



Here's the poster for Fritterfest '79,

the work of artist David Craig.

# Happy and kid-related: new Fritterfest '79 poster created by famous artist

*Aug 1-1979 N*  
*Scrapbook # 33*



DAVID CRAIG ...  
poster man

Coming from good stock means more than being printed on thick, high gloss paper, particularly in the case of this year's Fritterfest poster.

The poster, which will serve as advertising and identification for the Mississauga Community Festival, was created by a local artist whose previous works include the artwork for the movies *A Bridge Too Far* and *All The President's Men* and graphics for CBC Television's *Louis Riel* serial.

David Craig, a 33-year-old native of Ottawa who now makes his home in Mississauga, designed and painted this year's poster using concentrated water colors about one month ago.

"I wanted to produce a piece

of art that was happy and kid-related," Craig said. "I hope it's the kind of poster that kids attending the festival will want to take home and hang on their wall."

Other work Craig does from his Toronto studio includes artwork for General Motors, *Harlequin Romance*, *TV Guide*, *Reader's Digest* and *Suzuki*.

He has worked in Montreal and Ottawa and is recognized as one of the best illustrators in Canada, but Craig still finds himself working days, nights and weekends.

The Fritterfest poster was created on his mother's kitchen table in Ottawa.

"It doesn't matter what kind of illustration I'm doing or for whom — it has to be a good job," he said.

August 1, 1979  
Mississauga News  
Craig, David