FROM NEW TO FAIR HAVEN A DRIFT DOWN GRAND AVENUE
WE DECIDED TO LEAVE THE CENTER AND WALK EAST ALONG GRAND AVENUE. THE STREETSCAPE WAS AT FIRST RATHER BLEAK AND SPARSE BUT AS WE MOVED FURTHER AWAY FROM NEW HAVEN TOWARDS FAIR HAVEN OUR SURROUNDINGS BECAME MORE DENSE AND LIVELY. WE FOUND OURSELVES MOVING ALONG A CORRIDOR LINED WITH ITALIAN DELIS AND VARIOUS MEXICAN GROCERIES AND SPECIALTY SHOPS NUMEROUS HAIR SALONS AND SOME MOST EXCELLENT HAND-LETTERED SIGNAGE.
In Ferraros we were immediately taken by the amount of religious references and Bible quotes—and by the meat coolers which wrapped all the way around the perimeter of the store from the front door to the back wall. We met a man named Joe who works in the deli department. He told us his favorite Ferraros meat product was the broccoli rabe pepper and onion spinach and garlic sausage which looked amazing.
WALKING ACROSS THE TRAIN TRACKS WHICH LEAD OUT TOWARDS THE SLEEPING GIANT. REMNANTS OF OLD INDUSTRY LINE A CANAL ON THE EDGE OF THE MILL RIVER NEIGHBORHOOD.
Possibly the coolest-looking auto-shop in Greater New Haven, here we met the owner, Jose, and his employee, Joe. When we asked him about his signage, we learned he had painted all of it himself. Inspired by his letterforms, we have created a typeface based on his hand-painted signage.
ZINOS APIZZA. FORMERLY AVELINOS APIZZA THE NEW OWNER REMOVED THE A V E L AND STUCK A LARGE Z IN THEIR PLACE.

AMERICA FOOD STORE. INSIDE WE MET THE OWNER WHO OFFERED US EACH A DRIED UNSHELLED SHRIMP WHICH HE SAID WAS ESPECIALLY DELICIOUS WITH LIME AND HOT SAUCE. IT WAS QUITE HORRIBLE.
Outside America Food Store we found this amazing truck, the owner of which happened to be inside. He had painted the Mexican flag on the tailgate and customized the horn to play La Cucaracha.

America Food Store. Inside we met the owner who offered us each a dried unshelled shrimp which he said was especially delicious with lime and hot sauce. It was quite horrible.
BOTANICA CHANGO WHERE WE FOUND SOME NICE OLD RISOGRAPH PUBLICATIONS AND ALL KINDS OF LOVE AND MONEY LUCK SPRAYS RESEMBLANT OF SPRAY PAINT.
WE FOUND THIS NICE SIGN FOR RAYS UNISEX SALON AMONG A ROW OF DERELICT BUILDINGS LIKELY SLATED FOR DEMOLITION.
WE FOUND THIS NICE SIGN FOR RAYS UNISEX SALON AMONG A ROW OF DERELICT BUILDINGS LIKELY SLATED FOR DEMOLITION.
UNION CEMETERY IN FAIR HAVEN. AN OLD GRAVEYARD WITH NEW TRASH. THE HOUSES AROUND THE GRAVEYARD WERE ALL PAINTED BRIGHT PASTEL COLORS.
ON OUR RETURN TRIP WE STOPPED AT PORKY'S CAFE WHICH WASN'T MUCH OF A CAFE BUT RATHER WAS A PUERTO RICAN BAR. WE HAD A BEER AND WATCHED SPANISH TV.

INSIDE THE DOLLAR KING IN ADDITION TO THE STANDARD EXCESS OF ITEMS ONE MIGHT EXPECT WE FOUND MORE CANS OF LOVE AND MONEY SPRAY MIRRORED CLOCKS DECORATED WITH AMERICAN FLAGS MEXICAN EMBLEMS RELIGIOUS ICONS AND NATURE SCENES.
ON OUR RETURN TRIP WE STOPPED AT PORKYS CAFE WHICH WASN'T MUCH OF A CAFE BUT RATHER WAS A PUERTO RICAN BAR. WE HAD A BEER AND WATCHED SPANISH TV.
ONE LAST STOP AT TORTILLERIA MICHOACANA FOR BURRITO AND TOSTADA—THE PERFECT CULINARY CONCLUSION TO THE DAY—AND A REMEDY FOR THE STILL LINGERING TASTE OF DRIED SHRIMP. THERE WERE TWO BOYS PLAYING SOCCER IN THE EMPTY SPACE OF THE RESTAURANT AND THIS YOUNG GAL WAS EAGER TO CAPTURE OUR ATTENTION.

This book is designed based on a derive which took place on the fifteenth of March, two-thousand-and-twelve.

Typeface design by Tiffany Hockin and Stefan Thorsteinsson.