



A scene from Jan McElhinny's family farm in western Pennsylvania

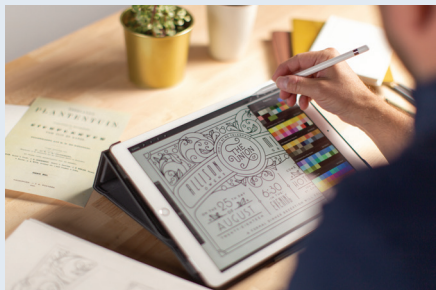
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Watercolor floral study by artist Eve Schultz

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ARTIST TO WATCH

Graphic designer Eric Beckett talks about finding his career path and developing his design voice.

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Photographer Jan McElhinny gives us a glimpse of her life as a farmer and accountant at her family's sweet corn farm.

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TRAVEL GUIDE

Six New York City-based Minted artists share their favorite things to do in the Big Apple.

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ARTIST TO WATCH

Quebec-based artist and illustrator Eve Schultz on art as storytelling and life in the Canadian countryside.

ARTIST TO WATCH

ERIC BECKETT

The longtime graphic designer talks about discovering Minted, a life-changing turn of events, and figuring out his own personal design style.

MINTED.COM/STORE/GEEKINK



"Deco Garden" wedding invitation suite (top) and "Tranquil Forest" holiday card (bottom) by Eric Beckett



"I want people to look at my stuff and think, 'Wow, this is perfect for me.'"

— ERIC BECKETT
minted.com/store/geekink

Eric Beckett's design career with Minted got its start in 2011 when he was planning his wedding. The Redlands, California-based graphic designer was getting ready to design his own wedding invitation when his fiancée and now wife decided to give him a little nudge. "She sent me a link to Minted's website and said, 'Look at these invites—I like all of them!'" Eric says. He discovered that Minted held design competitions and decided to submit his work. "I entered and lost—big time," Eric remembers. "But after a few pity picks, I started to get it." His designs—and not to mention his design confidence—grew quickly and soon he was hooked. Since then, Eric has gone on to achieve major success at Minted, with more than 300 winning designs to his name.

After studying graphic design in college, Eric got his first design job at a photography studio, then worked in the marketing department of an automotive magazine publishing company. "After migrating around different departments over the years, I wound up in the circulation department designing those annoying cards that fall out of magazines," he says. But with the magazine industry in decline, he lost his job and went freelance, until a temp agency placed him at a small publishing company in Los Angeles. That turn of events would, quite literally, shape the rest of his life: "I became the art director of several magazines, met my future wife, and started designing for Minted, all in a span of three to four years," Eric says.

Upon reflecting on his growth as a designer, the full-time freelance designer says he's learned how crucial it is to have a distinctive point of view. "It's important to find who you are," Eric says. "If you're always trying to chase the style of the top winners, you're never going to find out what different ideas you can bring to the challenges and, more importantly, to the world."

Leaning towards vintage and retro influences is how he describes his design style, having always been drawn to the elaborate, intricate motifs from the Victorian era and early 20th century. "I incorporate those elements into my designs, but give them a modern twist," Eric says. "I want people to look at my stuff and think, 'Wow, this is perfect for me.' Not everyone will love my designs, but I feel a connection with those who do."



"When I'm designing wedding invitations, I start by creating a giant artboard in Illustrator, surrounded by smaller 5"x7" artboards. I type out couples' names in my favorite fonts—visually, it helps to have everything in one place—so I start to see what speaks to me. It could be a font that looks cool when arranged a certain way that sparks a design, or I'll lay out basic shapes and add details until it becomes something. Sometimes I have no idea what it will be when I begin, which is both exciting and terrifying."



Summer peaches and sweet corn

When she's not harvesting corn or balancing the books, you'll find this farmer-slash-accountant out in nature with her camera, chasing the perfect light.

MINTED.COM/STORE/JANMCELHINNY



daily to the public during harvest. I'll set up the stand and get everything ready to open; then I'll head out to make wholesale deliveries if needed, and then to the office to do work for clients or bookkeeping and administrative work for the farm. Then, it's back to the produce stand at 3 p.m. and I'm there until we close at 6. I'm at home cooking dinner by 7 p.m., and then I prep our wholesale orders and delivery routes for the next day. I try to be in bed by 10 p.m. It's hard work, but I love everything we do.

What are some keys to balancing work and art in your life?

For me, it's all about squeezing in photography when I can. I'm driving between our three farm locations constantly and always have my camera in the truck, in case I need to pull over because I've spotted something I want to photograph. It's a struggle during harvest season, but once the farm closes for the season in mid-October, I have all kinds of time for photography until the season ramps back up again in June.

During the off-season, I go on several photography trips—usually road trips because I find a lot of inspiration driving the backroads. I'll pick a few locations that I want to visit and will take my time getting there. And as soon as I've stumbled upon the right place or scene, I know it—it just speaks to me.

9 TO 5 / 5 TO 9

JAN MCELHINNY

Tell us about your day job.

I have a small accounting business and I assist my husband with our 300-acre family farm located outside of Pittsburgh, Penn. We grow delicious sweet corn and lots of other vegetables. My husband is a third-generation farmer and I became involved with the business when we got married in 1996. I handle all of the accounting and HR, and I run our farmstand during our harvest season, which goes from June through October.

When did you become interested in photography?

I bought my first film camera in 1978 and learned on my own, and started to get more serious about 15 years ago. People started asking me to shoot their weddings and senior portraits, and that became a way to earn money and upgrade to more professional equipment. I took a basic photography class and the instructor saw my portfolio and urged me to look into Pittsburgh Filmmakers, an art school for film and photography. So I enrolled part-time in their photography program and finished in two and a half years.

How would you describe your photography style?

My style is to see the big picture through landscapes and then break the scene down into smaller details in the macro world. I'm always looking for beautiful light, shadows, textures, and colors. And when I look through the lens, my goal is to not only photograph what I see, but also how it makes me feel.

What's a typical day like for you?

During harvest season, I'm up at 4 a.m. and out the door by 4:30. By 5 a.m., I'm sorting corn and packing orders for our wholesale customers—these are local grocery and produce stores that sell our sweet corn. I'm done with wholesale orders by 8 or 9 a.m., and then I load our trailer with produce to sell at our farmstand, which is open



JAN MCELHINNY
minted.com/store/janmcelhinny

A Minted artist since 2013



"Golden Light" by Jan McElhinny



Scenes from the summer harvest season at McElhinny Farm in Evans City, Penn.



It's no secret that New York City has it all—a seemingly endless number of things to do, sights to see, and food to eat. Between the iconic Art Deco architecture and tucked-away alleys filled with treasure-packed boutiques, you'll find inspiration around every corner. To help narrow down the possibilities, we tapped Minted's New York City-based artists for their favorite spots for eating, drinking, and getting inspired.

01 JACKIE SHERMAN
MoMA PS1, Queens



"A few dollars on the **NYC Ferry** gets you a relaxing ride on the water and the best views in town. Plus, beer and wine can also be purchased on the boat. The **Morgan Library** and **MoMA PS1** are two of my favorite museums, and if you're looking for a place to stay, **Selina Chelsea** is a beautiful hotel in the middle of all the Chelsea art galleries."

minted.com/store/jaxrobyn

02 ANA SHARPE
Jane's Carousel, Brooklyn



"The **Dumbo** neighborhood has amazing views, a trendy vibe, and incredible art galleries. Stop by **Jane's Carousel** on the waterfront—it was built in 1922 and is beautifully restored—as well as **Time Out Market**, an upscale food hall with a myriad of food options from some of the city's top chefs. Be sure to walk to the **intersection of Washington Street and Water Street** for an iconic photo opp."

minted.com/store/anasharpe

03 KEREN TOLEDANO
Industry City, Brooklyn



"I highly recommend a visit to **Industry City** in Sunset Park. Think of it as a mini Brooklyn, with food, drinks, artist studios and installations, and design-centric shopping all housed in a super-hip waterfront campus. In the summer, you can bar hop from courtyard to courtyard and listen to music. A must-see is **Japan Village**, which includes a bustling marketplace and food hall. It's like taking a trip to Tokyo without the jet lag."

minted.com/store/furnishny

04 LAUREN PACKARD
Domino Park, Brooklyn



"**Domino Park** in Williamsburg has great views of Manhattan and the surrounding bridges. Next, go for drinks on the deck at the Wythe Hotel's **Bar Blondeau**—you'll find breathtaking views of the Manhattan skyline. And the **Rachel Uffner Gallery** in the Lower East Side has an incredible roster of artists—there's always something inspiring on display. Be sure to check out the upstairs show, too."

“The landscape design at **Domino Park** is super cool and nods to its history as the former **Domino Sugar factory**.”

— LAUREN PACKARD
minted.com/store/laurenpackard



LAUREN ROGOFF

“*ABC Kitchen, a restaurant inside ABC Carpet & Home, has the loveliest interiors in all of New York and equally delicious food. Don't sleep on the sundae!*”

05 LAUREN ROGOFF
Breads Bakery, Manhattan



"**Breads Bakery** is my absolute favorite. Their Union Square location is just a block away from my apartment; their coffee is elixir from heaven and their babka and rugelach are famous for a reason! **ABC Carpet & Home** is such an inspiring store—it's six floors of incredible home goods. And no weekend is complete without a good book, so I'm very lucky to have the **Strand** nearby."

minted.com/store/wanderinglaur

06 JINHEE PARK
New York Transit Museum, Brooklyn



"Every morning, you'll find a long line of people waiting for freshly baked croissants at **L'Appartement 4F** in Brooklyn Heights. Next, head over to the **New York Transit Museum**, a hidden gem located in a retired subway station in downtown Brooklyn. The highlight: their jaw-dropping collection of vintage subway ads from the 1930s through the present. And there's no better place to see the seasons change color than at **Green-Wood Cemetery**, which counts among its residents Leonard Bernstein, Samuel Morse, and Jean-Michel Basquiat."

“The surprisingly humble grave of **Jean-Michel Basquiat** at **Green-Wood Cemetery** would be thought-provoking for any artist.”

— JINHEE PARK
minted.com/store/jinseikou

ARTIST TO WATCH

EVE SCHULTZ



The designer, illustrator, and sporadic farmer shares her perspective on art as storytelling, how she maintains work-life balance, and the unusual soundtrack that's always playing while she works.

EVE SCHULTZ
minted.com/store/evening

“To me, art is about telling stories,” says Eve Schultz, a graphic designer and illustrator based in Gatineau, located in western Quebec. “Sometimes the story is my own, sometimes it is someone else’s.” Eve, who joined Minted in 2013, has designed countless award-winning stationery designs, most notably for special occasions. “I find it very meaningful to be able to design products that mark pivotal moments and milestones in people’s lives—their weddings, the births of their children, their love stories.”

The artist and mother of two resides on a remote, 50-acre farm in rural Ottawa Valley. “My art is influenced by nature, and living in the country provides lots of inspiration as well as a quiet place to work,” Eve says. After graduating university with degrees in both traditional fine art and graphic design, she worked as a full-time designer for 10 years before transitioning to freelance after the birth of her first child. And somehow amid it all, Eve also got her nursing degree and currently juggles her freelance design career with working 20 hours a week at a local hospital. “Maintaining a healthy work-life balance involves mental discipline for me,” she says. “Whenever I start to get into

a negative or obsessive headspace, or frustration from my creative practice starts to seep into other areas of my life, it’s time to take a break.”

When it comes to her art, Eve describes her style as illustrative and narrational, drawing inspiration from her natural surroundings, as well as Renaissance and folk art, and “anything from Japan,” she says. “I used to focus on developing a style and finding my artistic voice, but now I mostly just try to produce work I like and enjoy the process,” she says. On most days, you’ll find Eve in her basement-level studio, working on the computer on her next pieces, or painting upstairs at the kitchen table. But wherever she’s working, there’s always an unusual soundtrack playing in the background: “I love horror movies and usually have one on while I work,” she says.

These days, Eve’s designs are characterized by their strong emphasis on color and shape. “I try to include something unusual or unexpected in my pieces to draw people into the story I’m trying to tell,” she says. “And ultimately, I want people to feel happy when they see my work.”



Scenes from Eve’s home: verdant rolling hills on her family’s farm (top); painting florals at the kitchen table (bottom)



“Baby Bower” baby shower invitation by Eve Schultz