Burnt Toast Studio has been her creative haven for over a decade. In 2016, Shauna was one of ten selected for the prestigious Type Paris program, embarking on a transformative six-week intensive type design journey in the heart of Paris. On weekends, Shauna spends her time hunting for type inspiration at antique markets all over Alberta. Her practice comes to life on her trusty iPad, a digital realm where she hones her lettering skills with unwavering dedication, always striving to become even better.

Shauna's repertoire extends to crafting expansive hoarding designs for prominent malls such as Chinook Centre, as well as in Kelowna and Medicine Hat. While these designs aren't hand-painted murals, they demanded meticulous consideration of scale and customer appeal and interaction. Shauna's brush has graced a multitude of interior spaces with painted murals, ranging from charming baby rooms to dynamic creative office environments.

## **CHELSEY DYER** (she/her)

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Meet Chelsey Dyer - a queer lettering artist and art director born and raised in BC. Since graduating from ACAD in 2015 with a B.Des she has made Calgary her home. Since then she has had the opportunity to explore and develop her design skills through digital media, advertising work, and through it all has nurtured her love of hand-lettering and illustrated type.

In 2020 she was the Beltline Urban Mural Projects Creative Coordinator for all marketing materials and communications. She has taken on roles Painting and Mural Assistant for Jae Sterling's 2020 mural: The Guide and Protector in Calgary, for Shauna Mae's 2020 mural: This Is The Sign You Were Looking For, and in 2021 at local business Plant Plant for their indoor mural series.

In the past she has completed her Mobile Elevating Work Platforms Certificate, and is prepared to ensure site safety across any new projects as well.

Together, we combine our skills of design, lettering, and ultimately our desire to create fresh, fun and positive minded work to inspire and refresh community spaces.

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 Calgary, AB

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# ARTIST PRACTICE

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## ARTISTIC PRACTICE

We are heavily influenced by vinyl record album art of the 60's and 70's, revival rock music, and the reimagining of hand-illustrated typography in a digital age. Previously we have both worked in a mix digital hand-lettering and physical hand-lettering and appreciate the scale and impact that can be achieved when muralling bridges that gap between those two worlds. As for subject matter we hope to create uplifting, inspiring (not cheesy!) and maybe a little bit goofy. We aim for fun and fabulous and bringing a smile or maybe a chuckle to the viewer!

Recently, Shauna teamed up with Chelsey to conjure up a mural that's become the heartbeat of the neighborhood—a unique, modern, and fun testament to their shared style and friendship. The mural's inception spanned five days: from the initial powerwashing and wall preparation to applying two foundational coats of paint. They then brought their design to life by projecting and tracing it onto the surface. The ensuing days were a burst of creative energy, as they painted side by side, attracting a captivated local audience that gathered to witness the process and engage in conversation. This experience was nothing short of magical, fueled by the incredible encouragement and support showered upon them by neighbors and the building owner alike.

Together our shared enthusiasm propels us forward with the determination to beautify and funkify our city.

## MURAL EXPERIENCE

Shauna has designed digitally for large format print installations and has designed, and executed a traditional mural at Burnt Toast Studio. This project included these responsibilities: liaising with the business owner, creating a concept she and the owner agreed on, prepping the wall, priming, projecting the design and tracing, painting and sealing the finished mural. As this mural was smaller in height the process was fairly smooth and completed over the course of 4.5 days (sealing happened a bit later.) We only required a ladder for one higher section, no lift rental needed, we prepared the surface and laid down our base colour on day 1/2, projecting onto the primed surface on night 2, and painted over the next 2.5 days.

Chelsey has designed digitally for multiple large format print installations and has assisted on two outdoor mural projects of different sizes Shauna's flat graphic (This Is The Sign You Are Looking For, at Burnt Toast Studio), and on Jae Sterling's more painterly styled The Guide and Protector, in Chinatown). She completed her requisite lift training and safety training for the latter. As well, she has painted graphic interior murals in the Plant Plant retail space, and lent her muralling knowledge to the team to best plan their painting process.



2023, VIRTUAL GURUS WALL MURALS, PADDLE YOUR OWN CANOE,  
DESIGNED DIGITALLY FOR VINYL WRAP

DESIGNED BY CHELSEY



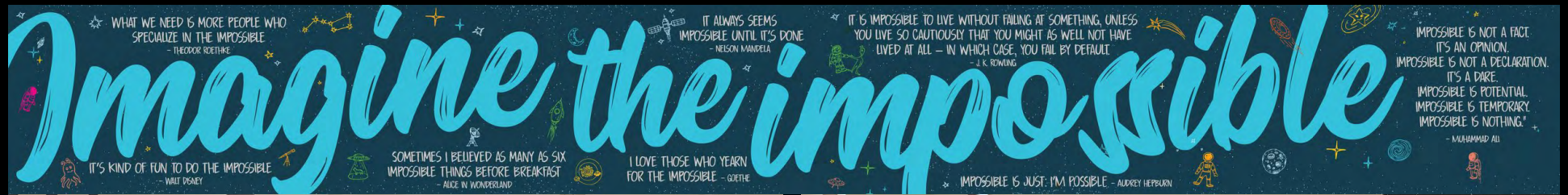
2023, VIRTUAL GURUS WALL MURALS, THIS MUST BE THE PLACE,  
DESIGNED DIGITALLY FOR VINYL WRAP

DESIGNED BY CHELSEY



AUGUST 2020, "THIS IS THE SIGN YOU WERE LOOKING FOR" MURAL, BURNT TOAST STUDIO, PAINT ON CONCRETE WALL  
COMPLETED IN AUGUST 2020 (Prime, project and trace, paint, and seal)

DESIGNED BY SHAUNA  
PAINTED COLLABORATIVELY WITH CHELSEY



2019, BENEVITY WALL MURALS, DESIGNED DIGITALLY FOR VINYL WRAP

DESIGNED BY CHELSEY







2022, CLIENT: CALGARY OPERA, 50th Anniversary Season, PROMOTIONAL MATERIAL  
 POSTER DESIGN, HAND-LETTERED AND DIGITAL, DESIGNED BY SHAUNA

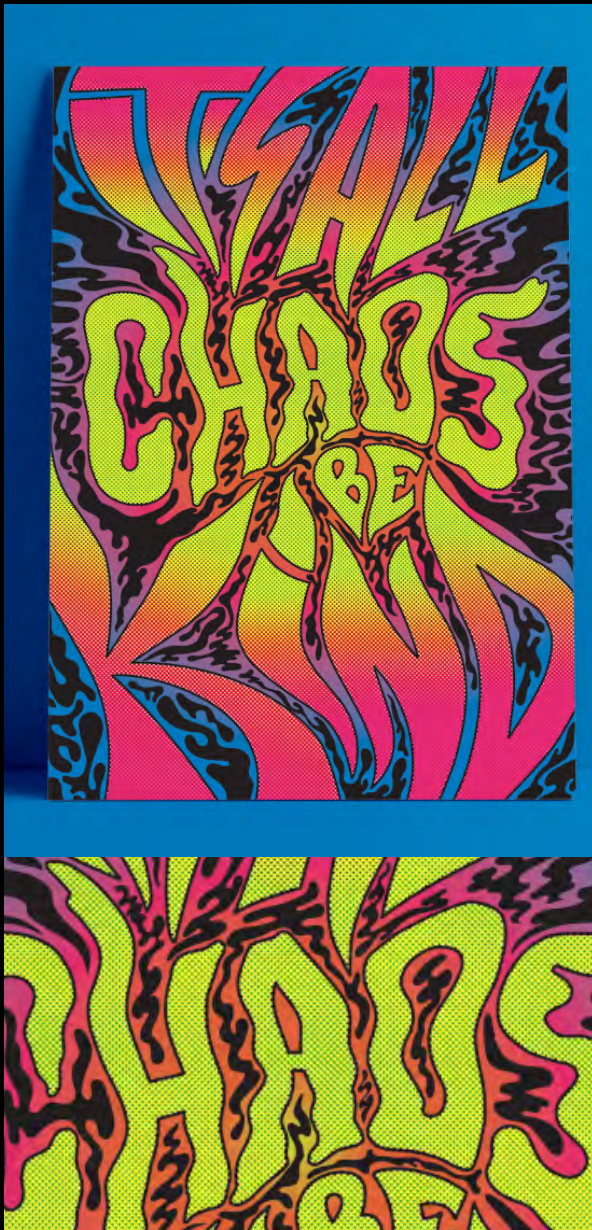
2023, PERSONAL WORK: 100 PHRASES, DESIGNED BY SHAUNA



2021, PLANT PLANT, INTERIOR MURALS  
 MURAL PAINTING ASSISTANT - CHELSEY



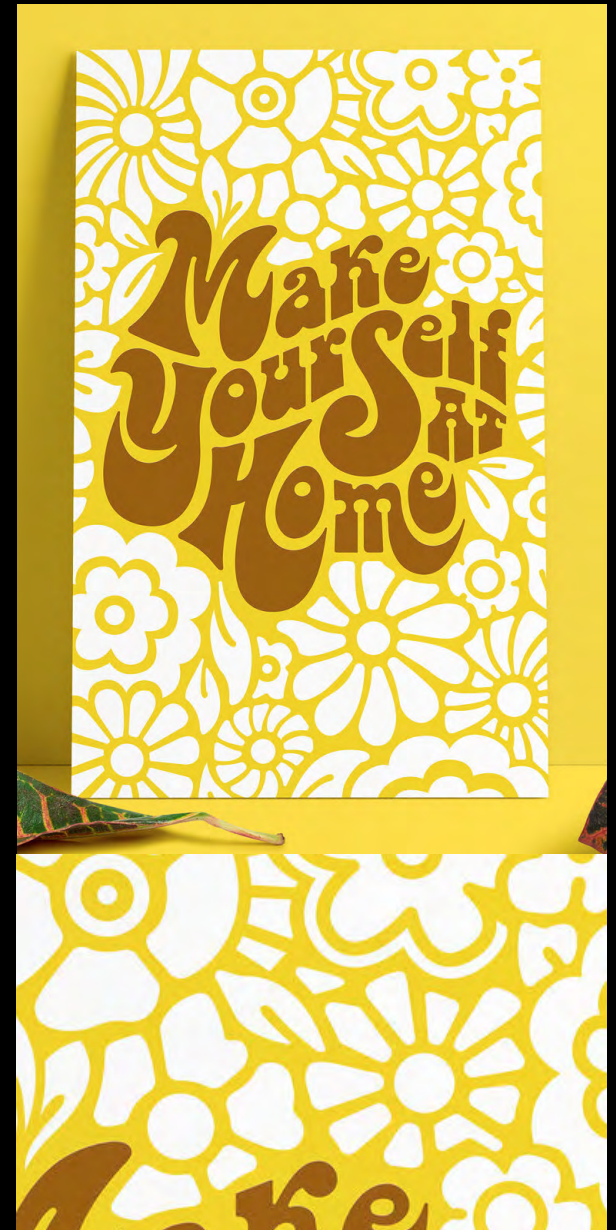
SEPTEMBER 2020, THE GUIDE AND PROTECTOR, JAE STERLING  
 MURAL PAINTING ASSISTANT - CHELSEY



PERSONAL WORK  
CREATED BY CHELSEY



CLIENT: AMANDA HAMILTON DESIGN, 2021  
CREATED BY SHAUNA



PERSONAL WORK  
CREATED BY SHAUNA



MURAL CONCEPTS FOR THE CALGARY BELTLINE - MOCKED UP FOR CONTEXT (CALGARY HAS MOST DAYS OF SUNSHINE ON AVERAGE ANNUALLY)

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THANKS FOR  
YOUR TIME



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