Bruce Licher is known in the design world for his work with Letterpress printing. He created a company called “Licher Art & Design” (formally known as Independent Project Press) He specializes on using antiquated type and printing machinery to create his work. This gives a very unique texture to the text and color of his work, which stands in stark contrast to most of today’s computer graphics. In addition he often prints on mediums other than white paper, such as cardboard or reused chip board.

Licher started his work in letterpress printing while he was attending UCLA. At that time, he was in a band called “Savage Republic.” In the early 80’s they had finished their first album, and wanted a nice cover for it. To achieve this, Licher enrolled at a letterpress class offered through UCLA. The album cover was a great success, and Licher so enjoyed the process that he still does it today.

His small letterpress company has many clients, however it is mostly known for it music album design. Licher created an album cover for R.E.M. created all out of cardboard that had been printed on by Licher’s vintage presses. For this he received a Grammy for the best album design.

“I ran across a class being offered in letterpress printing at the Women’s Graphic Center here in Los Angeles. I took the class and more or less fell in love with it. When I took it a second time I learned how to use the big press and printed the first Savage Republic album cover. I printed a thousand copies on a hand-fed VandeCook proof press. Once I’d done that I realized how much fun it was and wanted to do another one.”