

"brilliant!"

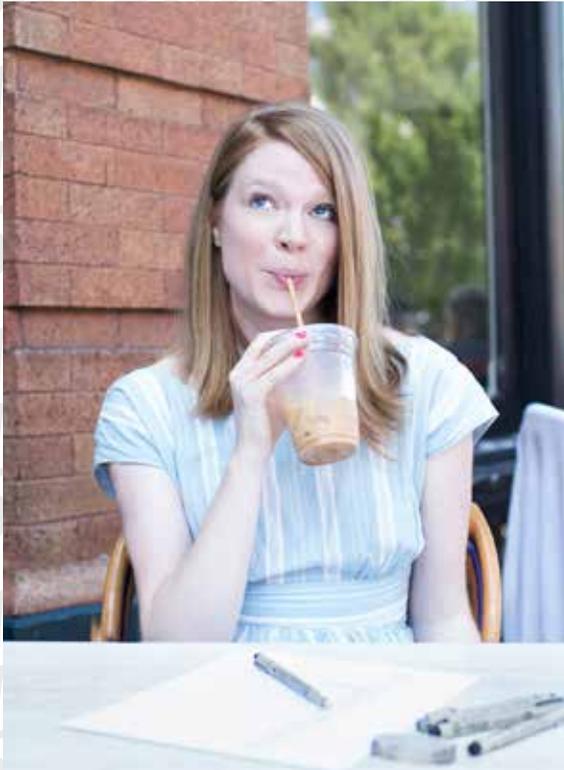
"hilarious!"

"ONLY socially  
SLIGHTLY awkward!"

MANAYUNK  
Calligraphy

Surtex Booth #254

# about MANAYUNK calligraphy



Why, hello there! I didn't see you come in. But I'm super glad you did.

Manayunk Calligraphy is a one-woman show run by yours truly, Kimberly Shrack. I'm a calligrapher for people who shop at IKEA and buy Apple products for the packaging. I specialize in modern brush and pointed pen calligraphy, with an emphasis on illustration. It's pretty badass.

Named for the artsy, intrepid neighborhood where it was born, Manayunk Calligraphy was founded on beautiful Main Street in the Manayunk section of Philadelphia. Today, we're located in historic Irvington in Indianapolis. If you're lucky enough to find yourself in the neighborhood, say hello. I'm the redhead perpetually covered in ink stains.

In the meantime, you can find me at Surtex booth #254 or reach me via oodles of channels:

*[www.manayunkcalligraphy.com](http://www.manayunkcalligraphy.com)  
[kim@manayunkcalligraphy.com](mailto:kim@manayunkcalligraphy.com)  
[@MNYKcalligraphy](https://www.instagram.com/MNYKcalligraphy)  
(765) 210-8643*



## what ≡PEOPLE≡ are saying

“She’s **brilliant**. She’s a talented, beautiful genius. But would it kill her to pick up the phone once in a while?”

- Amy Shrack, mom

“Kim’s humor really shines in her work. She is so funny. Like, **hilarious**. I mean, she quit a lucrative job in public relations to doodle for a living... in this economy! Who does that?! She is a laugh riot.”

- Ruchi Shah, best friend

“I don’t know, you seem fine. You’re **only slightly social awkward**, and that is a pretty okay drawing of a cat. A little contrived, but whatever. What’s this for again?”

- Stranger in line at Post Office

## what ≡MORE RELEVANT≡ people are saying

“With a minimum amount of direction, Kim created a fantastic **final product that we and the customers just loved**. She obviously has a fantastic attention to detail, but maybe more importantly I knew I could trust that the final design would be beautiful, the words selected meaningful, and that the product would be a hit. I would not hesitate to recommend her.”

- Janet Long, Clover Market

“Our shop has been consistently carrying Manayunk Calligraphy’s greeting cards and prints for more than three years now, and her pieces continue to always be amongst the **bestselling items**. Customers love Kim’s unique design style and her clever sense of humor - it sets her far apart from other artists. **Simply put, she’s a badass chick who makes things that people love.**”

- Brandy Deieso, The Little Apple



# FAQ, Q&A & other letters



## Why calligraphy?

I've wanted to be an artist for as long as I can remember. During career days in school when the other kindergarteners came to class dressed as doctors and firefighters, I made a grand entrance in a smock and a beret. I've studied many different media in college and on my own, and love them all - but when I picked up a calligraphy pen and nib, the heavens opened and little ink angels fluttered about my head. I fell in love with calligraphy and began experimenting with ways to incorporate it into pieces that everyone can enjoy - not just brides and grooms.

## What's the *Manayunk* in Manayunk Calligraphy?

Manayunk is a super kick-ass neighborhood on the west side of Philly. Main Street was lined with small businesses and people living out their dreams. It inspired me in a big way. They encouraged me to go out on my own and supported me every step on the way. So even though I have since moved from that magical place, the name stays the same - without the Yunk, I wouldn't be here.

## What's your design process like?

Sometimes it starts with the words, other times it starts with the shape - either way, it's a balancing act. Lots of adding and erasing, scrapping and swearing until the two are in harmony and it just *works*. Works not just for my eye, but also for the art director and the proposed product.

## Okay, now onto the important stuff. Are you a Rachel or a Monica?

I'm so obviously a Phoebe, and I'm a little hurt you would even ask. But it's okay. I'll let it go.

# press

Sometimes people like to talk about us, and we like it just fine.

For full articles and broadcasts from these publications and TV shows, visit [manayunkcalligraphy.com/press](http://manayunkcalligraphy.com/press).



live  
kelly &  
michael

BRIDES Philadelphia wedding



NICHE  
WHAT INDEPENDENT RETAILERS READ

# Letters for → EVERYTHING

Lots of people think calligraphy is only for weddings and fancy schmancy events. So not true! Letters make just about everything better. Flip through this booklet to see some examples of my work in action. After soaking up all this alphabet-y goodness, I think you'll agree that calligraphy can be used for way more than escort cards.

# Letters for your Kitchen



# Letters for your holiday



# Letters for your closet



MANAYUNK  
*Calligraphy*

[kim@manayunkcalligraphy.com](mailto:kim@manayunkcalligraphy.com) // [@MNYKcalligraphy](https://www.instagram.com/MNYKcalligraphy)