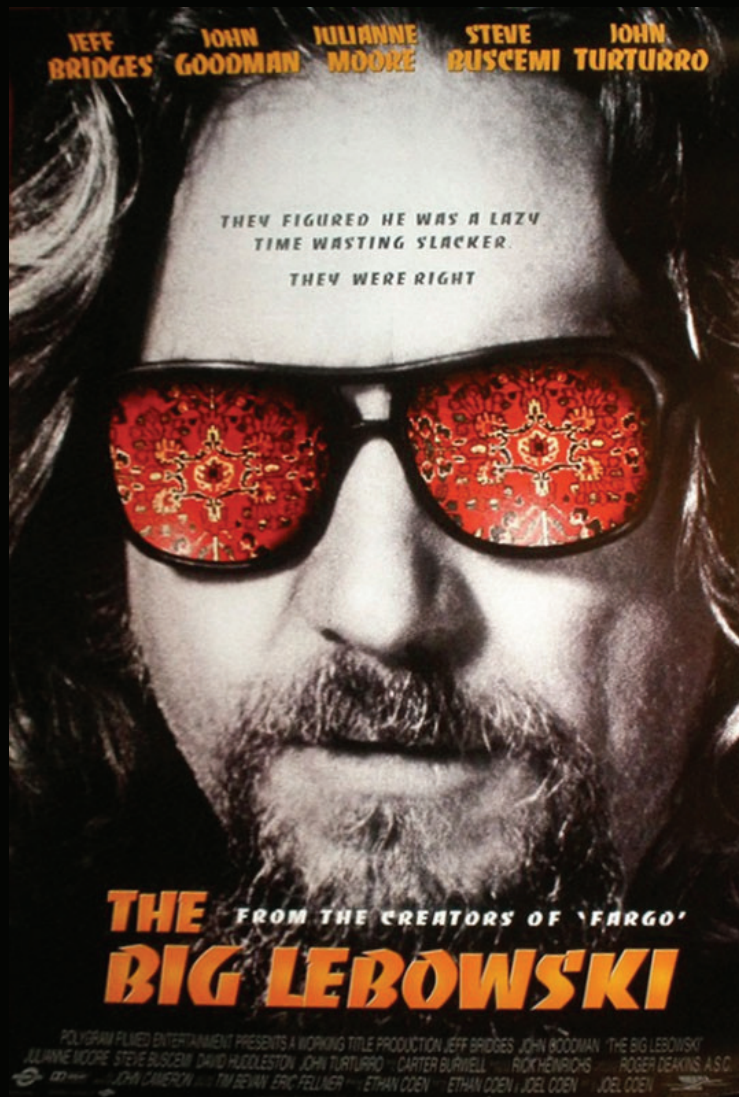




March 15, 2012

Re: Exchanging e-mails with designer Cassie Ramsay Anderson

Cassie (or 'Cass' as she calls herself) was the original designer for the Big Lebowski International One Sheet campaign which abideposters.com named "Best on Title" in March of 2012. This now-infamous design was used internationally and can be found on the French, German and Yugoslavian posters to mention a few.



International One Sheet

I e-mailed Cass in the hope that she could confirm that she was in fact the original designer of the poster.

Cass responded gracefully, thanking me for appreciating her work and provided some background on the design and how it ended up being used for the international campaign.

*"This poster was everywhere when I did it ... kids in Israel were collecting the full-page ads of it when I went that summer. The fun fact is that I had done this as a concept only - small low-rez file copied from a canon copier for the studio.*

*Next we knew it showed up on the cover of Variety and a picture of the Berlin festival ... Coen bros. w/ John Goodman front and center standing in front of it all blown up and framed ... they had not even signed off on it and had, basically, stolen it!! Naturally Gramercy pix sent a bill ... and the rest is movie poster history!!*

*So nice to get such a late in the game kudo - I had just gotten that job and was still very new at the "industry" AND Photoshop! The "fame" was great! The design is still being used on the disk boxes as far as I know."*

She asked me about myself and wanted to know more about abideposters.com. I filled her in on the basics and thanked her for responding and of course asked if I could quote her on the site. She responded positively and mentioned that she really regretted not being able to tweak her design.

*"I shall forever feel in my tech/design bone regret that I never got to finesse the design and look... but hell, it's known huh??"*

I personally think the final design – which was just a rough concept – makes it even more suitable for "The Dude" and the movie itself.

Cass also mentioned and was very proud of her work on "Meet the Deedles." This design received a Key Art Nomination. Cass alluded to the sad fact that she may not be doing movie poster design work anymore and again thanked me for the recognition.

*"It was a fun ride doing that work while it lasted and I'm so happy people recognize and respond... any artists' goal, hopefully no matter the field. Thanks! –Cass"*

No Cass. Thank You for your great artistic vision and truly making movie poster history!

-Charlie @ abideposters.com



Meet the Deedles US One-Sheet