

Brooklyn-Based Independent Design Engine Electrofork Launches 2015 Calendar Project

Elizabeth Daggar, artist, designer and illustrator, has initiated a Kickstarter campaign to fund her newest endeavor, a Zodiac-meets-Heraldry calendar that will appeal to Game of Thrones fans, and anyone who has a birthday.

Brooklyn, NY (WEB) August 27, 2014 — Designer and Illustrator Elizabeth Daggar is getting into the crowd-funding game with her latest project, *The 12 Houses: A 2015 Zodiac Calendar*.

Based on the eternal astrological symbols, but re-imagined as *sigils* of the twelve houses of the Zodiac, it was inspired by the House Sigils in George R. R. Martin's *Game of Thrones* series. Rather than being divided by the months, as in a standard Western calendar, each sign is represented by its span of the year, and each sign will be redesigned in the heraldic tradition and placed upon a shield. To complete the effect, a house name and house motto will be supplied for each sigil. The calendar will consist of 12 rack cards —4"x9", which can be trimmed down to 4"x6" postcards, suitable for framing or sending at the end of the year. It is a work in progress, and she promises to post updates as each new design is finished.

In line with Kickstarter.com guidelines, artists have a set number of days to raise all the funds, or the project receives nothing. Daggar's calendar has a one-month (31-day) fundraising window, from start to finish. If the allotted budget (\$2,500 US) isn't raised by September 26, all pledges are cancelled and the project will not be funded.

In the past, Daggar has designed eleven calendars, the most recent of which was in 2010. *The Atlas of Calendria*, as it was titled, was a time-meets-place, fictional world comprised of a year in the Gregorian calendar. It was chosen as Editors' Pick on Etsy and was featured on a number of design, cartography and other blogs, like **TopDesign Mag**, who included it in their article, "[Calendar Design at its Best—15 Superb Examples](#)". It was also featured on the design blog **For Print Only. ThisNext** called it "just about the coolest thing ever.", and **Big Think: Strange Maps** reported that "at the beginning of this new year, hardly any map could be as appropriate as this one of Calendria, a place made out of time."

Her latest endeavor can be seen here:

<http://www.kickstarter.com/projects/281905782/the-twelve-houses-2015-zodiac-calendar>

About Elizabeth Daggar:

Elizabeth Daggar has been working independently under her design alias, *Electrofork*, for 15 years. She has worked in the fields of print, interactive, and film / television. Her clients have included national and local broadcasters, filmmakers, and production firms as well as numerous NYC-based entrepreneurs and institutions.

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<http://electrofork.com>

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<https://www.etsy.com/shop/lizdaggar>