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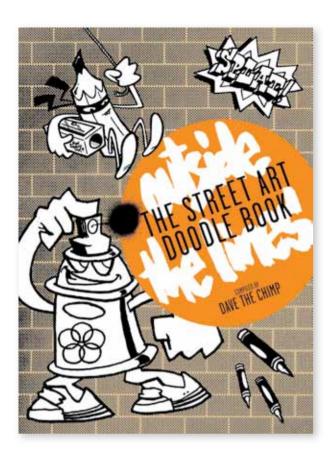
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Featured artists include:

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Street Art Doodle Book

Outside the Lines
Dave the Chimp

Street Art Doodle Book enables you to find your inner street artist without leaving your home. Aimed at children, small and large, this book challenges you to create your own street art on the page, inspired by some of the best street artists from around the world.

Dave the Chimp is an artist, designer and illustrator originally from London but now based in Berlin. He is a respected street artist and also designs graphics for Hessenmob Skateboards. He began his own brand of character-driven graffiti ten years ago.

- Features drawings and characters by top street artists from around the world
- Content will appeal to street art fans of all ages
- Outside the lines is fine!

Over 200 illustrations 256 pages 8 ½ x 11 ½ in ISBN (paperback) 978 1 85669 682 1 \$19.95 Graphics July 2010



Also available:



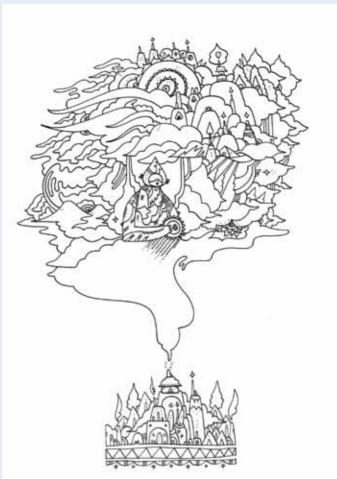
The Sneaker Coloring Book Daniel Jarosch and Henrik Klingel

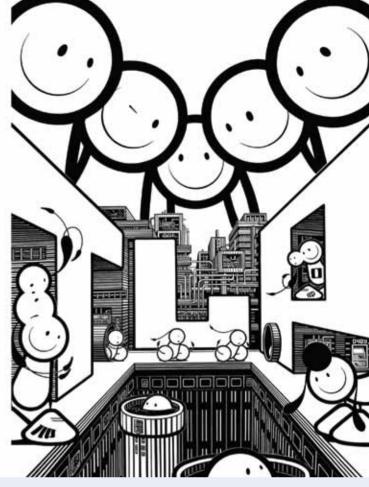
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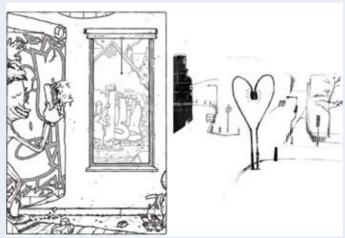


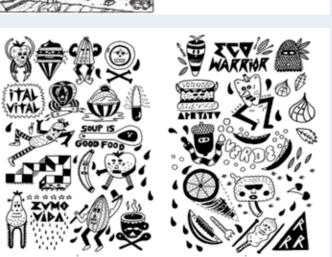
My Wonderful World of Fashion A Book for Drawing, Creating, and Dreaming Nina Chakrabarti

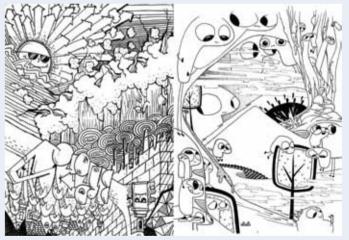
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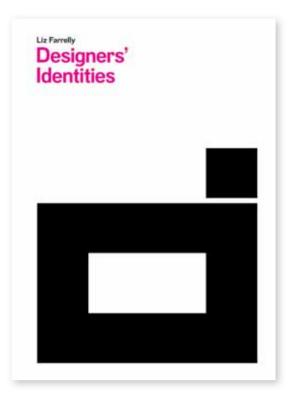




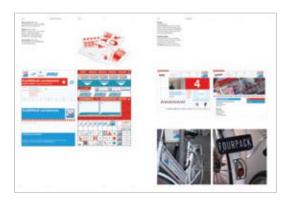




Forthcoming Titles 2 | 3









Designers' Identities

Liz Farrelly

This book showcases the corporate identities of 75 designers, from around the world, providing blueprints for best practice and inspiration. Along with detailed information about formats, materials and methods, the book includes a number of interviews with designers, who talk through their own corporate identity programme and the reactions they have had to this, their most personal design project.

Liz Farrelly is a design writer and editor, published worldwide. Her book credits include, among others, *Scrawl, Scrawl Too, Zines, Stick* 'Em Up, Brooklyn: New Style, Fashion Forever, the Business Cards series, onehundredat360°, and For Love and Money.

- A fascinating look at what is created when graphic designers are their own clients, producing their most inventive and considered work
- An invaluable sourcebook for anyone interested in corporate identity
- Wide variety of materials featured, print and digital

350 color illustrations 272 pages 8 ½ x 11 ½ in ISBN (paperback) 978 1 85669 690 6 \$40.00 Design and Graphics October 2010

ISBN 978-1-85669-690-6

Also available:



Business Cards 3
Designs on Saying Hello
Michael Dorrian and Liz Farrelly

ISBN (paperback) 978 1 85669 589 3 \$29.95



Logo Michael Evamy

ISBN (paperback) 978 1 85669 528 2 \$40.00

The Boot

Bradley Quinn

This is the first book dedicated to the style and history of the boot. It is an elegant showcase of cutting-edge boots by the world's greatest footwear designers. From riding boots to knee-high stilettos, from ankle boots to thigh-high lacers, the book explores the obsession, the fetish, and the fashions associated with this iconic form of footwear.

Bradley Quinn is an author, journalist, and independent scholar with expertise in fashion, textiles, and design. His books include *Techno Fashion, The Fashion of Architecture, Chinese Style, Scandinavian Style, Mid-Century Modern,* and *Textile Designers at the Cutting-Edge.*

- The only book to chronicle the boot in fashion history and in current collections
- Features iconic boots from the world's greatest international footwear designers, including Christian Dior, Manolo Blahnik, Chrisitan Louboutin, and Marc Jacobs
- A beautiful package that all fashionistas will want to own

244 color illustrations 192 pages 7 ¾ x 11 in ISBN (plc) 978 1 85669 663 0 \$40.00 Fashion September 2010

ISBN 978-1-85669-663-0



Also available:

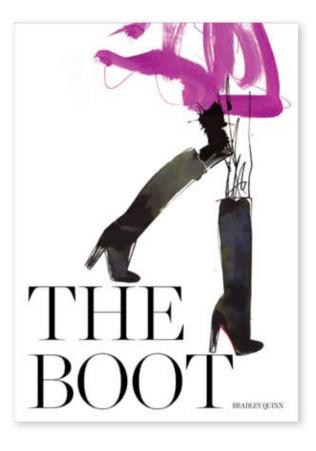


Fashion Jewelry Catwalk to Couture Maia Adams

ISBN (paperback) 978 1 85669 655 5 \$40.00



Bag Sue Huey and Susie Draffan ISBN (paperback) 978 1 85669 616 6







Forthcoming Titles 4



DIY Fashion

Customize and Personalize

Selena Francis-Bryden

DIY Fashion is a cool, quirky, and creative guide to making and customizing your own clothes, bags, and accessories. It contains more than 40 thrifty, sustainable, and stylish projects, none of which require prior skill or a sewing machine. From customized hand-me-downs to elegant evening wear, the book is packed with ideas that the reader can adapt to their

Selena Francis-Bryden has sold clothes at London's Portobello Market for many years. She has made clothing for many celebrities and her work has featured in Sex and the City. Selena's customized clothing has been sold by New Look and River Island and she has made complete ranges for high-street giants Topshop and Miss Selfridge.

- Features 40 original projects for cool clothes and accessories that you will want to make yourself
- No prior skill or sewing machine required, suitable
- Makes recycling and customizing stylish and

250 color illustrations 144 pages 8 ½ x 8 ½ in ISBN (paperback) 978 1 85669 653 1 \$24.95 Fashion July 2010

ISBN 978-1-85669-653-1



Also available:



Print & Pattern Bowie Style

ISBN (paperback) 978 1 85669 646 3 \$35.00



The Pattern Sourcebook A Century of Surface Design Drusilla Cole

ISBN (paperback) 978 1 85669 621 0 \$35.00













Forthcoming Titles 6 7 Forthcoming Titles









Graphic Design for Fashion

Jay Hess and Simone Pasztorek

This visually-led book contains a global selection of the best graphic design studios' work for the fashion industry—from packaging and lookbooks to swing tags and invitations—with exclusive insights from both clients and designers. The book reflects the exciting graphic developments in the field of fashion.

Before graduating from Central St Martins, London, Jay Hess studied graphic design in North Carolina State University. He has worked as a designer for a number of years, in the US and UK. He now runs the London-based studio byBOTH with Simone Pasztorek. Born in Austria, Simone Pasztorek studied graphic design in Vienna and later graduated from Central St Martins, London. After working for *TANK* magazine, she joined with Jay Hess under the name byBOTH. She has designed magazines, books and packaging, mainly for fashion clients.

- Exciting, cutting edge showcase of graphic design for fashion
- Features exclusive invitations, lookbooks, and signage never published before in book form
- Documents one of the most innovative, creative areas of design
- Will appeal to both graphic design and fashion professionals

800 color illustrations
240 pages
8 ½ x 11 in
ISBN (paperback) 978 1 85669 693 7
\$40.00
Graphics
October 2010

ISBN 978-1-85669-693-7

Also available:



How to Set Up & Run a Fashion Label Toby Meadows

ISBN (paperback) 978 1 85669 575 6 \$30.00



British Fashion Designers Hywel Davies

ISBN (paperback) 978 1 85669 633 3 \$40.00

Designs for Small Spaces

Jennifer Hudson

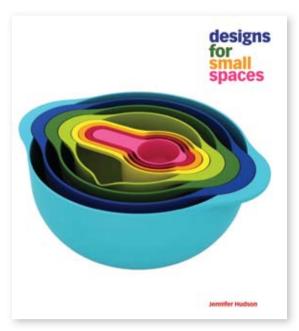
Small space living is no longer a lifestyle choice but a necessity in most cities, where property is expensive and space is at a premium. *Designs for Small Spaces* brings together over 500 cleverly designed products suitable for small spaces, and includes full details on where the products can be sourced.

Jennifer Hudson is an author, editor and researcher in the fields of contemporary design and architecture, and has been the general editor of *The International Design Yearbook* for the last fifteen years. As a freelance writer she has contributed to *Frame, Canadian Interiors*, and Virgin in-flight magazines.

- More and more people are living in small spaces, creating a big market for books on the subject
- No other book looks at products designed for small spaces.
- All products featured in the book are available to buy, with details on where they can be sourced
- . A great sourcebook for designers and consumers

883 color illustrations 256 pages 7 ½ x 8 ½ in ISBN (paperback) 978 1 85669 661 6 \$30.00 Design September 2010









Also available:



1000 New Designs 2 And Where to Find Them Jennifer Hudson

ISBN (paperback) 978 1 85669 643 2 \$30.00



1000 Interior Details for the Home And Where to Find Them Ian Rudge and Geraldine Rudge

ISBN (paperback) 978 1 85669 610 4 \$35.00



1000 New Eco Designs And Where to Find Them Rebecca Proctor

ISBN (paperback) 978 1 85669 585 5 \$35.00

Forthcoming Titles







The Custom Road Bike

Guy Andrews

This book is the complete guide to specifying and buying your dream bike. Each chapter covers a particular part of the bike, from the frame, to forks, headsets, wheels, tyres, hubs, gear components, chains, brakes, saddles, handlebars, pedals, water bottle cages, and accessories. Including beautiful studio images of the latest kit, the chapters feature interviews with the top designers and manufacturers, and maintenance tips from professional mechanics.

Guy Andrews is Editor of *Rouleur* magazine. He has been an editor and writer on cycling for the last fifteen years.

- A guide to specifying the components of your dream bike
- Specially-commissioned photography reveals in detail the anatomy of a custom racing bike
- Includes interviews with key bike manufacturers and builders
- Written by the editor of *Rouleur* magazine, the leading road bike journal owned by Rapha

251 color illustrations 224 pages 8 ¼ x 10 ¾ in ISBN (hardback) 978 1 85669 664 7 \$50.00 Design September 2010

ISBN 978-1-85669-664-7

Also available:



Fixe

Global Fixed-Gear Bike Culture Andrew Edwards and Max Leonard

ISBN (paperback) 978 1 85669 645 6 \$24.95

Construction Processes



Steel
The cidest morthoid of bitse twistling is complicated per portex fly resulted.
Steel fluores are usually joined together with long-which can be joined with either boruse brasting told or show solden. Fluorial to the boruse brasting told or show solden. Fluorial twees used thraitisessally included flagments with logged fluores that were used thraitisessally included flagments. Still and SSIX and SIX for shelling bits area popular in

possible from more technically actuanced in fudure. Contemporary versions of these are Dediscular's 7. Replica and Columbus' Spirit habrents. Stainters steel in rese becoming popular – although expensive in the all the qualito of steel and the temperity of tilanium. Repnilida VE3 and Columbus XC are the most popular.

An riders attempted to get lighter frames, frame building dropped the lugs attospether. The lugless bracing technique needs careful cutting or minering of the tuben so that they are perfectly pioned at the tube. Whether this seven any weight over a good pair of lightereight lugs is questionable and the choice i drawn to personal preference.

It has and strong and can be applied to viewed figure of material, including steel, aluminium and situation. Some traditional steel builders will not build a flawer this way, perfecting to boxis, but exponents of TIG welding can make fighter flawers from large section tables that can be primed in a much free way, to this way flames can be realized with various, table claimvestor to super with the different stresses with the flames.

Titanium

Elizarium is entermenty difficult to weet and ahmost respossible braza, so the recognized and most used technique for makin thanks the recognized and most used technique for making thanks with very little exists material evecked to join the forms buther. However, it's difficult is taked pour mistakes on unifinish materials like transien, so welders need a lost of experience a a familiarity with the material. As a result, good stanium from are usually made by very good welders.

Agents you are not entered one

The Conton Food Site













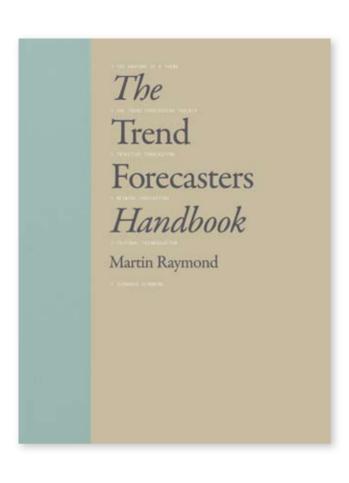






Forthcoming Titles

coming Titles







The Trend Forecaster's Handbook

Martin Raymond

The Trend Forecaster's Handbook is a sharp, in-depth and highly visual textbook and teaching aid for students and academics keen to know more about the world of trends, trend forecasting, and consumerinsight techniques.

This "how to" book provides design students with skills to understand and track trends and use them to inform their research, design, and product development. With quotes, interviews, and case studies of key players.

Martin Raymond, co-founder of The Future Laboratory, a consumerinsight, trend-forecasting, and brand-strategy agency whose clients include American Express, Louis Vuitton, Laurent-Perrier, Absolut, BMW, Lamborghini, and Condé Nast. He is a regular media commentator on trends and business.

- Real-life case studies put the theory in context
- · Fully illustrated to suit a visually literate market
- . Author is the leading expert in the field
- . This book shows how trends develop and how designers can tap into them at an early stage within the lifecycle of product development

388 color illustrations 216 pages 8 ½ x 11 in ISBN (paperback) 978 1 85669 702 6 \$40.00 Design October 2010

ISBN 978-1-85669-702-6

Towards Zero-energy Architecture New Solar Design

Mary Guzowski

Towards Zero-energy Architecture is a much needed call for the design professions to redefine architecture to help alleviate ecological problems. This book explores the theories, practices, and principles of new approaches to solar architecture that foster both design excellence and low-energy use.

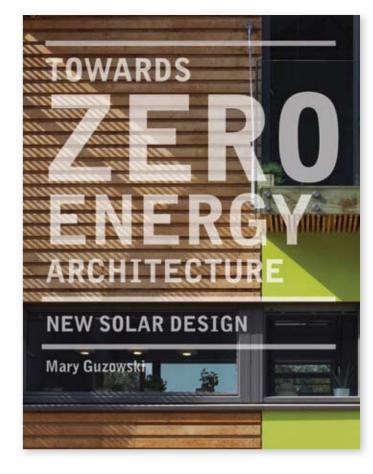
Mary Guzowski is an Associate Professor in the Department of Architecture at the University of Minnesota. Her publications include more than 30 articles, the book Daylighting for Sustainable Design (2000), and two web-based design resources.

- · Gives architects the technical information that they need to reduce energy use in buildings
- · Shows that low-energy design can also be good design
- Written by a leading authority on the subject

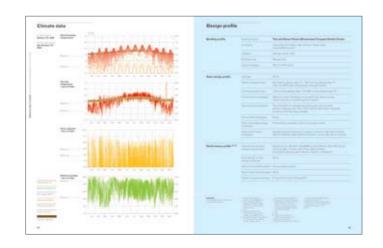
406 illustrations, 368 in color 208 pages 8 ½ x 11 in ISBN (plc) 978 1 85669 678 4 \$45.00 Architecture October 2010

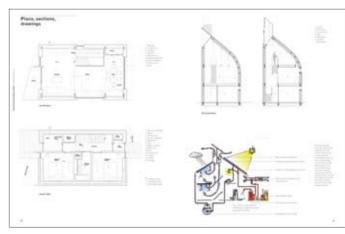
ISBN 978-1-85669-678-4











12 | 13 Forthcoming Titles Forthcoming Titles











The Street Art Stencil Book

Curated by On.Studio

Containing 20 laser cut stencils from the world's leading street artists, this book is a must for artists, illustrators, and anyone who loves street art. The stencils are printed on perforated card stock so that they can be removed and used. Each artist has created an in-situ photograph to accompany their stencil, showing how they would use it. The book includes an interview with the founder of stencil art, the Paris-based artist Blek Le Rat.

ON.Studio is a London-based graphic design company run by partners Oliver Walker and Nigel Roberts. Books designed by ON.Studio include *Guerilla Art, Art by Tattooists: Beyond Flash* for Laurence King Publishing and monographs of artists Paul Insect and JR for the Lazarides Gallery.

- The first ever book of street art stencils
- Contains stencils by 20 of the world's greatest stencil artists
- Includes an interview with and a stencil created by the founder of stencil art, Blek Le Rat
- · Likely to become a collector's item

20 stencils; 50 illustrations 90 pages 9 ½ x 9 ¾ in ISBN (paperback) 978 1 85669 701 9 \$29.95 Graphics September 2010

SBN 978-1-85669-701-9



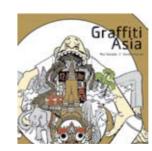


Also available:



Stickerbomb 2 Studio Rarekwai

ISBN (paperback) 978 1 85669 662 3 \$24.95



Graffiti Asia Studio Rarekwai

ISBN (paperback) 978 1 85669 649 4 \$24.95



Cult Streetwear
Josh Sims

ISBN (paperback) 978 1 85669 651 7 \$29 95



Guerilla Art Edited by Sebastian Peiter, additional text by Goetz Werner

ISBN (paperback) 978 1 85669 593 0 \$19.95

14 15







Planning Office Spaces

a practical guide for managers and designers

Yuri Martens, Juriaan van Meel and Hermen Jan van Ree

Planning Office Spaces is a clear, accessible book written to help designers and their clients understand the challenges to be faced when planning a new office. It explains what questions should be asked and shows the alternative solutions on offer and their advantages and disadvantages. Written by an expert team of authors the book is aimed at anyone involved in planning an office.

Yuri Martens is a researcher and a practitioner on workplace strategy. Previously he worked at the Center for People and Buildings in the Netherlands, where with Juriaan van Meel, he co-authored the Werkplekwijzer. Juriaan van Meel is a senior consultant at ICOP, a workplace consultancy firm in the Netherlands, which he co-founded. He is also the author of The European Office and co-author of The Office, the Whole Office and Nothing but the Office. Hermen Jan van Ree is Senior Manager at the Investment Property Databank. Previously he worked as a Senior Research Fellow at University College London and as a researcher manager in both the Netherlands and the United States.

- Clear, accessible approach to the process of planning and designing an office space
- Written by an expert team of authors, with simple, no nonsense advice
- Aimed at office managers and anyone involved in designing an office

150 illustrations, 125 in color
144 pages
6 ¾ x 9 in
ISBN (paperback) 978 1 85669 698 2
\$24.95
Design
October 2010





Eco Fashion

Sass Brown

This book looks at one of the strongest trends in fashion, towards the production of desirable and well-designed apparel and accessories with a conscience. *Eco Fashion* shows the range of sustainable and ethical products available around the globe and explains the stories behind them, as well as showing how and where they make a difference.

Originally from London, England, Sass Brown is a full-time professor in the Fashion Design department at the Fashion Institute of Technology in New York. She has worked with women's cooperatives in Latin America, most notably COOPA-ROCA in Rio de Janeiro,

- Sustainability and ethics are key issues in the fashion industry
- Visual approach showing the most exciting eco fashion today
- Will appeal to fashion professionals and students

500 color illustrations 208 pages 7¾ x 11 in ISBN (paperback) 978 1 85669 691 3 \$35.00 Fashion September 2010

ISBN 978-1-85669-691-3 0 3 5 0 0

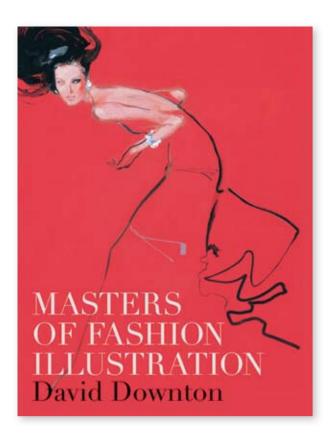








Forthcoming Titles 16 | 17



Masters of Fashion Illustration

David Downton

A lavishly illustrated and beautifully designed book that celebrates the work of the great fashion illustrators from late-19th century to the present day. The book covers the work of fashion illustrators, such as Rene Gruau and Antonio Lopez, fine artists such as Boldini and Warhol, and graphic designers such as Tony Viramontes and Bob Peak.

Over the last decade, David Downton has gained a reputation as one of the world's leading fashion artists. His classically elegant, yet highly contemporary images have been a strong factor in the resurgence of interest in fashion illustration.

- This book looks at the work of 20 celebrated fashion illustrators, written by one of the world's leading practitioners
- Includes many images from the archives of famous fashion magazines, not seen since they were first published
- A fabulous and beautiful book with wide appeal on a popular subject

200 color illustrations 224 pages 8¾ x 11½ in ISBN (hardback) 978 1 85669 704 0 \$50.00 Fashion

ISBN 978-1-85669-704-0

September 2010

Also available:



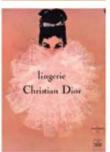


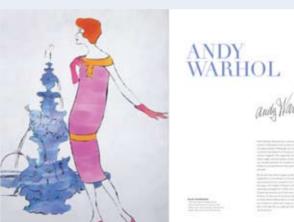
100 Years of Fashion Illustration

ISBN (paperback) 978 1 85669 462 9













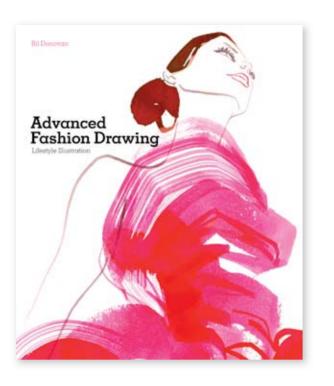








Forthcoming Titles 18 19 Forthcoming Titles









Advanced Fashion Drawing Lifestyle Illustration

Bil Donovan

Advanced Fashion Drawing is a practical book showing how to illustrate for the fashion and lifestyle market. Renowned fashion illustrator Bil Donovan shows how to create an illustration with a sense of fashion, rather than one that concentrates solely on the fashion figure. A series of demonstrations and exercises help the advanced illustration student hone their skills and increase their level of draftsmanship, while establishing their own personal style.

Bil Donovan is a fashion illustrator who has worked and lived in New York, Paris, and Milan. He has recently been appointed Dior Beauty's first artist-in-residence, and his work has appeared editorially in various publications and promotional advertorial campaigns throughout the world. He teaches at the Fashion Institute of Technology in New York.

- The first book to cover lifestyle illustration, which has become a key area in fashion drawing
- · Filled with key step-by- step sequences showing how to achieve successful results
- · Written for advanced illustration students, encouraging the development of a personal style
- Author is one of the top New York fashion illustrators and is Dior Beauty artist-in-residence.

340 color illustrations 192 pages 9½ x 11 in ISBN (paperback) 978 1 85669 648 7 \$35.00 Fashion July 2010

Fashion Designers' Sketchbooks

Hywel Davies

Fashion Designers' Sketchbooks provides a revealing insight into the design process of some of the major names in the fashion industry. Garments on the catwalk are juxtaposed with lookbooks, original research material, and finished illustrations, giving a new perspective on the working methods of leading international designers. This unique approach makes the book a fascinating resource for both students and designers.

Hywel Davies is a freelance fashion writer based in London. After studying Fashion Communication and Promotion at Central Saint Martins, Hywel worked for an international mix of magazines and newspapers. Previously the fashion editor at Sleazenation, he has also written for Arena, Vogue, ELLE, Wallpaper, Nylon, and Dazed &

- · Unique compendium of photographs, sketches, mood boards, muslins, fabric swatches, and more from leading fashion designers
- · Insight into the creative process, invaluable for students and professionals
- · Includes work and interviews from the top names in fashion, including Chanel, Vivienne Westwood, John Galliano, and Yohji Yamamoto

334 color illustrations 208 pages 8 ½ x 11 ¾ in ISBN (hardbound) 978 1 85669 683 8 \$40.00 Fashion September 2010

ISBN 978-1-85669-683-8



Also available:



Sketchooks

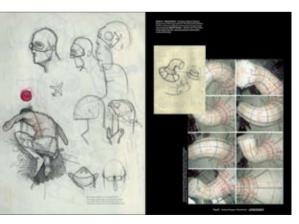
The Hidden Art of Designers, Illustrators, and Creatives Richard Brereton

ISBN (paperback) 978 1 85669 582 4 \$30.00









20 21 Forthcoming Titles Forthcoming Titles



Indie Craft

Jo Waterhouse

This book showcases the new wave of cool crafting—quirky, cutting-edge, craft-based artwork, often called Indie Craft or D.I.Y. craft. Using traditional methods such as embroidery, crochet, knitting, cross stitch, tapestry, needle felt, and plush toy making, the Indie Crafters create work that is contemporary, controversial, kitsch, ironic, humorous, and blurs the lines between art and craft.

Jo Waterhouse is a freelance writer interested in many areas of art, including lowbrow, street, skateboarding, and tattoo art. She is the author of *Concrete to Canvas: Skateboarders' Art, Concrete 2 Canvas: More Skateboarders' Art*, and *Art by Tattooists: Beyond Flash.*

- First global, visual showcase of Indie Craft
- Looks at a range of crafts, from cross stitch to tapestry
- Fun and funky designs to inspire today's urban hipster
- Foreword by Faythe Levine, director of Handmade Nation

200 color illustrations
128 pages
8 ½ x 8 ¾ in
ISBN (paperback) 978 1 85669 696 8
\$19.95
Design
October 2010

ISBN 978-1-85669-696-8



Also available:



Made & Sold Toys, T-shirts, Prints, Zines, and Other Stuff FI @33

ISBN (paperback) 978 1 85669 628 9

Conclusions (Riches find) multiple for the control of the control







CRAFF COTTRIBUTE + DE



howie woo

Howie Was is based in British Colombia, Canada, where he practic 'Niso Work' -3D Spacese assignment et le conclusion objects and ast 'Anegomen' translates Stroidy as 'Audited or crecitated studied (flowing explains).

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Hower has been conducting since the number of 2008, when his grifting began conducting, the facination with heightly optioned year, which began as a child, was regarded and be finally learned how to conduct through family and reamb, broke and the reterror.

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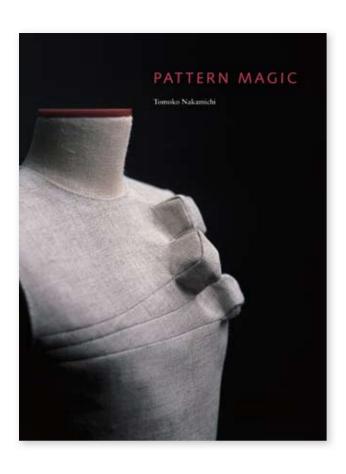
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Forthcoming Titles 22 23







Pattern Magic

Tomoko Nakamichi

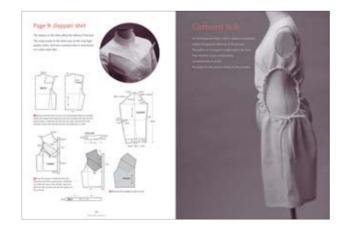
Pattern Magic is the cult pattern-making book from Japan. Taking inspiration from nature, from geometric shapes, and from the street, this book harnesses the sheer joy of making and sculpting clothes. The book takes a creative approach to pattern making, with step-by-step projects for fashion designers and dressmakers to enjoy. Each project is beautifully illustrated with clear diagrams and photographs showing the stages of construction, the muslins, and the finished garments.

After serving many years as a professor at Bunka Fashion College, Ms. Nakamichi currently delivers lectures and holds courses on fashion design, both in Japan and overseas. This book brings together the results of the research on garment patterns she has carried out to help instruct her students.

- Cult pattern making book—available in English at last
- Easy-to-follow, step-by-step sequences
- · Highly illustrated, with beautiful photography
- Brings the subject alive by showing the finished designs three-dimensionally
- · Inspiring guide to design through pattern making

200 color illustrations 104 pages 7 ½ x 10 in ISBN (paperback) 978 1 85669 705 7 \$24.95 Fashion September 2010

ISBN 978-1-85669-705-7



Japanese Fashion

Susannah Frankel, Akiko Fukai and Barbara Vinken

This book explores the unique sensibility of Japanese fashion design, and its sense of beauty embodied in clothing. This is typified by the elimination of excessive decoration, a radical unfinished or deconstructed look, and the ability to move freely between traditional and modern techniques.

The work of Rei Kawakubo of Comme des Garçons is represented in this book alongside her contemporaries, Issey Miyake and Yohji Yamamoto. Kawakubo's protégé, the techno-couturier Junya Watanabe is also featured, together with the acclaimed Jun Takahashi, and the new generation of radical designers: including Tao Kurihara, Fumito Ganryu, and Mint Designs, among others.

Susannah Frankel has been fashion editor of *The Independent* since 1999. Her first book–*Visionaries–Interviews With Fashion Designers* –was published by V&A Enterprises. Akiko Fukai is Chief Curator of The Kyoto Costume Institute in Japan and has written numerous books on fashion including *Fashion: A History from the 18th Century to the 20th Century, Collection from the Kyoto Costume Institute.* Barbara Vinken is Professor of French Literature, University of Zurich. She is the author of *Fashion Zeitgeist.*

- Japanese fashion designers have been some of the most influential of the last 20 years
- Draws on the extensive archive from the Fashion institute in Kyoto
- Contains work from both established and up-andcoming designers

320 color illustrations 256 pages 8 ¼ x 11 ¾ in ISBN (hardback) 978 1 85669 707 1 \$50.00 Fashion October 2010





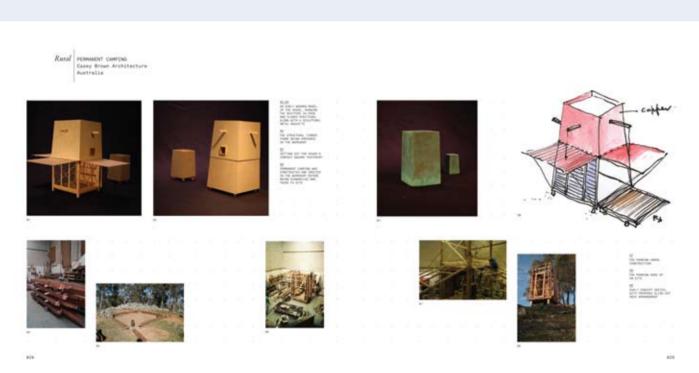




Forthcoming Titles 24 | 25











The New Modern House Redefining Functionalism

Jonathan Bell and Ellie Stathaki

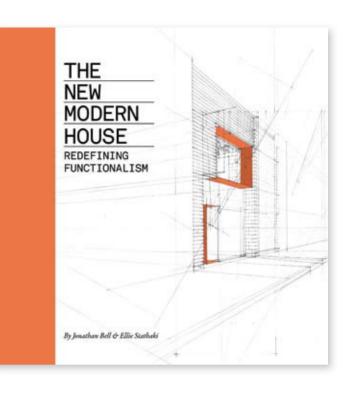
The New Modern House is a comprehensive look at the emerging trend of architecture that favors substance over style, combining functional design and sustainable processes with a straightforward, honest aesthetic. The New Modern House features 50 of the best recent residential case studies, from single family houses to self-builds, eco-friendly structures, recycled projects, and creative re-uses. All are accompanied by full details, models, sketches, and diagrams, allowing a closer look at their conception and construction. At the heart of the book is the concept of a new authenticity, which demonstrates a logical evolution of modernist design.

Jonathan Bell writes about architecture and design for Wallpaper*, Blueprint, and Grafik. He is co-editor of things magazine and his recent books include The Transformable House, Carchitecture, Penthouse Living, and 21st Century House. Ellie Stathaki is Assistant Architecture Editor at Wallpaper* magazine. She trained as an architect at the Aristotle University of Thessaloniki and studied architectural history at the Bartlett in London. She has contributed to Blueprint, Financial Times, The Guardian, as well as the book 1001 Best Buildings to See Before You Die.

- · An international overview of a major new movement in contemporary architecture
- Detailed sketches, models, and construction drawing provided for all projects
- . Written and designed by the Architecture team from Wallpaper* magazine

460 color illustrations 240 pages 9¾ x 9¾ in ISBN (hardback) 978 1 85669 684 5 \$50.00 Architecture September 2010





Also available:



Hatch The New Architectural Generation Kieran Long

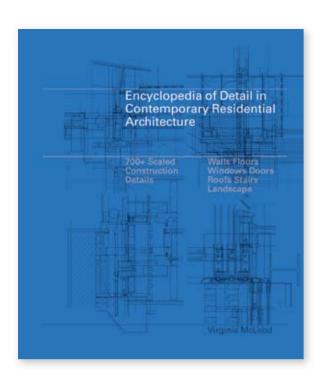
ISBN (paperback) 978 1 85669 562 6 \$35.00



Introduction to Architectural **Technology** Pete Silver and Will McLean with Dason Whitsett

ISBN (paperback) 978 1 85669 566 4

Forthcoming Titles 26 27 Forthcoming Titles



Encyclopedia of Detail in Contemporary Residential Architecture

Virginia McLeod

This is a comprehensive sourcebook, containing scale drawings of every type of architectural detail taken from 100 of the best contemporary houses. Over 700 detailed drawings of walls, floors, ceilings, doors, windows, and staircases feature keys explaining construction techniques and materials used. Each drawing is cross referenced to other details from the same building.

This is an invaluable reference for all architects, showing the best examples of residential detailing from around the world. A bonus DVD includes all of the drawings featured in the book.

Virginia McLeod has worked for a number of private practices in London and was also the editor of *The Phaidon Atlas of Contemporary* World Architecture. She currently works as a freelance writer and editor, specializing in contemporary architecture.

- Comprehensive coverage of all aspects of contemporary residential detailing
- Invaluable and easy to use reference work for
- · All drawings specially commissioned and to a systematic scale and style

1,000 illustrations, 200 in color 352 pages 9¾ x 11½ in ISBN (hardback) 978 1 85669 692 0 \$65.00 Architecture

August 2010 includes DVD



Also available:



Detail in Contemporary Timber Architecture Virginia McLeod

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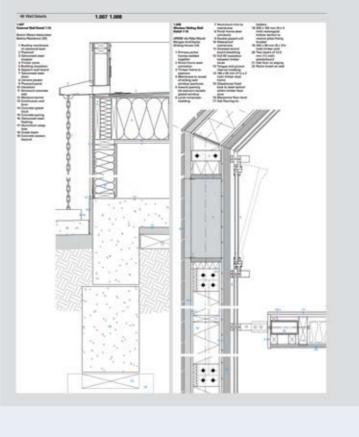
Detail in Contemporary Landscape Architecture Virginia McLeod

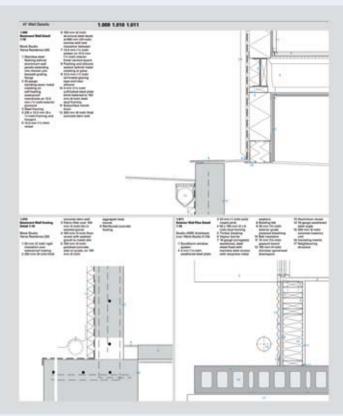
ISBN (hardback) 978 1 85669 498 8 \$50.00



Detail in Contemporary Residential Architecture Virginia McLeod

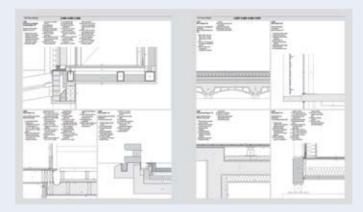
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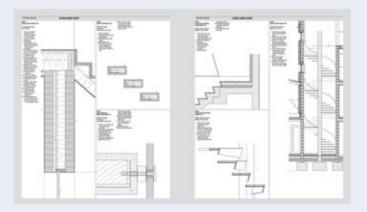












28 29 Forthcoming Titles Forthcoming Titles







Fabric For Fashion A Comprehensive Guide to Natural Fibers

Clive Hallett and Amanda Johnston

This book explains the particular qualities of different fabrics and how to get the most out of them. Providing a mix of practical information and the industry vocabulary, Fabric for Fashion will help students gain a clear understanding of how to work with fabrics as an integral component of the fashion design process. With stunning color photographs that show how fashion designers, both past and present, have worked with fabrics, the book's prime objective is to stimulate creative exploration of the relationship of fabrics to fashion.

Clive Hallett is an associate lecturer in design management at London College of Fashion as well as lecturing at several other fashion colleges. Amanda Johnston is an associate lecturer in design and product development on the BA Fashion Products course at London College of Fashion. Clive and Amanda have worked together as consultants within the fashion industry since 1982 having worked on numerous projects internationally.

- · The only book specifically for fashion students to explain the behavior and properties of different fabrics
- Time-saving reference guide that helps students to make the right design choices
- · Useful glossary of key terms
- Includes resource guide to sourcing fabrics

464 color illustrations 208 pages 8 ½ x 11 in ISBN (paperback) 978 1 85669 612 8 Fashion August 2010



Fabric For Fashion The Swatch Book

Clive Hallett and Amanda Johnston

This easily navigable resource provides 100 swatches of most recognized and widely used varieties of fabric, including cottons, silks, wools, and linens, to encourage consideration of not just the aesthetic appeal of various fabrics but also their structure, feel, and weight. Secured in an attractive ring-bound folder, with descriptions alongside them, the fabrics are in their raw state, before bleaching, dying, or finishing, so that their properties can be observed without the distraction of color or pattern.

- Features 100 fabric swatches bound into an attractive and sturdy folder
- Includes glossary of key terms and information on fabric weaves, weights, and textures
- Invaluable resource for all fashion and textile design students
- A useful companion to Fabric for Fashion

50 color illustrations 70 pages 8 ½ x 11 in ISBN (hardback) 978 1 85669 669 2 Fashion August 2010

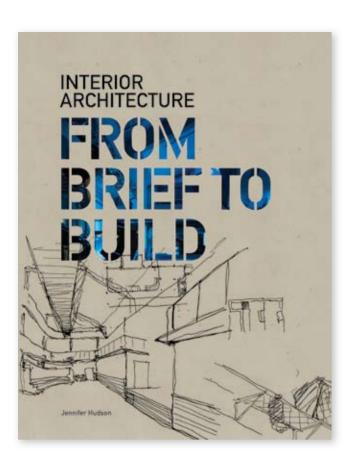




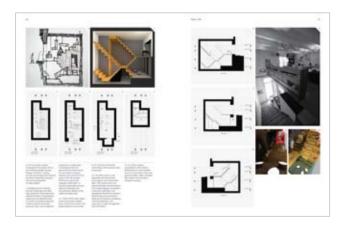




30 31 Forthcoming Titles Forthcoming Titles







Interior Architecture From Brief to Build

Jennifer Hudson

Interior Architecture: From Brief to Build offers both students and professional designers an overview of how today's major interior architectural projects are designed and built. Covering 30 international projects, the book illustrates the working methods and creative concerns of both long-established and emerging international designers. Every stage of the project is included, from the initial brief to the final construction. It features specially taken shots of production and construction processes, and details of fixtures, fittings, customized furnishings and decoration.

Jennifer Hudson is an author, editor and researcher in the fields of contemporary design and architecture, and for fifteen years was the general editor of *The International Design Yearbook*. She is the author of 1000 Designs and Where to Find Them, Interior Architecture Now, Restroom and Process – 50 Product Designs from Concept to Manufacture.

- The first book to go beyond the finished project to show the whole process of interior design
- Detailed examination of each project with many images published for the first time
- International coverage of both established and emerging designers
- · A key book for students studying interior design, as well as providing professionals with a fascinating insight into how others work

850 color illustrations 240 pages ISBN (paperback) 978 1 85669 697 5 \$45.00 Architecture / Interior Design October 2010

ISBN 978-1-85669-697-5

Design Diaries

Creative Process in Graphic Design

Lucienne Roberts and Rebecca Wright

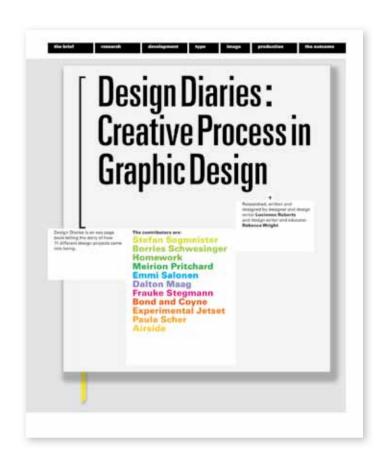
This thought-provoking and practical book for graphic designers and students explores creative practice in graphic design. The book looks at the essential elements of the creative process through a series of in-depth studies of a range of real-life graphic design projects—from the art direction of a magazine issue and the development of a logo, to the design of a poster, a font and a signage system. In each case, the designers are interviewed and their working process documented in detail.

Lucienne Roberts is a designer and author who runs her own studio, LucienneRoberts+. She has written numerous books, most recently Good: An Introduction to Ethics in Graphic Design. Rebecca Wright is a freelance illustrator, designer and lecturer on design. She is currently course director of graphic design at Kingston University.

- · Key book for students, giving them a practical guide to creativity in graphic design
- Tracks the progress of real-life design projects from idea to final product
- · Includes strategies for avoiding creative block
- · Wide range of projects from some of the biggest names in graphic design.

200 color illustrations 240 pages 8 ½ x 10 ¼ in ISBN (quarterbound) 978 1 85669 688 3 \$40.00 Graphics / Design October 2010

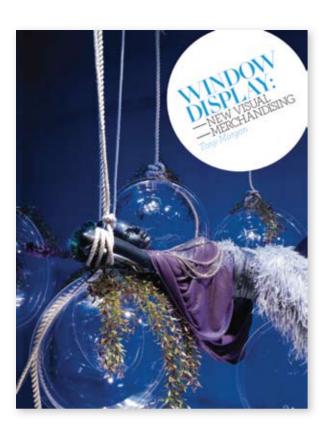


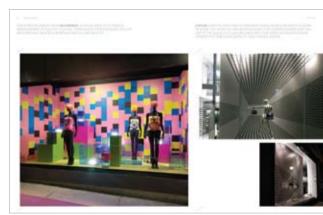


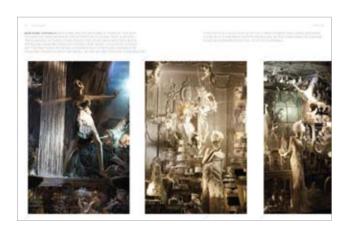




32 | 33 Forthcoming Titles Forthcoming Titles







Window Display

New Visual Merchandising

Tony Morgan

A showcase for the world's most eye-catching window displays, this book offers inspiration and guidance to visual merchandisers and retailers, helping them to create windows that not only look good but also help to increase sales. Seven chapters cover key topics for the visual merchandiser, each with a gallery of photographs demonstrating how and why each window is successful. A must for anyone involved in bricks and mortar retail.

Tony Morgan is head of Visual Merchandising at the Fashion Retail Academy and also teaches at the London College of Fashion. He worked as Creative Manager at Selfridges, London for 18 years, where he travelled the world examining their different store concepts. He is the author of Visual Merchandising: Window and in-store displays for retail.

- Showcases the most original window displays from shops all over the world
- Explores how innovative window designs can extend and reinforce brand identity
- Provides inspiration for visual merchandisers and retailers

250 color illustrations 192 pages 8½ x 11 in ISBN (paperback) 978 1 85669 685 2 \$35.00 Fashion September 2010



Also available:



Visual Merchandising

Window and In-store Displays for Retail Tony Morgan

ISBN (paperback) 978 1 85669 539 8 \$40.00

The Picture Book

Contemporary Illustration

Edited by Angus Hyland

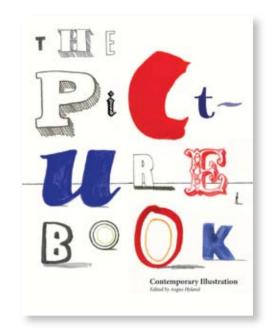
A mini edition of the bible of contemporary illustration, this is a comprehensive survey of exciting work from across the globe that will appeal to experts and newcomers alike. Each artist's work is accompanied by a self-portrait and a short, illuminating profile exploring their inspirations and their approach both to illustration and to their career.

Angus Hyland is a graduate of the Royal College of Art and a partner at Pentagram Design London. In 2001 Hyland was the co-curator, with Roanne Bell, of "Picture This" a British Council exhibition featuring the work of London illustrators.

- · Mini version of best-selling illustration book
- Contains work by established and up-and-coming artists
- Compiled by award-winning designer Angus Hyland of Pentagram

500 color illustrations 344 pages 5 % x 6 % in ISBN (paperback) 978 1 85669 607 4 \$16.95 Graphics September 2010

15BN 9/8-1-8569-60/-4 0 1 6 9 9

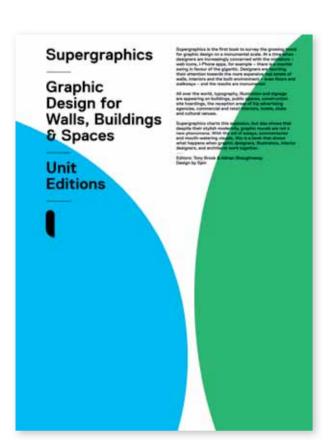




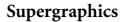




Forthcoming Titles 34 | 35







Graphic Design for Walls, Buildings & Spaces

Unit Editions

Supergraphics is a survey of the growing trend for graphic design on a monumental scale. At a time when graphic designers are increasingly concerned with the miniature, there is a counter swing in favor of the gigantic. All over the world, typography, illustration, and signage are appearing on buildings, public spaces, construction site hoardings, the reception areas of hip advertising agencies, commercial and retail interiors, hotels, clubs, and cultural venues. Supergraphics is the first book to chart this explosion.

- First book to offer in-depth study of a fashionable and historically important topic
- Features work by key practitioners from around the world
- Broad appeal to graphic designers, architects and interior designers.

400 color illustrations xx pages 8⅓ x 11 in ISBN (paperback) 978 0 95620 711 1 \$40.00 Graphics September 2010







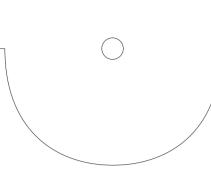
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Academic

Portfolio Skills



Portfolio Skills is an accessible, authoritative, and beautifully designed series of books, written by educators at leading art and design schools and aimed at students in the creative arts.

Designed to accompany undergraduate courses in architecture, fashion and textile design, graphic design, product design, and interior design, the books explain the practical skills needed by students throughout their studies and on into their professional practice. Each title is extensively illustrated with step-by-step instructions on key methods and techniques.

Affordably priced and attractively packaged, the titles in this series are peer reviewed and are being adopted by an increasing number of institutions.





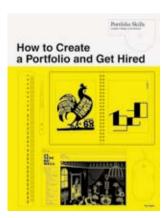




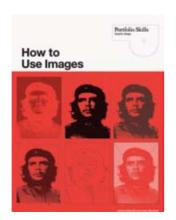












How to Create a Portfolio and Get Hired A Guide for Graphic Designers and Illustrators

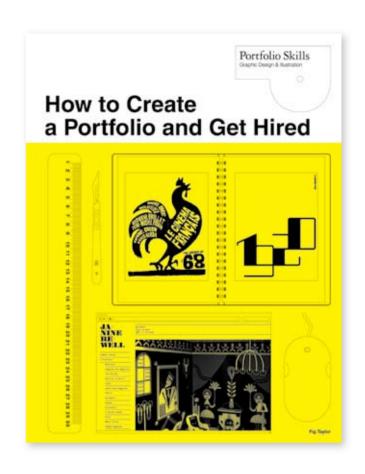
Fig Taylor

This book shows those embarking on an illustration or graphic design career how best to put together an effective, professional portfolio. It discusses what to include and how to organize and display the work, and also advises on presentation techniques and self-promotion. Both print and virtual portfolios are covered.

Fig Taylor is Portfolio Consultant at the Association of Illustrators, London. She graduated from Chelsea School of Art with a degree in graphic design, then ran her own London-based illustration agency. She lectures extensively on professional practice to students through-

- Useful for students of graphic design and illustration
- · Features handy tips from commissioners working in publishing, design and advertising, as well as agents and educators
- · Includes advice on whom to approach for work and how, good interview and presentation techniques, and self-promotion
- · Covers both print and digital portfolios

232 color illustrations 144 pages 8 ½ x 11 in ISBN (paperback) 978 1 85669 672 2 \$30.00 Design August 2010













Architectural Drawing

David Dernie

Architectural Drawing focuses on the exciting possibilities for representing the built environment using all the techniques—both traditional and digital—that are now available. Packed with practical information the book illustrates all the key types and media of drawing—from sketches to working details—and includes some of the best examples by practicing architects. This book will be an indispensable practical resource in architectural schools.

David Dernie is a practicing architect and Head of the Leicester School of Architecture at De Montfort University. His previous books include *New Stone Architecture* and *Exhibition Design*.

- All students of architecture need to learn how to draw
- Includes many invaluable step-by-step sequences and practical tips
- Covers both traditional and digital techniques

460 illustrations, 376 in color 208 pages 8 ½ x 11 in ISBN (paperback) 978 1 85669 679 1 \$35.00 Architecture September 2010

ISBN 978-1-85669-679-1

Architectural Modelmaking

Nick Dunn

This book focuses on the inspiring possibilities for creating three-dimensional, physical models of the built environment with all the different media and techniques that are now available. Through description of the use of different models in different contexts, the book provides a practical and effective guide to how and why models are used, in addition to what they are used for, and how they relate to architecture education.

Nick Dunn is a Principal Lecturer at the Manchester School of Architecture. His research interests are in the fields of visualization, representation in architecture and urbanism. His publications include *The Ecology of the Architectural Model* (2007).

- Covers all the skills needed by students to present their work in three dimensions
- Includes a wide range of model types, from paper and wood to advanced CAD
- Generously illustrated with photographs of models, accompanying commentaries, and step-by-step practical instructions on the various techniques

450 illustrations, 435 in color 192 pages 8 ½ x 11 in ISBN (paperback) 978 1 85669 670 8 \$35.00 Architecture August 2010

ISBN 978-1-85669-670-8

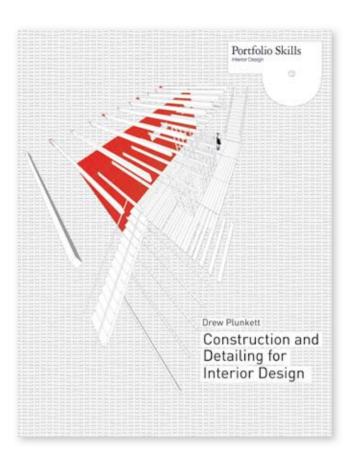




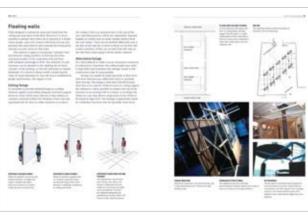




Forthcoming Titles 40 | 41







Construction and Detailing for Interior Design

Drew Plunkett

Construction and detailing are vital skills for all students studying interior design and architecture. This accessible, up-to-date text explains the principles of sound construction for interiors, and provides the means to create successful variations on standard types of detailing. It also covers the relation of existing building shells to the construction and detailing of new elements. Practical tips are given throughout the book, which is packed with over 300 images, including comprehensive and professional annotated drawings together with explanatory photographs of techniques, materials, and tools.

Drew Plunkett is Head of the Department of Interior Design at the Glasgow School of Art. Since 1981 he has practised as an interior designer based in London and Glasgow. He is also active as an exhibitor, curator and critical writer. His published work includes a chapter in the book Four Studies on Charles Rennie Mackintosh and articles and reviews for Designers' Journal, The Architects' Journal, Blueprint, Magazine of the Mackintosh Society, and Building Design.

- . A key skill for all interior design and architecture
- More than 300 images, including professional drawings and photographs of materials, fixings,
- Clear and accessible line drawings

300 illustrations, 100 in color 192 pages 8 ½ x 11 in ISBN (paperback) 978 1 85669 689 0 \$35.00 Interior Design October 2010



Leather Fashion Design

Francesca Sterlacci

Leather Fashion Design is a practical introduction for students explaining how to make garments from leather, suede, and similar materials. It covers everything from what to look for in choosing a skin to work with, through pattern-making, sewing techniques, and finishing. The final chapter includes working with "leather-like" materials including ultrasuede and faux patent leather.

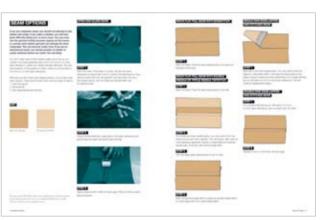
Francesca Sterlacci is Director of Design and Merchandising at Atelier Avocado, based in California, and is on the faculty of the University of the Arts in San Francisco. Previously at the Fashion Institute of Technology in New York, she was Chairperson of the Fashion Design department. She is the creator of the Leather Apparel Certificate Program, the Haute Couture Program, and the Outerwear and Performance Apparel Program at FIT. Before that, she founded her own design company and sold at prestigious stores including Henri Bendel, Saks, Barney's, Neiman Marcus, and Nordstrom.

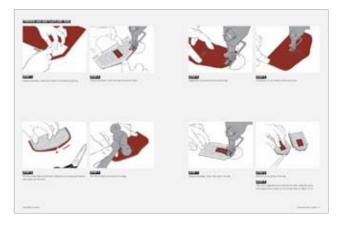
- Invaluable practical guide for students and professionals
- · Step-by-step illustrations show how garments are made
- · Includes directions for working with faux leather

313 color illustrations 192 pages 8 ½ x 11 in ISBN (paperback) 978 1 85669 671 5 \$40.00 Fashion September 2010



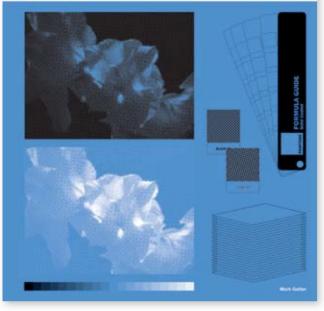






42 43 Forthcoming Titles Forthcoming Titles

Production For Print







Production for Print

Mark Gatter

This book gives graphic designers the confidence to do everything necessary to ensure trouble-free, high-quality printing—to calibrate images; adjust trapping levels; and mix colors that won't print as something that is a complete surprise. It explains scanning and resolution, and discusses good and bad image formats, describing techniques to make images look good in print. There is advice on how to get accurate quotes from a printer, a checklist to use when sending a job to print, and a glossary of print production terms.

Mark Gatter has worked in the commercial printing industry and as a freelance graphic designer for the last twenty years. He teaches software courses in Adobe Photoshop, Adobe Illustrator, Adobe InDesign, and Quark XPress as well as custom courses covering all aspects of digital repro and prepress.

- A clear, jargon-free guide to preparing files for print in all major software applications
- New edition fully updated and redesigned
- Essential reference for students and graphic designers beginning their careers

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ISBN 978-1-85669-699-9

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