



WILTON LIBRARY  
ASSOCIATION, INC  
137 Old Ridgefield Road  
Wilton, CT 06897-3000

Telephone: 203.762.3950  
Facsimile: 203.834.1166  
www.wiltonlibrary.org

## NEWS

Contact: Janet Crystal  
Wilton Library

Phone: (203) 762-3950 Ext. 226

Fax: (203) 834-1166

E-mail: janet\_crystal@wiltonlibrary.org

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### FOR IMMEDIATE RELEASE

#### Man of letters highlighted at Wilton Library's September art exhibition

Wilton, CT – Shakespeare may have penned the question, “What’s in a name?” but at Wilton Library’s September art exhibition, one might ask “What’s in a letter?” The proof is fashioned by Lester Feldman, with his perspective, “Designing with the 26 Letters & 10 Numerals,” opening on Sunday, Sept. 13, from 11:30 a.m. to 1 p.m. As a 37-year veteran of the venerable Doyle Dane Bernbach advertising agency, the retired art director has been integral in creating some of the most recognized brand identities and campaigns. From “GEE!” (No, GTE!) to Uniroyal’s most famous Tiger Paws and Rain Tire campaigns to the Dreyfus lion for mutual funds, Feldman’s influence can be seen. In his current exhibit at the library, his work shows his love of typography and calligraphy. When asked about his exhibit, Feldman remarked that it’s about “a respect for the integrity of great letter design.” With curling letters and jazzy numbers, each piece is worth taking a second and third look. The artist plans to provide a table top for people to try their own hands at calligraphy.

The exhibition is at the library through Monday, Sept. 28. Wilton Library is located at 137 Old Ridgefield Road in the heart of Wilton Center. Library hours are Mondays through Thursdays, 10 – 8, Fridays 10 – 6, Saturdays, 10 – 5 and Sundays from 1 – 5 p.m. beginning Sept. 13. For information and directions, visit [www.wiltonlibrary.org](http://www.wiltonlibrary.org) or call (203) 762-3950.

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**Caption:** Lester Feldman has an opening reception for his art exhibition, “Designing with the 26 Letters & 10 Numerals” on Sunday, Sept. 13, from 11:30 a.m. – 1 p.m. at Wilton Library, 137 Old Ridgefield Road in the heart of Wilton Center. For information and directions, visit [www.wiltonlibrary.org](http://www.wiltonlibrary.org) or call (203) 762-3950.

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