

story of a girl and her cat. Many people, objects and scenes are drawn from Ferchaud's own experience, including one of his car driving by a burning Paradise sign.

Ferchaud was born and raised in Red Bluff. He came to Chico in 1981, and after a fortuitous meeting with a graphic designer at Chico State, he got started creating some of Chico's most recognizable imagery. "I took all the artwork I had to Chris Ficken [at the university] ... I showed him my artwork and he goes, 'Steve, just go out there and get professional experience,'" Ferchaud said. "That was the best advice I was ever given."

His early work included doing caricature drawings for the local Merry Standish comedy show posters, as well as frequent illustrations for the Chico News & Review. Ferchaud's celebrity-filled Woodstock's Pizza ads were eagerly anticipated each week, and his works have likely graced more CN&R covers than any other artist's.

Ferchaud branched out to designing logos for businesses (including the iconic Roland's Red image for the shuttered Butte Creek Brewing Co.) and illustrating children's books—Rhyk Gilbar's *Shmerkli and the Booger Picker*; Dan T. Davis' award-winning *A Carpenter's Legacy: A Christmas Story*; and an earlier collaboration with Cobb, *Gracie's Big Adventure: With Augustine the Beaver*, to name a few.

He's currently working with Peter Gottesman, a writer in New York who was more than understanding when he heard Ferchaud had to restart his drawings for their project after the fire.

"He found out I had this old Silver Age comic-book collection that got lost, so he started sending me all these really old comic books," Ferchaud said. "And he just sent me an autographed picture of Linda Carter as Wonder Woman. My clients have been just incredible."

Standing in his temporary studio surrounded by various gifts of comics and toy figures and piles of drawings and paintings completed in just the past year, Ferchaud portrayed an image of an artist who wasn't burned out.

"It's gone," he said, remembering what the fire took. "[But] as somebody said, 'The creator is still here.'" □

Pictures of tragedy

Two more Camp Fire art books raise money for relief



Colorful shards in post-fire wreckage of a glass shop in *The California Camp Fire: Reflections and Remnants*. PHOTO BY RON SCHWAGER

(Below) Melissa Schuster, owner of Chapelle de L'Artiste arts/events complex, one of the portraits in *People Places and Pieces of Paradise*. PHOTO BY DOUGLAS KEISTER

Douglas Keister has made a career of creating photo-heavy coffee table books—dozens of them on architecture, cemeteries, travel trailers, etc. *People, Places and Pieces of Paradise* is closer to home for the Chico photographer as he documented the "inferno, aftermath and recovery of the most destructive wild-fire in California history" with a collection of images of the town and portraits of the people impacted. A portion of the proceeds will be donated to arts organizations and the library in Paradise.

Another photo book—*The California Camp Fire: Reflections and Remnants*—takes a more abstract approach, with Chico studio photographer Ron



Schwager joining forces with writer Phil Midling and graphic designer Connie Ballou to make "An Artful and Meaningful Documentation of the California Camp Fire," according to the book's subtitle. The book is divided into two sections, with one part featuring monochromatic portraits of fire survivors alongside text of their stories, and the other a collection of full-color images featuring details from the fire's aftermath. A portion of proceeds will be donated to the Butte Strong Fund.

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Buy the books:
Burnt Offerings
\$10, at ABC Books
(950 Mangrove Ave.) and Amazon.com
Finding Hope in Paradise
Reserve a copy by emailing debbie@chocolatefest.us or calling 342-4896
People, Places and Pieces of Paradise
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The California Camp Fire: Reflections and Remnants
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