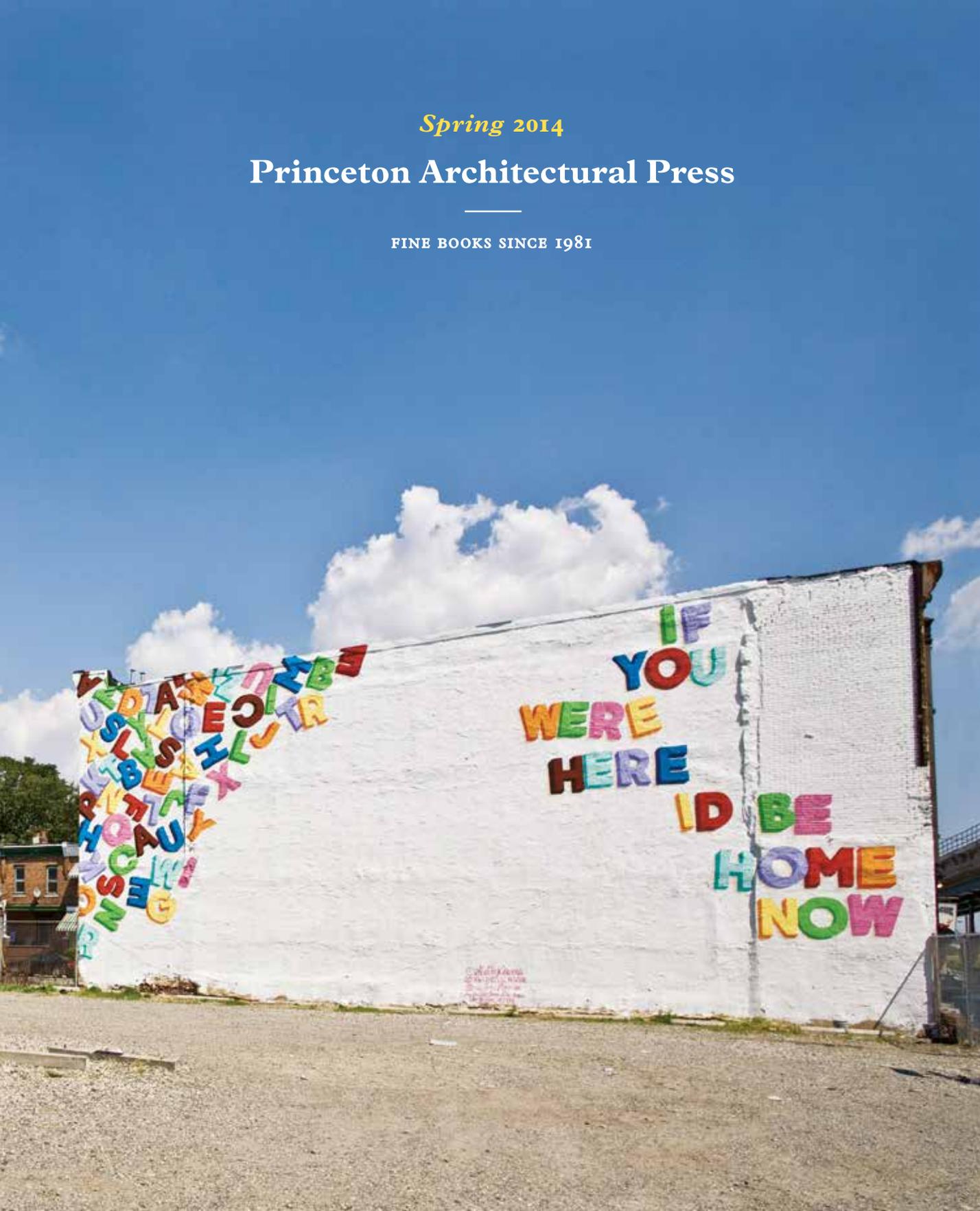


Spring 2014

Princeton Architectural Press

FINE BOOKS SINCE 1981



Publisher's Note

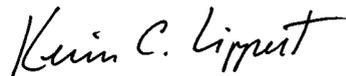
One of my favorite maxims comes from Brian Eno's *Oblique Strategies* card deck: Faced with a choice, do both. You can see this idea hard at work in this new catalog, which is neither just books nor stationery products, but both: Princeton Architectural Press books on one side, and Paper + Goods, the name we've given to our rapidly growing line of cards, journals, and other printed ephemera, on the other.

The word *ephemera* is a tricky one, it suggests impermanence, fleeting scraps of paper, short-lived, evanescent, or transient, and these products are anything but. Their designs are classic, the beauty of the words and images timeless, and the papers we use acid-free, so no yellowing or brittleness. Our new *Grids & Guides* notebook is even bound in real cloth, in distinct contrast to the cheap plastic-impregnated paper that cover, so many sketchbooks these days.

We are all paper people here in our office, crazy for beautiful books, sketchbooks, stationery, notecards, and writing implements (see the new *Perfetto Pencils* on page 4 of the Paper + Goods section if you like pencils as much as we do!), so it was inevitable that we would turn our attention to the flip side of books, the cards, journals, stationery, and even sticky notes you'll find leafing through in one direction. Our goal has been to bring the same attention to detail, design, value, and quality, along with the same delight and often slightly off-beat sensibility, that you find in our books (flip over and browse in the other direction).

I recently gave a box of our *Nigel Peake City and Country* notecards to a friend as a present. While she was delighted at the beauty and quality of the cards, she was also a bit dismayed at what she saw as the work ahead of her: in her mind, these cards were all too beautiful to use and would each need to be matted and framed! I assured her this was not at all the intent, but was quite happy that she thought this highly of them.

In a time when so much seems impermanent, trivial, trite, fleeting, and empty of meaning, we're privileged to create things—whether our library-quality books or, now, our suitable-for-framing paper goods—that, in my mind, add beauty and a sense of weight and significance. Whether this is found in our exceptional books or in a box of red-and-black pencils, I'm highly confident you're looking in the right place, no matter from which direction you approach us.



Kevin Lippert
Publisher

Spring 2014

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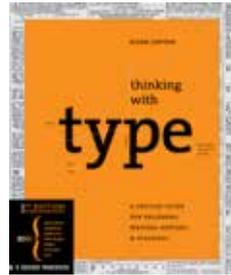
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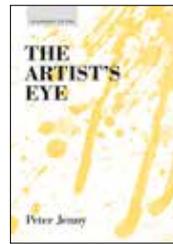
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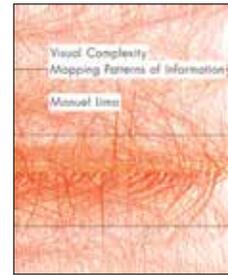
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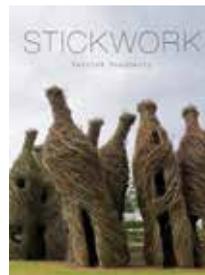
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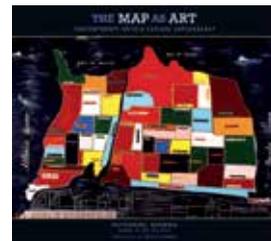
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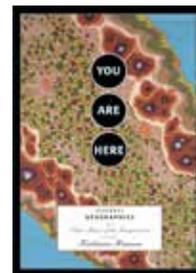
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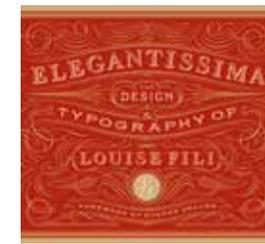


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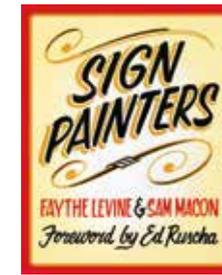
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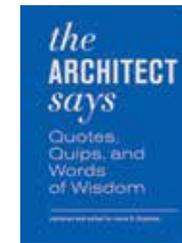
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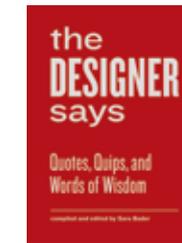
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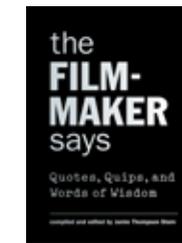
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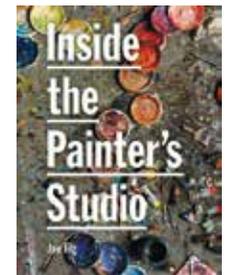
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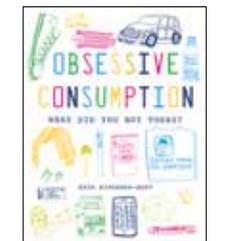
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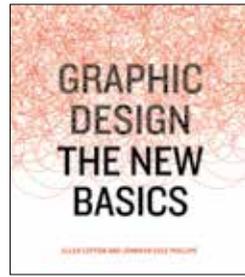


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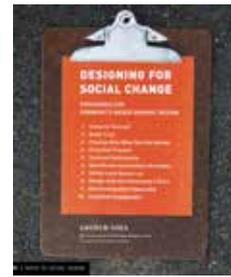
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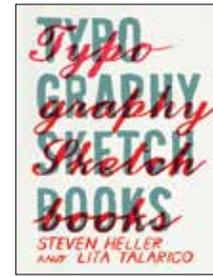
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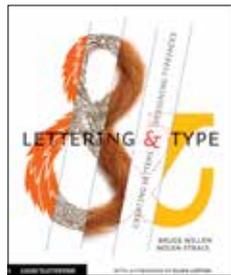
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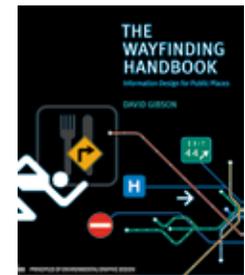
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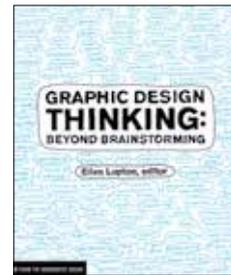
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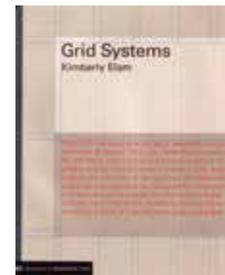
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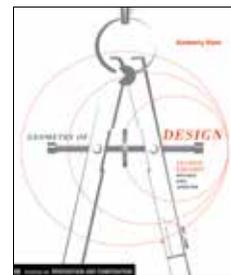
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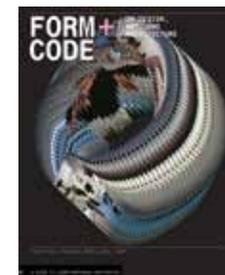
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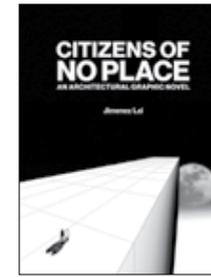


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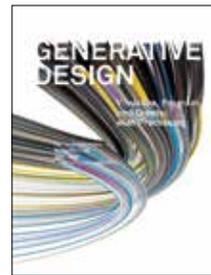
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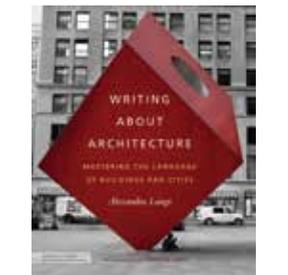
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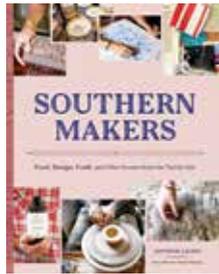


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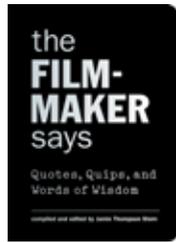


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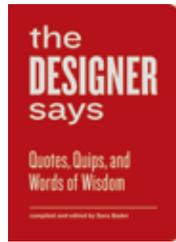
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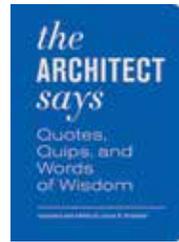
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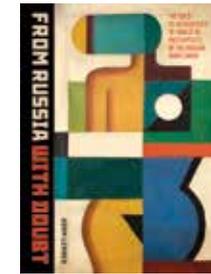
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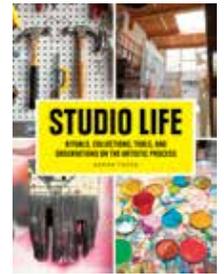
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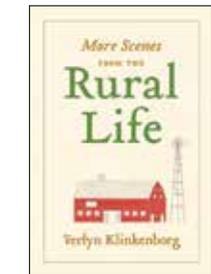
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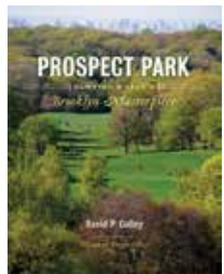
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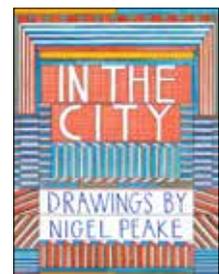
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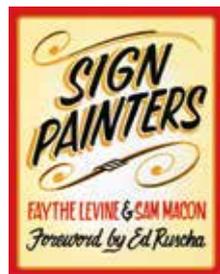
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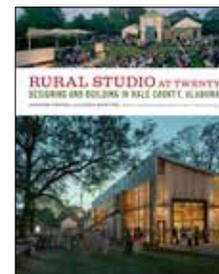
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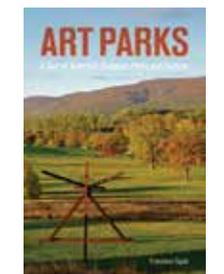
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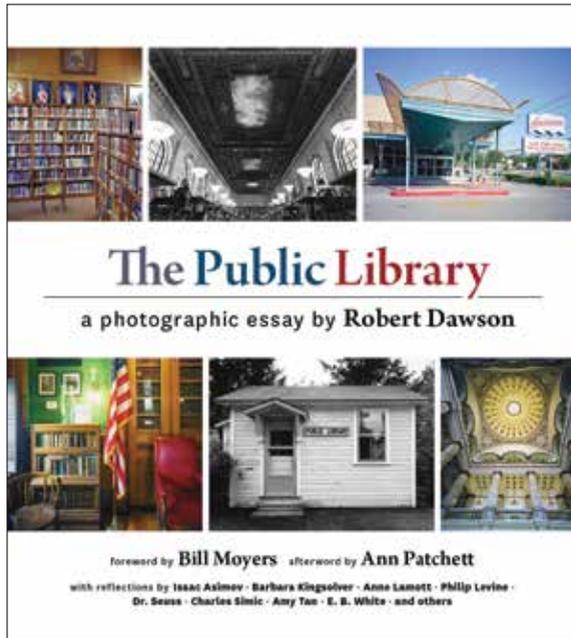


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RECENT HIGHLIGHTS



The Public Library

A Photographic Essay

Robert Dawson

Many of us have vivid recollections of childhood visits to a public library: the unmistakable musty scent, the excitement of checking out a stack of newly discovered books. Today, the more than 17,000 libraries in America also function as de facto community centers offering free access to the internet, job-hunting assistance, or a warm place to take shelter. And yet, across the country, cities large and small are closing public libraries or curtailing their hours of operation. Over the last eighteen years, photographer Robert Dawson has crisscrossed the country documenting hundreds of these endangered institutions. *The Public Library* presents a wide selection of Dawson's photographs—from the majestic reading room at the New York Public Library to Allensworth, California's one-room Tulare County Free Library built by former slaves. Accompanying Dawson's revealing photographs are essays, letters, and poetry by some of America's most celebrated writers. A foreword by Bill Moyers and an afterword by Ann Patchett bookend this important survey of a treasured American institution.

- Features an impressive list of contributors, including Bill Moyers, Ann Patchett, Barbara Kingsolver, Amy Tan, Ann Lamott, E. B. White, Isaac Asimov, Dr. Seuss, Pulitzer-Prize winners Charles Simic and Philip Levine, and Luis Herrera, *Library Journal's* 2012 Librarian of the Year
- The most comprehensive visual survey of American libraries ever published
- Includes libraries from all over the country, including the unconventional Berkeley, California tool-lending library and the first Little Free Library
- Robert Dawson's photographs have been recognized by a Fellowship from the National Endowment for the Arts and the Dorothea Lange-Paul Taylor Prize. He is an instructor of photography at San Jose State University and Stanford University.

March 2014

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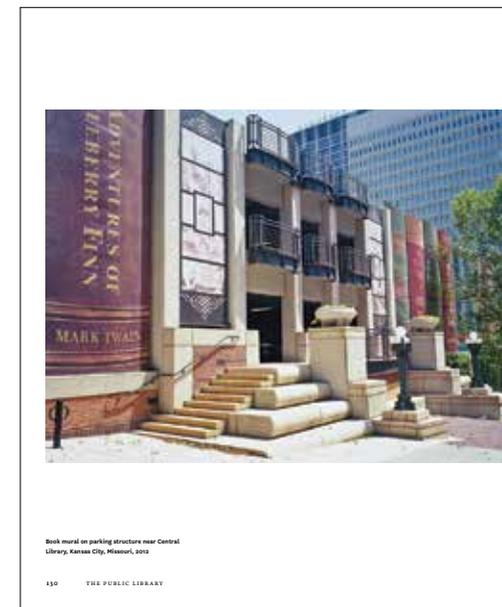
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George Henry Owen Park Branch Library, San Francisco, California, 1967. The author first photographed this library in 1992. Formerly called South Central.
Vermont Square Branch Library, Los Angeles, California, 1967. The author first photographed this library in 1992. Formerly called South Central.
The area seen here is one of the first just across to the west from Central Avenue and Olive Street, immediately west of the library and street corner.



Book mural on parking structure near Central Library, Kansas City, Missouri, 2012.



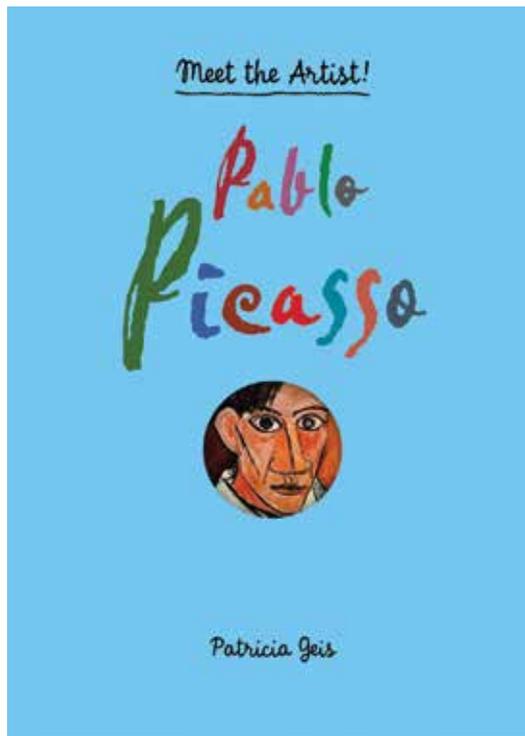
New Deco-era paintings, Long Beach Public Library, Long Beach, California, 2005 | Susanne Hiller painted the library's 19th mural in 1937. Librarians helped save this magnificent children's mural from destruction when the old main library was torn down in the 1950s.



Westcott Branch of Pease Memorial Library, Newburgh, New York, 2012.



Reading Room at Everett Memorial Library, Everett, Washington, 2012.



Pablo Picasso: Meet the Artist!

Patricia Geis

Pablo Picasso: Meet the Artist! takes young readers on an interactive journey through the remarkable life of the legendary Spanish painter. This engaging book uses a multitude of lift-the-flaps, cutouts, and pull tabs to explain how his art evolved over his lifetime—from his earliest painting at age seven to the great masterworks of *Les Femmes d'Alger* and *Guernica*. Readers are encouraged to make their own cubist collage using an enclosed sheet containing an eclectic collection of images.

Patricia Geis is a graphic designer, an illustrator, and the author of numerous books for children

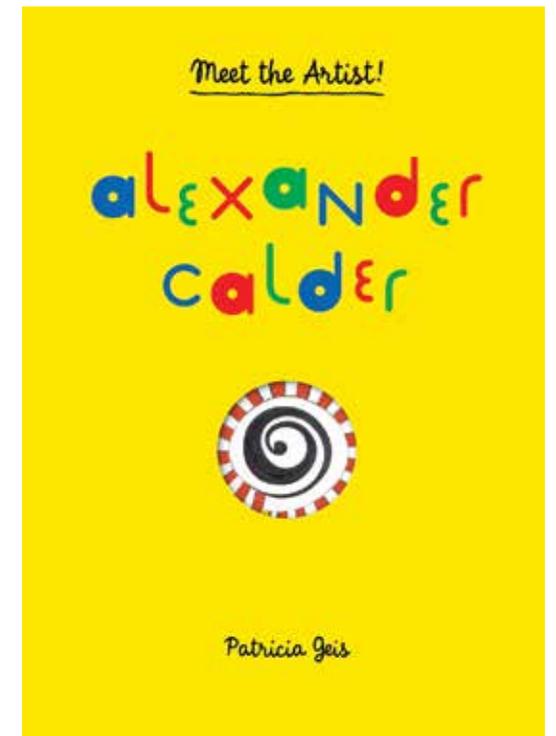
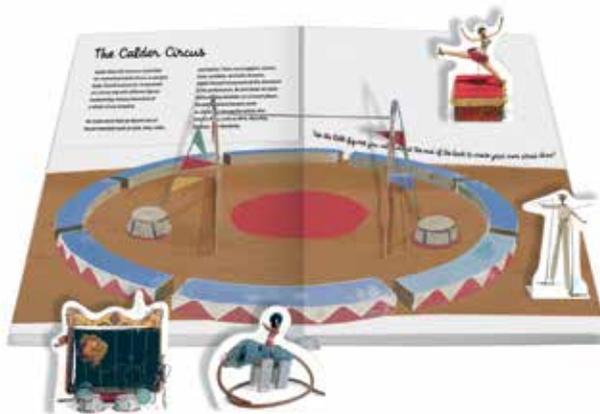


Alexander Calder: Meet the Artist!

Patricia Geis

No artist can put a smile on your face quicker than Alexander Calder. A sense of playfulness animates all of his work—from his signature hanging mobiles to his endlessly creative toys, drawings, and jewelry. *Alexander Calder: Meet the Artist!* is an exciting hands-on introduction to this beloved American sculptor. Calder's whimsical world is brought to life by imaginative pop-ups, pull tabs, lift-the-flaps, and cutouts. A universe of artistic possibilities opens up as young readers explore Calder's creative evolution, play with his toy designs, and even create their own sculptural circus.

Patricia Geis is a graphic designer, an illustrator, and the author of numerous books for children



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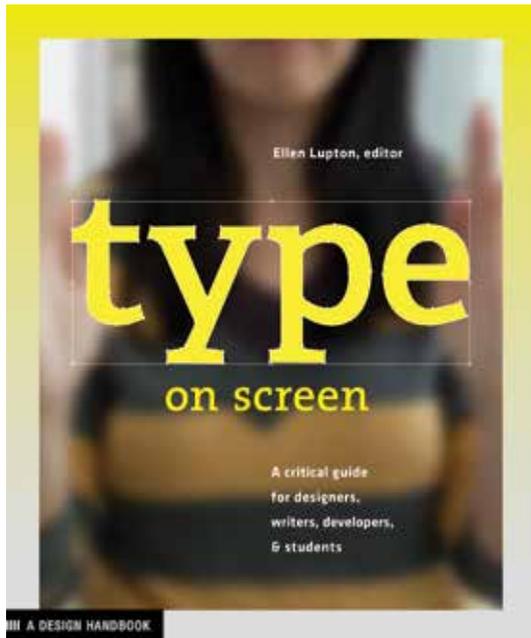
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Type on Screen

A Critical Guide for Designers, Writers, Developers, and Students

Ellen Lupton, editor

The long awaited follow-up to our all-time bestseller *Thinking with Type* is here. *Type on Screen* is the definitive guide to using classic typographic concepts of form and structure to make dynamic compositions for screen-based applications. Covering a broad range of technologies—from electronic publications and websites to videos and mobile devices—this hands-on primer presents the latest information available to help designers make critical creative decisions, including how to choose typefaces for the screen, how to style beautiful, functional text and navigation, how to apply principles of animation to text, and how to generate new forms and experiences with code-based operations. *Type on Screen* is an essential design tool for anyone seeking clear and focused guidance about typography for the digital age.

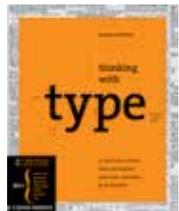
- Ideal textbook for college-level courses in web design, interaction design, and motion graphics
- Packed with illustrations from the international design community
- Accompanied by a companion website, www.typeonscreen.net, that provides live demonstrations of screen-based hierarchies, interfaces, logotypes, and animations
- Ellen Lupton is the author of thirteen books with PAPress, including *Thinking with Type* (more than 100,000 sold and translated into ten languages), *Graphic Design: The New Basics*, and *Graphic Design Thinking*

May 2014

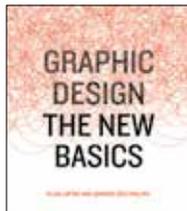
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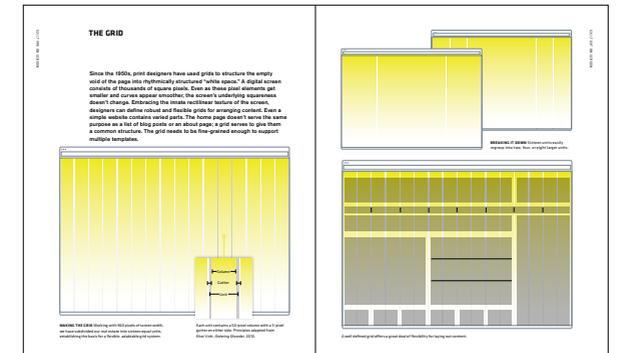
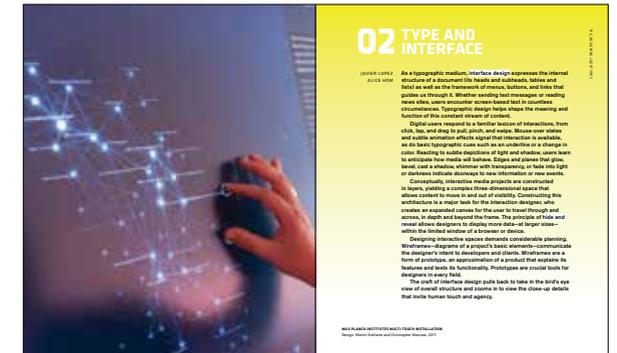
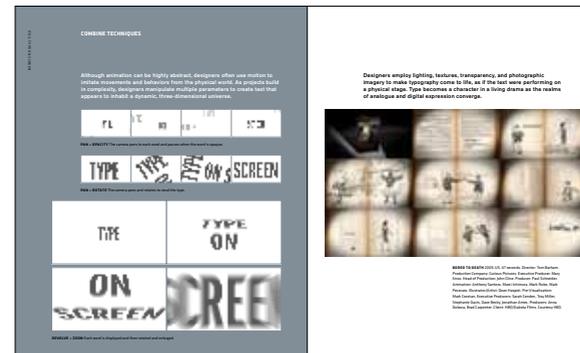
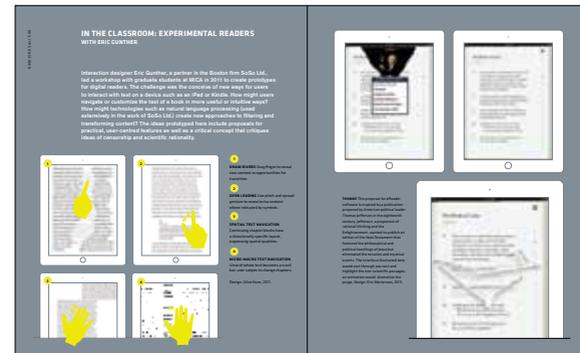
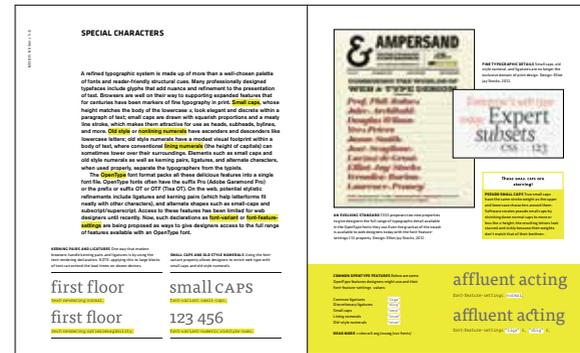
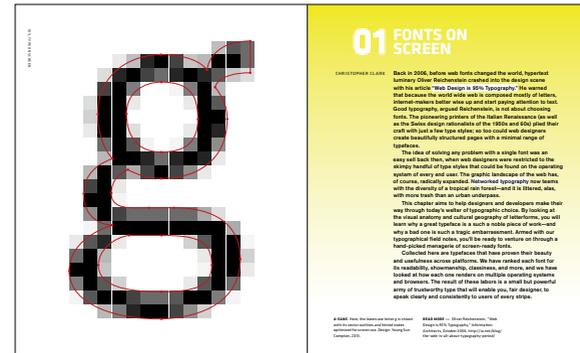
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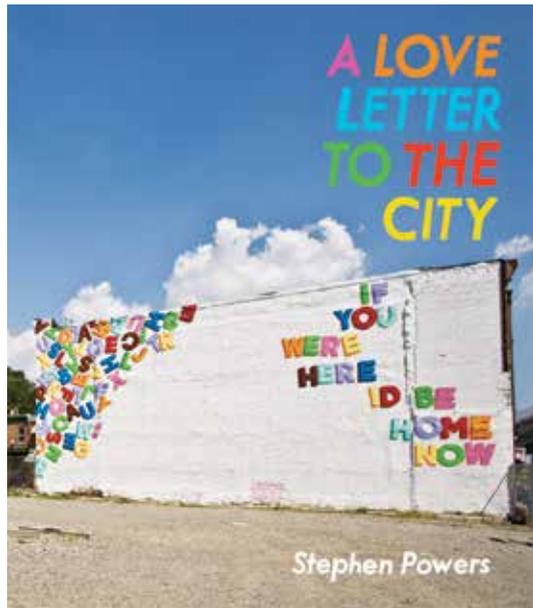


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Graphic Design: The New Basics
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A Love Letter to the City

Stephen Powers

Stretched across city walls and along rooftops, Stephen Powers's colorful large-scale murals sneak up on you. "Open your eyes / I see the sunrise," "If you were here I'd be home," "Forever begins when you say yes." What at first looks like nothing as much as an advertisement suddenly becomes something grander and more mysterious—a hand-painted love letter at billboard size. Combining community activism and public art, Powers and his team of sign mechanics collaborate with a neighborhood's residents to create visual jingles—sincere and often poignant affirmations and confessions that reflect the collective hopes and dreams of the host community. *A Love Letter to the City* gathers the artist's powerful public art project for the first time, including murals on the walls and rooftops of Brooklyn and Syracuse, New York; Philadelphia; Dublin and Belfast, Ireland; São Paulo, Brazil, and Johannesburg, South Africa.

- Published simultaneously with our new Stephen Powers notecards, *I Paid the Light Bill Just to See Your Face*
- A strong follow-up to our bestselling *Sign Painters* that will appeal to graphic designers and artists, as well as Powers's numerous longtime fans and followers
- Features a wealth of sketches, color photography, and anecdotes on the process of making public art
- Powers, born in Philadelphia and known in the 1990s by his graffiti tag ESPO, currently lives and works in New York City

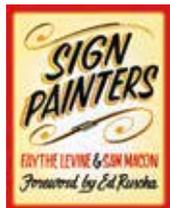
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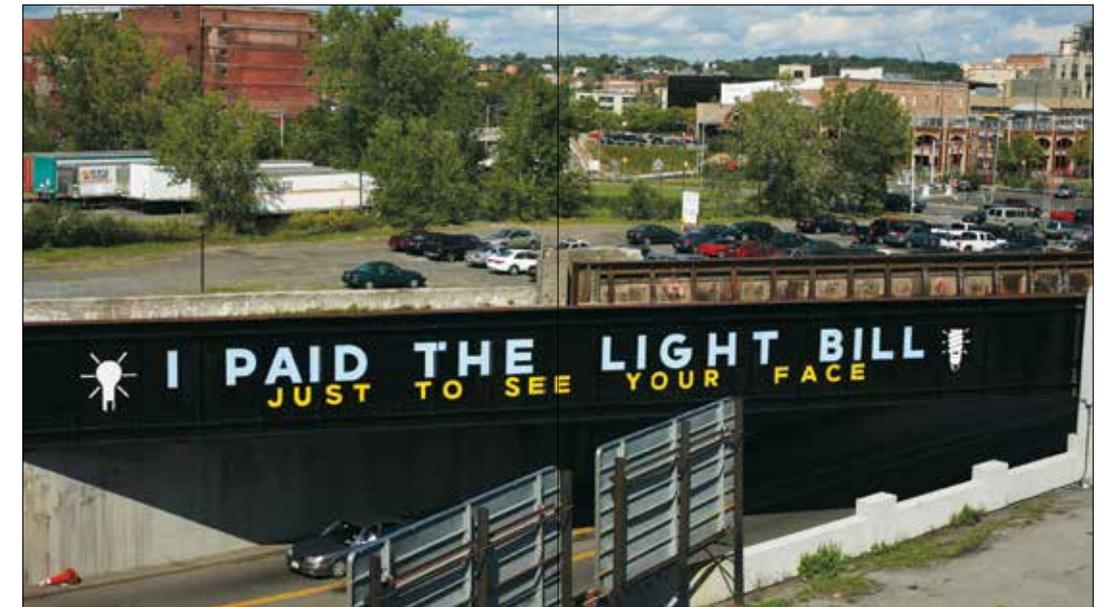
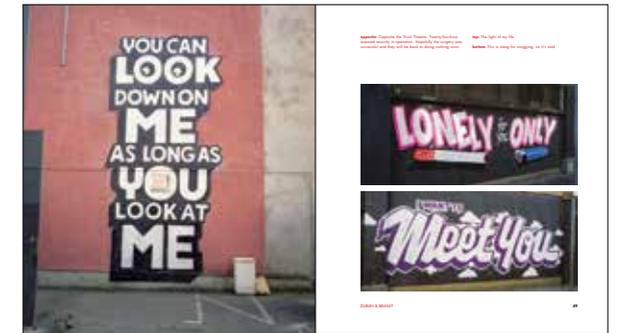
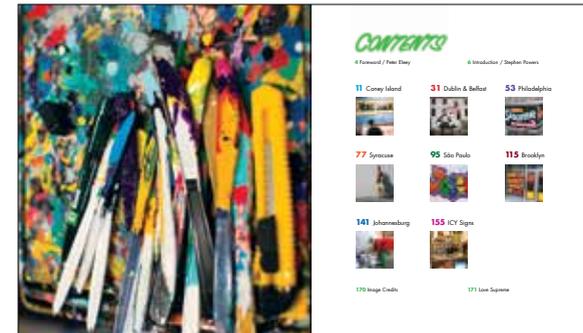
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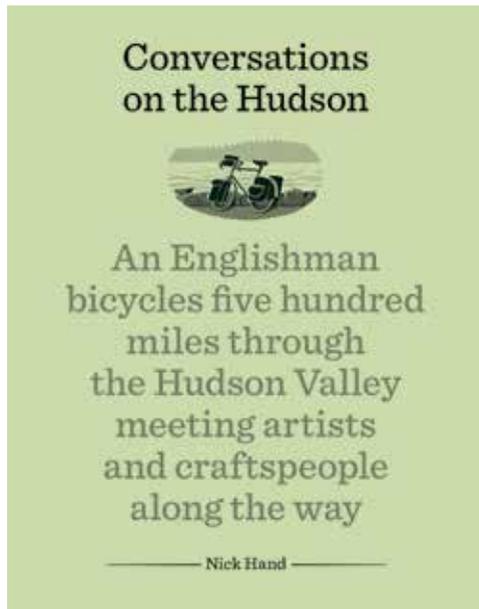


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I Paid the Light Bill Just to See Your Face
Love in Letters Notecards
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\$14.95 / £10.99
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Conversations on the Hudson

An Englishman bicycles five hundred miles through the Hudson Valley meeting artists and craftspeople along the way

Nick Hand

One spring day in 2012, fresh from his circumnavigation of the British Isles, English designer Nick Hand set off on his bicycle from Brooklyn, New York, and pedaled north along the Hudson River toward its source in the Adirondack Mountains. His leisurely pace suited his simple agenda—to talk to the artists and craftspeople he met along the way. *Conversations on the Hudson* is a visual record of his five-hundred-mile journey through the hills, mountains, and countryside of the Hudson Valley. Hand's casual approach brings out the best in people, who eagerly open up their studios and workshops and share their personal stories. This one-of-a-kind collection pairs Hand's beautiful photographs alongside visits to a seed librarian, a printer and publisher, a brewer, a stone sculptor, a sheep farmer, a distiller, a maple syrup producer, and a boat restorer, among others.

- Brings together two examples of the popular “slow movement”—long-distance bicycle touring and local craftsmanship
- First book focusing exclusively on the artists and craftspeople of the Hudson Valley
- Elegantly designed package includes hand-drawn illustrations
- Features New York artists and craftspeople living in New York City, Mount Kisco, Haverstraw, Newburgh, Accord, Kingston, Hudson, Chatham, Ghent, Valatie, Schuylerville, and Northumberland

January 2014

5.3 x 6.6 in / 13.5 x 16.8 cm
112 pp / 81 color / 24 b+w

Hardcover

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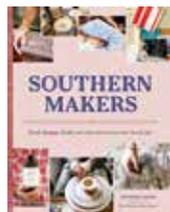
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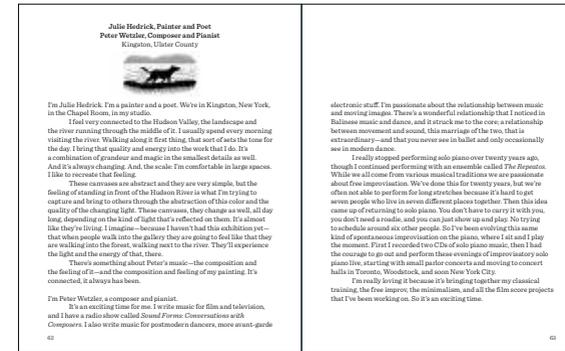
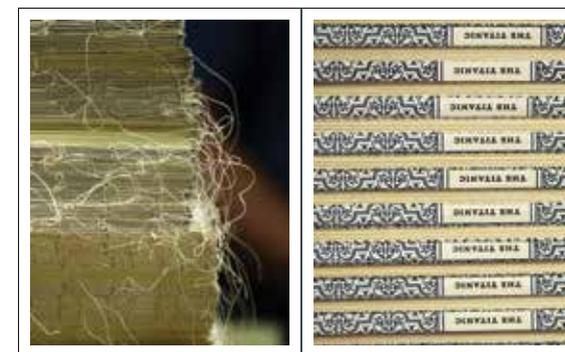
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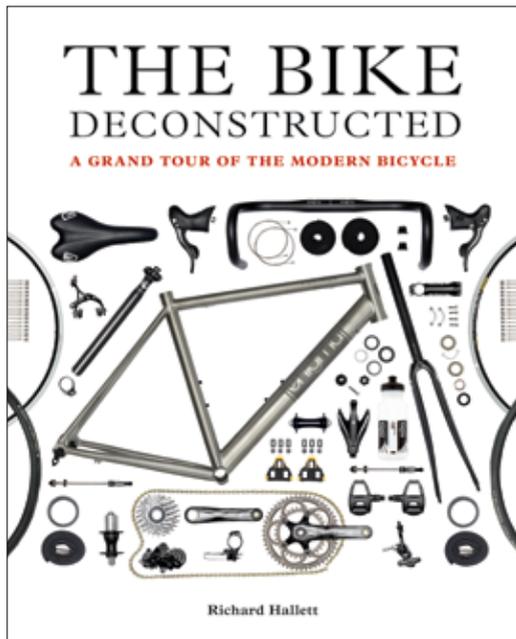


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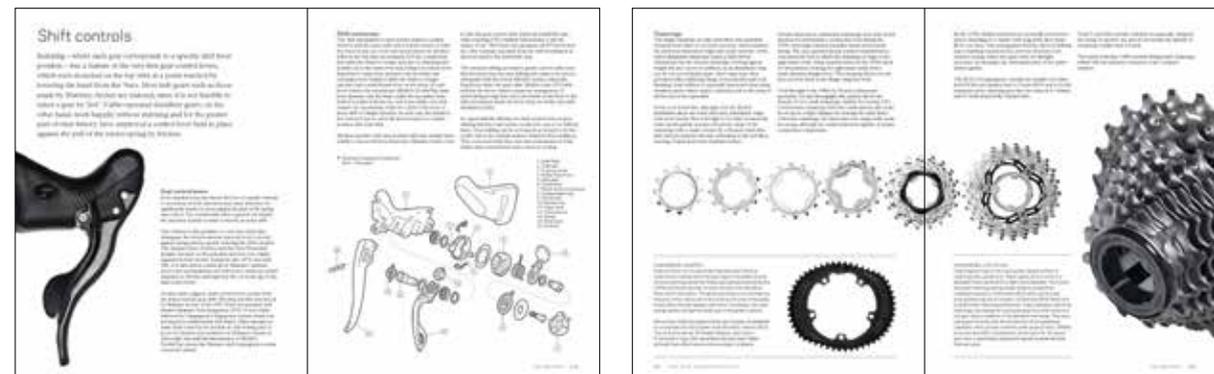


The Bike Deconstructed
A Grand Tour of the Modern Bicycle
Richard Hallett

A metal frame, two wheels, pedals, a seat, and handlebars—on first glance, bicycles look pretty straightforward. And yet, even today's most stripped-down bicycles can feature as many as two hundred parts, each with a critical role to play. The unbelievably efficient way they work together is what makes modern bicycles such marvels of compact engineering, and sometimes frustrating to diagnose and repair. In *The Bike Deconstructed*, bicycle guru Richard Hallett dismantles the modern bicycle to uncover the origin, design, and evolution of every integral part. Through stunning photography, accessible writing, and clear diagrams, Hallett examines every aspect of the bike in detail—from the anatomy of the drive chain to the geometry of the main frame, and from spoke weaving patterns to the effect of fork rake on steering and stability. So whether you are a leisurely cruiser or have dreams of entering the Tour de France, *The Bike Deconstructed* is your must-have cycle resource.

- A clear guide to the sometimes arcane world of bicycle operation, parts, and maintenance
- Clearly written texts, close-up photographs, and detailed drawings remove the intimidation factor many feel in the sport
- Author Richard Hallett, former editor of RoadCyclingUK.com, is well known in the bicycle world for his knowledge of the intricacies of cycling technology

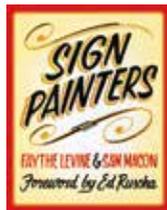
February 2014
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192 pp / 180 color / 40 b+w
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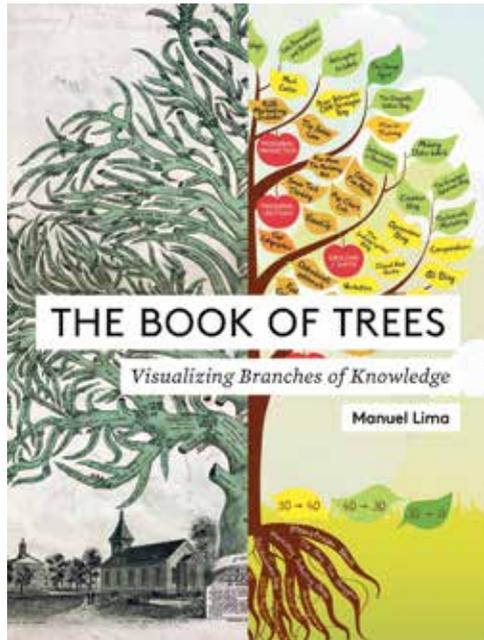
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The Book of Trees

Visualizing Branches of Knowledge

Manuel Lima

Our critically acclaimed bestseller *Visual Complexity* was the first in-depth examination of the burgeoning field of information visualization. Particularly noteworthy are the numerous historical examples of past efforts to make sense of complex systems of information. In this new companion volume, *The Book of Trees*, data viz expert Manuel Lima examines the more than eight hundred year history of the tree diagram, from its roots in the illuminated manuscripts of medieval monasteries to its current resurgence as an elegant means of visualization. Lima presents two hundred intricately detailed tree diagram illustrations on a remarkable variety of subjects—from some of the earliest known examples from ancient Mesopotamia to the manuscripts of medieval monasteries to contributions by leading contemporary designers. A timeline of capsule biographies on key figures in the development of the tree diagram rounds out this one-of-a-kind visual compendium.

- Manuel Lima's www.visualcomplexity.com averages more than 5,000 unique daily visitors
- Tree diagrams suggest strategies for representing data across many disciplines, including science, law, genealogy, linguistics, economics, and sociology
- Includes fascinating examples, such as early conceptualizations of heaven and hell, kinship diagrams of kings of France and West Virginian mountaineers, and analyses of recipe ingredients
- Lima was named one of the “fifty most creative and influential minds of 2009” by *Creativity* magazine. He is a Fellow of the Royal Society of Arts and the New York-based design lead for Codeacademy.com.

March 2014

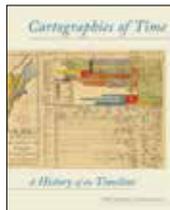
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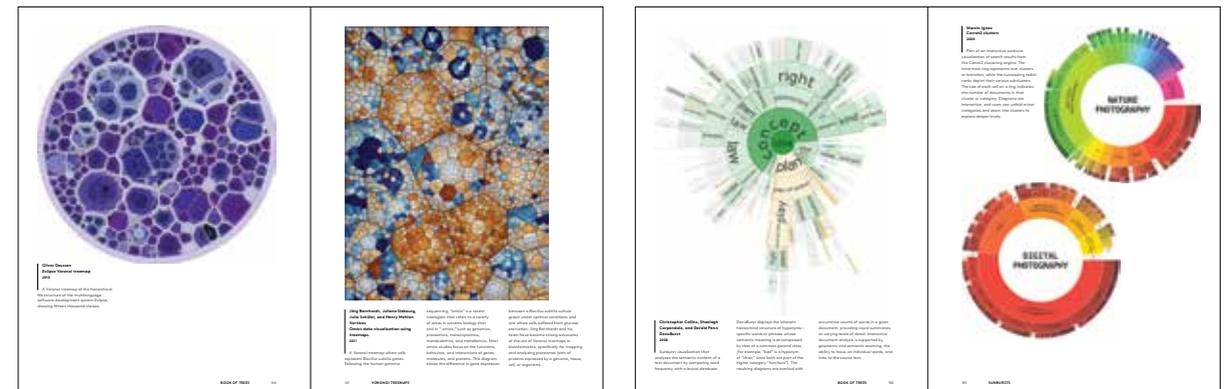
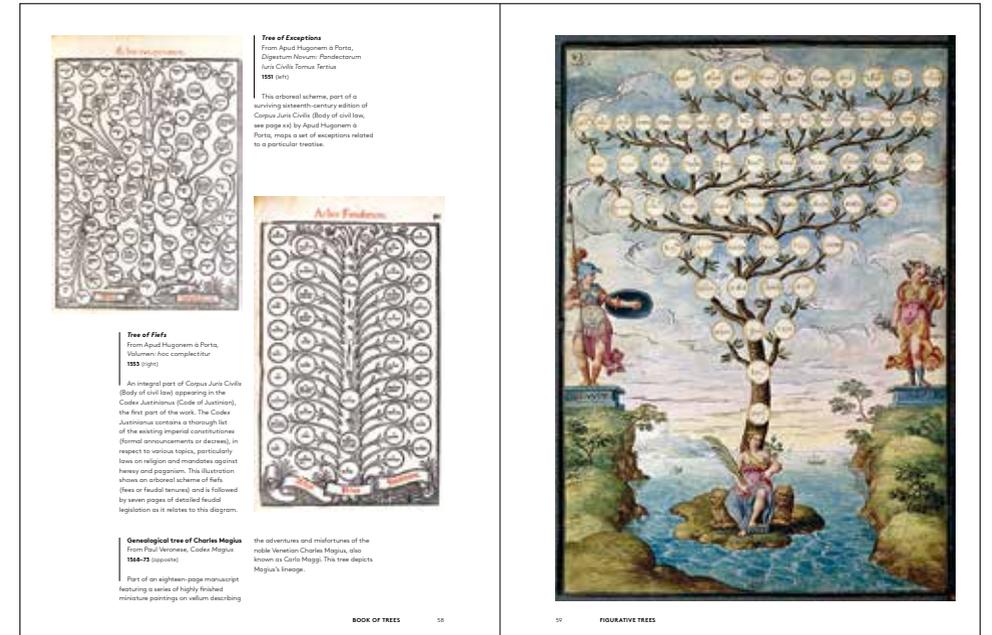
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Manhattan Classic

New York's Finest Prewar Apartments

Geoffrey Lynch

The Dakota. The Apthorp. The San Remo. The names of these legendary New York apartment buildings evoke images of marble-lined lobbies, uniformed doormen, and sunlit penthouses with sweeping Central Park views. Built from the 1880s through 1930s, classic prewar apartments were designed to lure townhouse dwellers reluctant to share a roof with other families. Billed as private mansions in the sky, they promised a charmed Manhattan lifestyle of elegance and luxury. *Manhattan Classic* takes readers on a lavishly illustrated guided tour of eighty-five of the most coveted buildings in New York. Author Geoffrey Lynch provides capsule histories—equal parts architectural and social history—of the most celebrated examples, with anecdotes about well-known residents and essential information about notable features. This gorgeous coffee table book is an indispensable resource for apartment hunters, real estate and design professionals, and anyone fascinated by the grace and glamour of prewar style.

- Includes a Manhattan street map locating each building, exterior photographs, sample floor plans, and full-color shots of furnished interiors
- Features biographies of key architects and indexes listing 500 top buildings, organized by neighborhood and architect
- A colorful cross section of New York society past and present make cameo appearances, from Ginger Rogers and gangster Meyer Lansky to Melanie Griffith and Antonio Banderas, who were famously turned down in their bid to purchase an apartment at The Dakota
- Geoffrey Lynch is a partner at the New York-based H3 Hardy Collaboration Architecture



April 2014

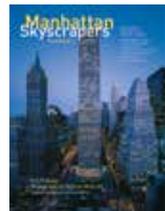
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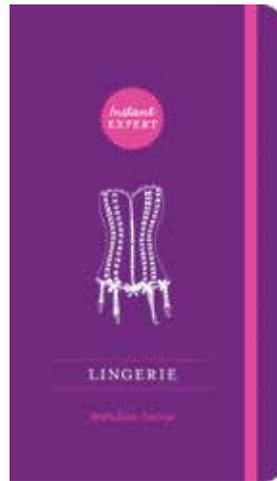


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The Instant Expert series

For men and women who appreciate the finer things in life, the Instant Expert series is your ready guide to the world's most skilled artisans, culinary connoisseurs, and designers. Written by the leading voices in their fields, each stylishly understated volume is compact enough to slip into your jacket or handbag for an afternoon of sophisticated shopping or conversation.

Champagne

Giles Fallowfield and Craig W. Cooper

F. Scott Fitzgerald famously declared, "Too much of anything is bad, but too much champagne is just right." The author of the latest entry in our Instant Expert series could not agree more. *Champagne* celebrates the world's most luxurious drink, providing expert insight into all aspects of champagne production, from the various growing regions, types of grape, and styles of champagne to bottle sizes and leading exporters. Wine expert Giles Fallowfield explores the world of champagne appreciation, from buying, collecting, and storing to tasting techniques.

- Ships in time for New Year's Eve
- Giles Fallowfield has edited the champagne section in Oz Clarke's Pocket Wine Books since the 2001 edition and is a regular contributor to *Imbibe* and *Square Meal* magazine

November 2013

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144 pp / 35 color / 10 b+w
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Lingerie

Marilisa Racco

Being comfortable in your clothes is important, but how you feel underneath them may matter even more. Slipping on lingerie can transform the mundane daily routine of getting dressed into a quietly luxurious experience. *Lingerie* is a chic guide to fashion's most exquisite undergarments, offering impeccable advice on fit, style, and fabric as well as profiles of the most celebrated lingerie designers. Small enough to toss into a handbag and take shopping, this book is your key to discovering the crème de la crème of the lingerie world.

- Ships in time for Valentine's Day
- Marilisa Racco is a fashion and beauty writer who writes a weekly beauty column for *The Globe and Mail*. She has written on fashion trends for numerous publications, including *ELLE*, *BlackBook*, *FLARE*, *Hello!*, and the *National Post*.

December 2013

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144 pp / 35 color / 10 b+w
Hardcover with elastic band
978-1-61689-250-0
\$16.95
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Bottle sizes

Champagne comes in bottle sizes all the way up to the staggeringly large 50-liter Magnums! Most are limited to the sizes below, standard and Magnum being the most common. Larger bottles are rare and mostly for special marketing purposes for special occasions or special cuvées, and are only available from certain producers, such as the 27-liter Primat bottles, offered exclusively by Drappier.

Tasting techniques

When you are tasting champagne, analyzing it, as opposed to drinking it for hedonistic pleasure, you should be slightly chilled. Over-chilling the aromas, cellar temperature is better for the mousse (the stream of fine bubbles on the surface of the glass). Fill halfway, perhaps around one-third to be able to assess the mousse and give plenty of room for the aromas.

Observe the colour

You can learn something from wine, which may vary from the in youth to old gold in maturity suggests a young champagne of Blancs style. Something moister may indicate more maturity vintage. Blends with more Pinot be darker and a Blancs de Noir pink in it. A fully mature vintage for a decade or more will of golden hue. Rosé champagne intensity from the insect (hint called partridge eye) right through and on to a light ruby red that in a glass of Beaujolais.

Veuve Clicquot Brut Vintage Réserve (2002)
Originally launched in September 2007, this wine is still available and has developed very attractively. A blend dominated by black grapes (60 per cent Pinot Noir, 7 per cent Pinot Meunier), it gives a rounded and rich, full-bodied style that's now showing a creamy palate with distinctive biscuity notes and good mouthfeel. It will develop further complexity for perhaps another decade.

Veuve Clicquot Cave Privée Rosé 1989
From a ripe year, with lower acidity, this pale copper pink 1989 rosé was a vintage that many houses predicted wouldn't last that long, but this rosé remains remarkably fresh. There are roasted coffee, mocha notes, strawberry fruit on the initial palate then a meaty, savoury mid-palate and a long finish.

Veuve Clicquot La Grande Dame 1998
Luxury cuvée La Grande Dame is less vinous and more elegant than the nearby Vintage Réserve style thanks to larger amounts of Chandonnay in the blend (around 40 per cent) and the fact that it is solely Blanc de Blancs grand cru.

Louis Roederer
21, Boulevard Lundy, 51053 Reims
Tel: +33 (0)3 26 40 42 11
www.champagne-roederer.com

One of the most celebrated houses in Champagne, and still entirely owned by the Rozeau family, Roederer's wines are particularly renowned for their elegance and finesse. The quality of the range

Louis Roederer Brut Premier NV
This is a particularly fine non-vintage cuvée. It's an elegant, complex style with finesse and structure that's underpinned by the use of reserve wines from three different harvests, which are matured in oak casks for three to five years. It is aged for 40 months before release, but like other top-quality non-vintage you could cellar it for a couple of years more.

Louis Roederer Cristal 2002
Originally created exclusively for Tsar Alexander II of Russia in 1876, prestige cuvée Cristal, in its clear bottle and gold cellophane wrap, is one of the wines that defines this luxury sector of the market (along with Krug and Dom Pérignon), and is perhaps the most sought after in the appellation. It is a subtle yet complex wine that's all about balance: balancing flavours, mouthfeel and fine acidity. Its power and intensity are disguised by a seductive, silky, textural cloak. Initially attractive

Bra styles

Thanks to international influence and the ever-revolving door of trends, a bra is no longer just a bra. The bevy of lingerie styles on offer is undoubtedly thrilling, but it can also be challenging to keep the terminology straight. If you are having a hard time telling your balconette from your bandeau, this guide will help you navigate the sea of styles.

Balconette A quarter-cup style with minimal coverage that is cut horizontally across the breasts, offers lift and enhances cleavage.

Bandeau A swathe of fabric that wraps all around the torso and can come with or without padding, often trimmed with silicone to prevent slipping.

Demi cup A style with wide

In the details
The finer details of workmanship

Soutache and frastaglio

Soutache (pictured) is a technique used to conceal a seam. Made primarily of a luxury material, it consists of flat, narrow loops similar to a ribbon that are attached by hand on fabric in an intricate pattern. It can be woven of a metallic thread, silk or a silk-wool blend, although in today's mass-produced clothes, it more commonly uses rayon. In luxury lingerie and swimwear, soutache represents one of the most sophisticated types of workmanship.

Frastaglio is an antique type of Florentine workmanship. A technique that dates back to the 18th century, frastaglio is characterised by flat-stitched embroidery that is hand-trimmed to cord yarn on a veil of tulle which is then hand-stitched to silk or another fabric. The effect obtained is a refined inlay motif that seems to climb up the fabric. It is primarily used in silk corsetry and nightwear, and is still carried out today entirely by hand.



Create Your Own Online Store in a Weekend

Alannah Moore

The advantages of selling your products online are many—low overhead, global markets, twenty-four-hour shopping—but perhaps most important is the level playing field offered by the internet. With a distinctive product and professional-looking website, you stand as much of a chance at success as anyone, even if others have more money to invest. In *Create Your Own Online Store in a Weekend*, Alannah Moore guides entrepreneurs through the process of setting up an online business and creating a website that fits both their products and their budget. This accessible primer provides detailed information on how to set up and provide content for your site as well as the right storefront and payment solutions. Moore addresses all aspects of running an online business, including marketing, order management, and boosting sales. Whether you are selling goods, services, or downloadable files, this guide will help you find the e-commerce solution that's right for you.

- Examines in detail web solutions to fit all budgets, businesses, and levels of technical expertise
- The only book devoted exclusively to setting up an e-commerce website. All competitive titles focus on setting up a store on Etsy.com.
- Having your own e-commerce site gives you much more control over design and navigation than Etsy.com and does not require customer registration
- Looks at various storefront options, such as Shopify; leading third-party payment processors; optimizing search engine results; and integrating social media into your site
- Web designer Alannah Moore conducts website setup workshops in London and Paris, and specializes in advising small-scale entrepreneurs on website solutions

May 2014

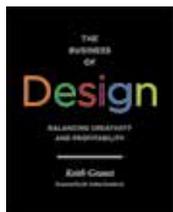
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The Business of Design
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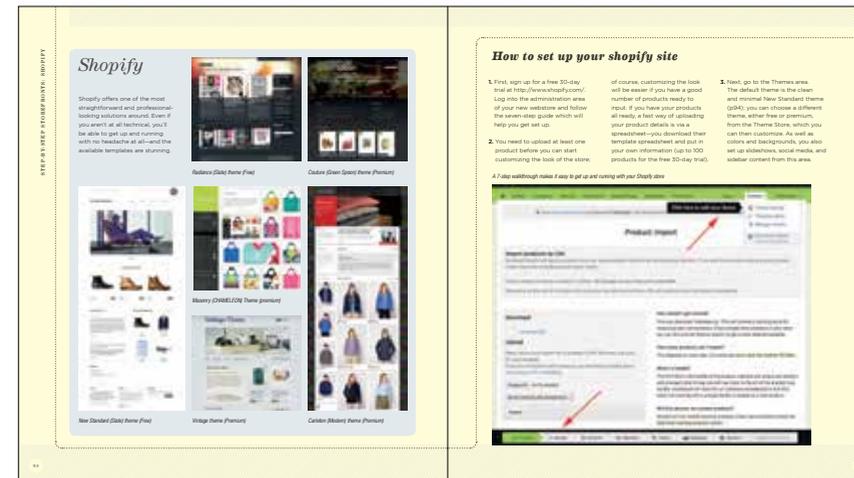
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How to Be a Graphic Designer without Losing Your Soul, New Edition

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Beijing

Contemporary and Imperial
*Lois Conner in collaboration
 with Geremie R. Barmé*

March 2014

15 x 7.5 in / 38.1 x 19.1 cm
 156 pp / 91 duotone
 Hardcover
 978-1-61689-248-7
 \$50.00 / £30.00
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In three decades of visits to China, celebrated photographer Lois Conner has witnessed firsthand the monumental physical transformation of the country. Nowhere is this change more dramatic than in the capital city of Beijing, the subject of Conner's remarkable new book *Beijing: Contemporary and Imperial*. Conner's breathtaking black-and-white panoramas reveal an ancient city in thrall to change, where the lingering splendor of a dynastic past is cast into shadow by rising concrete and steel. Juxtaposed against the ancient ruins from the Gardens of Perfect Brightness, the ultra modern "Bird's Nest" National Olympic Stadium embodies all the ambitions of a rapidly ascending China. And yet, amid all the bustle and spectacle, quietly contemplative images of city life emerge, as if rescued from another era. Rich in tone and flawless in detail, Conner's photographs capture all the complexities and contradictions of this fascinating modern metropolis.

- A traveling exhibition of these photographs organized by the Cleveland Museum of Art opens in the spring of 2014 with additional venues to be confirmed
- This deluxe large-format edition features superb photographic reproductions
- Photographer uses a large forty-pound 7-by-17-inch panoramic "banquet" camera whose aspect ratio comes closest to the elongated hand scrolls of traditional Chinese art
- Lois Conner is a Guggenheim Fellow whose photography is included in major museums worldwide, including the Metropolitan Museum of Art, Museum of Modern Art, SFMOMA, the Victoria and Albert Museum, the Sackler Gallery, and the National Gallery of Australia. She currently teaches photography at Bard College in Annandale-on-Hudson, NY.

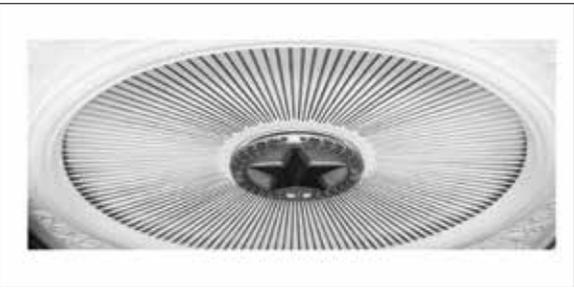
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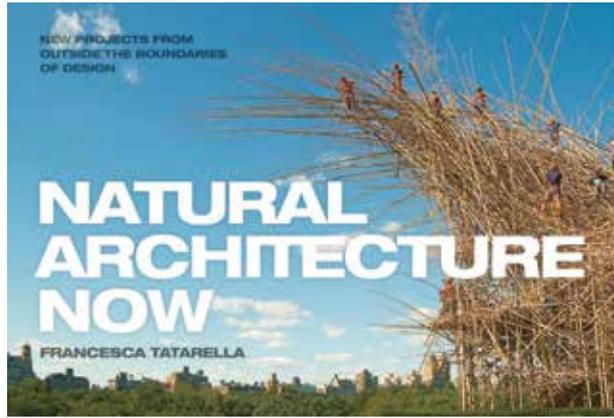


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Natural Architecture Now
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 of Design
 Francesca Tatarella

April 2014

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Our 2007 hit *Natural Architecture* introduced artists and architects who transform the act of building into a fascinating new art form. Built from humble elements—branches, twigs, straw, bamboo—and fulfilling a wide variety of intentions—sometimes structural, sometimes sculptural, sometimes sacred—their fantastical creations resonate with an innate natural beauty. *Natural Architecture Now* features all-new site-specific installations by an international list of contributors. From an engineered oasis and climbing structure in Joshua Tree National Park to an intricate bamboo installation on top of the Metropolitan Museum of Art to a residential mud structure prototype created by Architecture for Humanity Tehran, each project points a way forward for architects to engineer a new organic simplicity of structure and form.

- Follow-up to the bestselling book *Natural Architecture*
- Features more than fifty projects from twenty-five studios, including Al Borde Arquitectos, Ueno Masao, Willem “Porky” Hefer, Ants of the Prairie, Alfio Bonanno, Roberto Conte, Yolanda Gutiérrez, Patkau Architects, Studio Weave, Rai Studio, and Mike + Doug Starn
- Projects are vividly displayed in photographs, drawings, and models
- Francesca Tatarella is an Italian architectural critic and editorial director of 22Publishing

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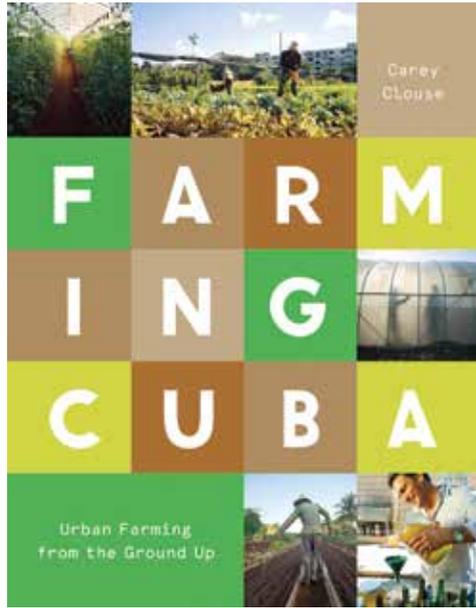


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Farming Cuba

Urban Agriculture from the Ground Up

Carey Clouse

Following the collapse of the Soviet Union in the early 1990s, Cuba found itself solely responsible for feeding a nation that had grown dependent on imports and trade subsidies. With fuel, fertilizers, and pesticides disappearing overnight, citizens began growing their own organic produce anywhere they could find space—on rooftops, balconies, vacant lots, and even school playgrounds. By 1998 there were more than 8,000 urban farms in Havana producing nearly half of the country's vegetables. What began as a grassroots initiative had, in less than a decade, grown into the largest sustainable agriculture initiative ever undertaken, making Cuba the world leader in urban farming. Featuring a wealth of rarely seen material and intimate portraits of the environment, *Farming Cuba* details the innovative design strategies and explores the social, political, and environmental factors that helped shape this pioneering urban farming program.

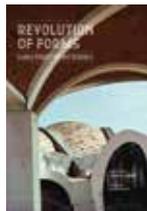
- **Presents Cuba's urban farming program as a new model for cities and countries facing threats to food security brought on by the end of cheap oil**
- **Will appeal to architects, urban farmers, food activists, and civic leaders interested in food security**
- **Includes an essay by Fritz Haeg, author of the bestselling *Edible Estates***
- **Carey Clouse teaches architecture and urbanism at UMass Amherst and is a partner at Crooked Works, a firm addressing the intersection between architecture and sustainability**

April 2014

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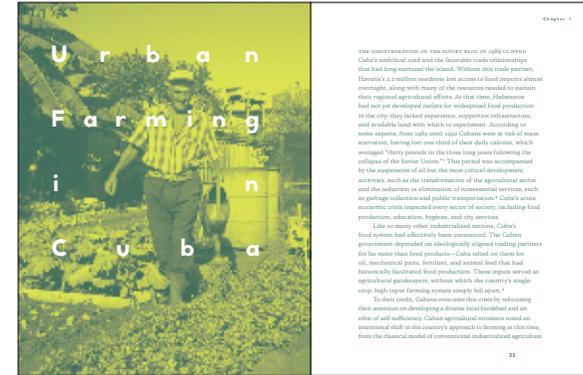
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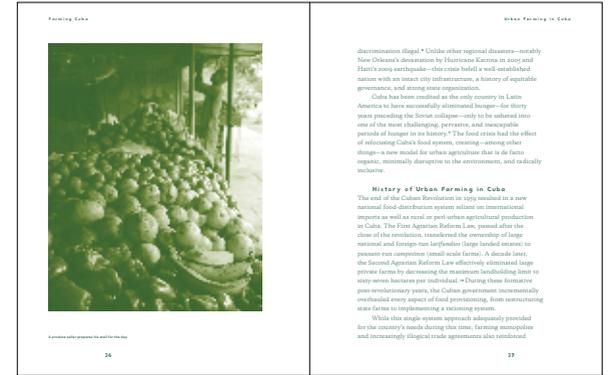
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THE REINTEGRATION OF THE AGRICULTURE TO URBAN CUBA's political and social landscape was a long and arduous process that had long nurtured the island. Without this trade partner, Havana's a million residents had access to food imports almost overnight, along with many of the resources needed to sustain their agrarian agricultural efforts. At the time, Havana had not yet developed a network of widespread food production in the city; they lacked experience, support infrastructure, and available land with which to experiment. According to some experts, from 1990 until 1993 Cubans were at risk of mass starvation, having lost one-third of their daily caloric intake, which averaged 1,800 calories in the three long years following the collapse of the Soviet Union.¹ This period was accompanied by the emergence of all but the most critical development activities, such as the reestablishment of the agricultural sector and the reduction or elimination of government services, such as garbage collection and public transportation.² Cuba's acute economic crisis required every sector of society, including food production, education, hygiene, and city services.

Like so many other industrialized nations, Cuba's food system had effectively been dismantled. The Cuban government depended on ideologically aligned trading partners for the most basic food products—Cuba relied on them for oil, mechanical parts, fertilizers, and animal feed that had historically facilitated food production. These inputs served as agricultural gatekeepers, without which the country's single crop, high-input farming system simply fell apart.³

To their credit, Cubans overcame this crisis by redirecting their attention on developing a diverse local foodshed and an ethic of self-sufficiency. Cuban agricultural systems used an immense skill in the country's approach to farming at this time, from the classical models of conventional industrialized agriculture

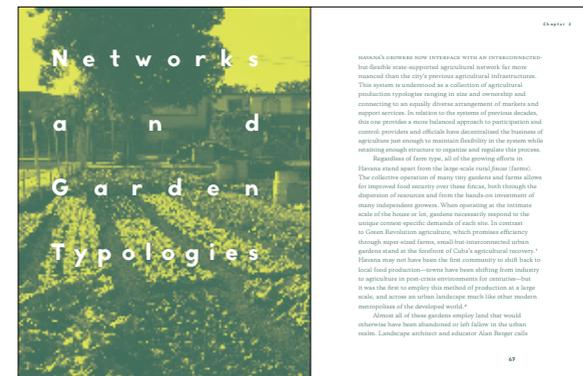
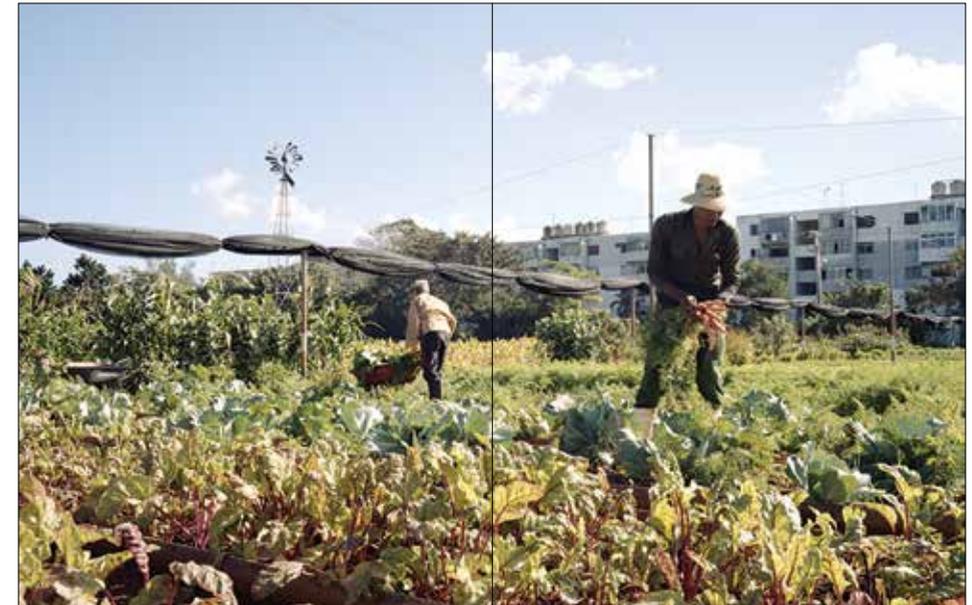


discussions Haeg.⁴ Unlike other regional disasters—namely New Orleans's devastation by Hurricane Katrina in 2005 and Haiti's 2010 earthquake—the crisis had a well-established nation with an intact city infrastructure, a history of equitable governance, and strong state organization.

Cuba has been credited as the only country in Latin America to have successfully eliminated hunger—the thirty years preceding the Soviet collapse—only to be subverted into one of the most challenging, pervasive, and inescapable periods of hunger in its history.⁵ The food crisis had the effect of reforming Cuba's food system, creating—among other things—a new model for urban agriculture that is in fact unique, inasmuch as it is the government, and not the market.

Mystery of Urban Farming in Cuba
The end of the Cuban Revolution in 1993 resulted in a new national food-distribution system reliant on international imports as well as rural or peri-urban agricultural production in Cuba. The First Agrarian Reform Law, passed after the close of the revolution, transferred the ownership of large national and foreign non-landholder (large landless estates) to private-run cooperative (small-scale farms). A decade later, the Second Agrarian Reform Law effectively eliminated large private farms by decreasing the maximum (individual) limit on story acres because per individual.⁶ During these formative post-revolutionary years, the Cuban government incrementally mobilized every aspect of food processing, from manufacturing state farms to implementing a recycling system.

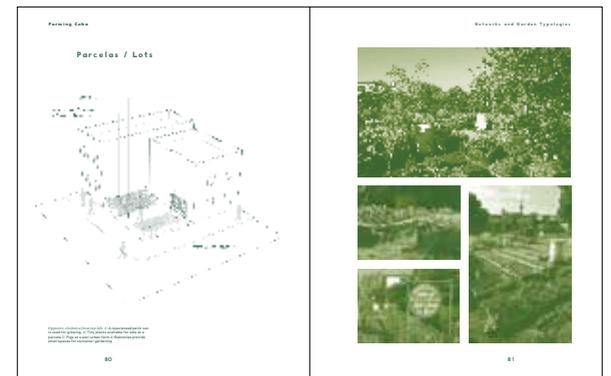
While this single system approach adequately provided for the country's needs during this time, farming monopolies and increasingly diluted trade agreements also reinforced



network's extensive new interactivity with an infrastructure-like flexible state-subsidized agricultural network for more material than the city's previous agricultural infrastructure. This system is understood as a collection of agricultural production typologies ranging in size and ownership and connecting to an equally diverse arrangement of markets and support services. In relation to the system of previous decades, this one provides a more balanced approach to participation and control: production and officials have decentralized the treatment of agriculture just enough to maintain flexibility in the system while retaining enough structure to regulate and regulate this process.

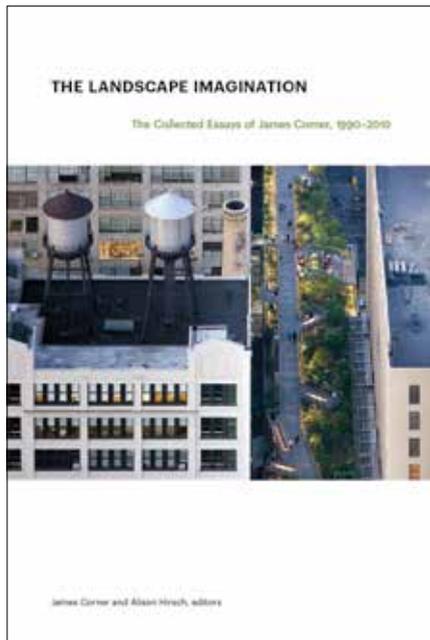
Regardless of farm type, all of the growing efforts in Havana stand apart from the large-scale rural (rural) farms. The collective operation of many tiny gardens and farms allows for improved food security over these farms, both through the dispersion of resources and from the hands-on involvement of many independent growers. When operating at the intimate scale of the home or the garden necessarily required in the unique common specific demands of each site. In contrast to Cuban Revolution agriculture, which promotes efficiency through super-sized farms, small-but-untethered urban gardens stand as the backbone of Cuba's agricultural recovery.⁷ Havana may not have been the first community to shift back to local food production—there have been shifting from industry to agriculture in post-crisis environments for centuries—but it was the first to employ this method of production as a large-scale, and across an urban landscape much like other modern metropolises of the developed world.⁸

Almost all of these gardens employ land that would otherwise have been abandoned or left fallow in the urban matrix. Landscape architect and educator Alan Berger calls



Parcelas / Lots

Networks and Garden Typologies



The Landscape Imagination

The Collected Essays of James Corner, 1990–2010
James Corner and Alison Hirsch, editors

Over the past two decades, James Corner has reinvented the field of landscape architecture. His highly influential writings of the 1990s—included in our bestselling *Recovering Landscape*—together with a post-millennial series of built projects, such as New York’s celebrated High Line, prove that the best way to address the problems facing our cities is to embrace their industrial past. Collecting Corner’s written scholarship from the early 1990s through 2010, *The Landscape Imagination* addresses critical issues in landscape architecture and reflects on how his writings have informed the built work of his thriving New York–based practice, Field Operations.

- Perfect companion to James Corner’s 1999 bestselling book *Recovering Landscape*
- Projects discussed include the High Line and Fresh Kills Park in NYC, Santa Monica Civic Center Parks in CA, University of Puerto Rico Botanical Garden in Puerto Rico, Qianhai Water City in China and competition entries for parks in Helsinki, and Toronto
- Richly illustrated essays exhibit how Corner’s writing has informed his drawings and built work
- Corner is founder and director of the New York–based landscape architecture and urban design studio James Corner Field Operations

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Young Architects 15

Range

The Architectural League Prize is an annual competition, series of lectures, and exhibition organized by the Architectural League of New York and its Young Architects and Designers Committee.

Young architects often stand out more for their design approach than their realized work. This year’s theme, Range, echoes the committee’s perception of young architects’ careers as explorations of the discipline’s boundaries. Architects were challenged to demonstrate how the range they operate within evolves as they encounter the perceived limits of the profession. Competition entries reflect a diversity of approaches from formal treatments and construction to material experimentation and applications.

Winners include:

- Luis Callejas of LCLA Office
- Brandon Clifford and Wes McGee, Matter Design
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- Skylar J.E. Tibbits of SJET
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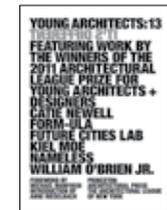
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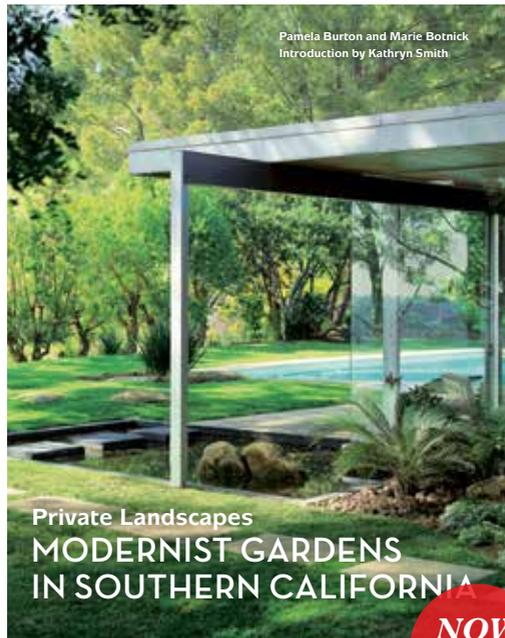
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Private Landscapes

Modernist Gardens in Southern California

Pamela Burton and Marie Botnick

The first and only book to focus on the modernist gardens of Southern California is now available in paperback. In *Private Landscapes*, landscape architect Pamela Burton and interior designer Marie Botnick profile twenty significant gardens—and their accompanying houses—by the most celebrated architects of mid century modernism, including Richard Neutra, Rudolph Schindler, A. Quincy Jones, and John Lautner. Featuring Julius Shulman’s iconic black-and-white photographs of the original gardens as well as Tim Street-Porter’s crisp color images of contemporary restorations and updates, *Private Landscapes* shows why these gardens continue to provide inspiration for gardeners and designers everywhere.

“This intriguing insider’s view is for anyone interested in the origins and evolution of our region’s signature brand of indoor-outdoor living.”
—the *Los Angeles Times* magazine

“The mere existence of these gardens will surprise many. Their attention to scale and region is a revelation.”
—*House and Gardens*

“When you learn that most of the photographs in this book are taken by Tim Street-Porter and the equally legendary Julius Shulman you know you are in for a visual treat.”
—the *Architectural Review*

Beach Houses

Andrew Geller

Alastair Gordon

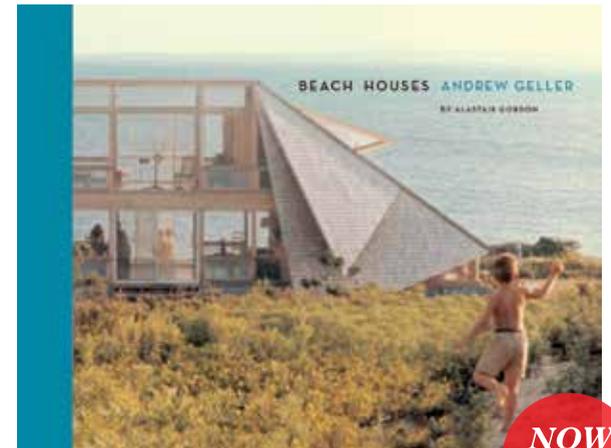
Andrew Geller was known as the architect of happiness and it’s easy to see why. Sporting names like The Box Kite, The Bra, and The Reclining Picasso, his whimsical vacation homes of the 1950s and 1960s dotted the coasts of Long Island, Martha’s Vineyard, and the Jersey Shore. Made mostly of wood, they combined a modern interest in light, breeze, and functional living with playful form-making. In contrast to the today’s Hamptons megamansions, Geller’s inexpensive homes were modest in scale and reflected the ideas of summer leisure of a generation more concerned with fun on the beach than ostentatious display. Now available in paperback, *Beach Houses* features more than fifty of these spirited houses in rarely seen vintage photographs and drawings.

Alastair Gordon is contributing editor for architecture and design at *WSJ*, the *Wall Street Journal* magazine

“The book is a wistful celebration of a lost era when the world was a much bigger place and oceanfront property a relatively affordable commodity.”
—*Metropolis*

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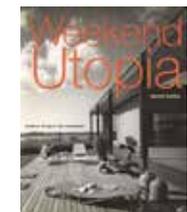
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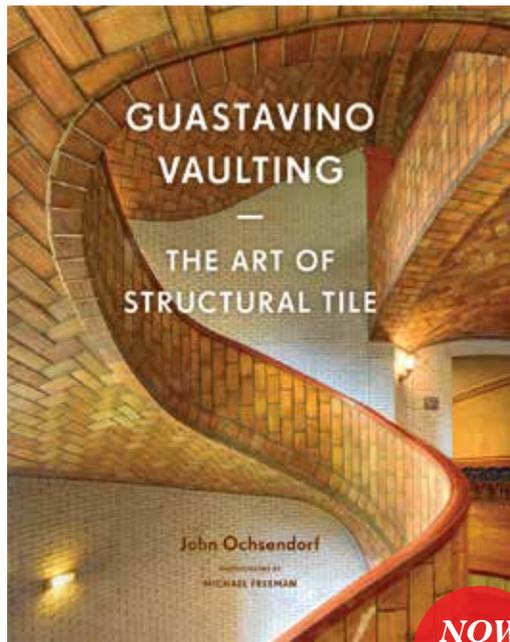
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John Ochsendorf

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- **Guastavino made it possible for Beaux-Arts architects such as McKim, Mead & White to create the bold public spaces that made them famous**
- **John Ochsendorf was the first engineer to be awarded a Rome Prize (2007) and the first structural engineer to be awarded a MacArthur Fellowship (2008). He currently teaches at the Massachusetts Institute of Technology.**

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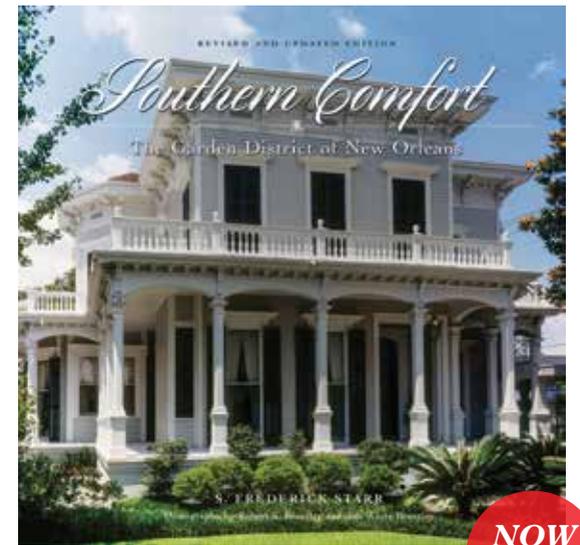
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- **Features contemporary and archival photos of the historic neighborhood’s stately residences and gardens**
- **S. Frederick Starr is the author of numerous books on New Orleans and is the founding chair of the Central Asia Institute at the Nitze School of Advanced International Studies, Johns Hopkins University**

“There’s no part of New Orleans so steeped in architectural history as the Garden District. *Southern Comfort: The Garden District of New Orleans* tells the story in words and rich photos.”
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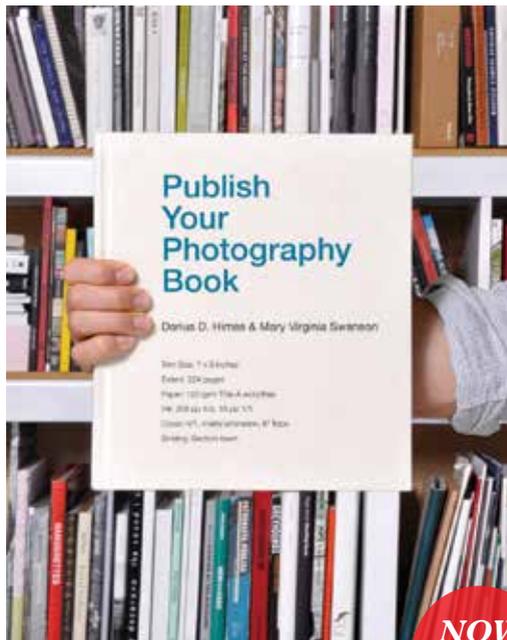
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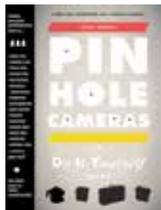


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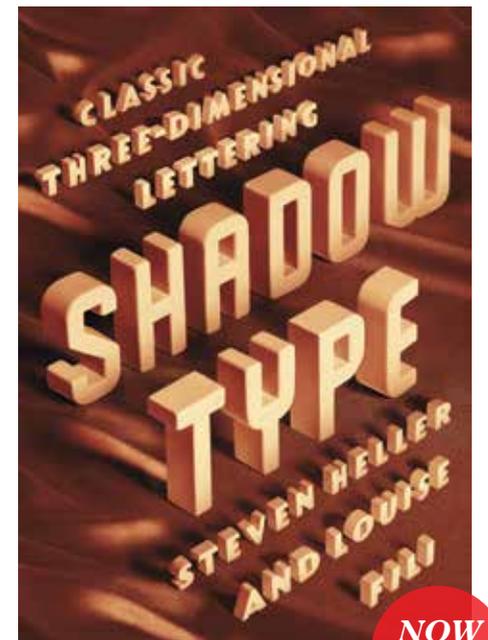
Shadow Type

Classic Three-Dimensional Lettering

Steven Heller and Louise Fili

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- Contains more than three hundred of the most popular, rare, and (nearly) forgotten dimensional letters from Europe and the United States
- Sourcebook for designers looking for ways to enliven their projects with a sense of monumentality or a feeling of confidence and optimism
- Steven Heller is co chair of the MFA Design Department at the School of Visual Arts and the author of numerous books, including our bestselling *Typography Sketchbooks*. Louise Fili is director of Louise Fili Ltd, a member of the Art Directors Club Hall of Fame, and the author of our bestselling *Elegantissima*.



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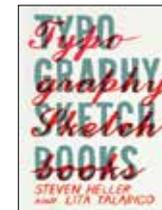
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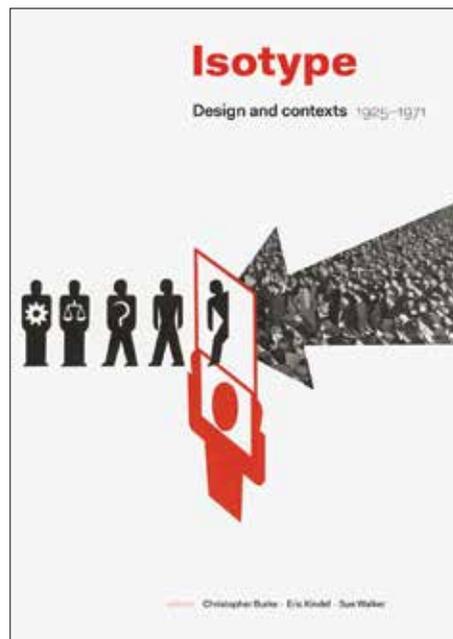
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Isotype

Design and Contexts 1925–1971

Christopher Burke, Eric Kindel, Sue Walker, editors

Austrian sociologist Otto Neurath developed the Isotype system of pictograms in the early 1930s as a way to communicate complex information in visual form. Appearing in a variety of media, including books, posters, and films, it was designed to inform ordinary citizens about their place in the world. *Isotype* is the first comprehensive account of this seminal movement in the history of visual communication. Featuring new research, including previously unseen visual material, this long-overdue account traces the development of the Isotype system from its birth in prewar Vienna, through a wartime shift of production to the Netherlands, and finally to 1940s England, where the Isotype Institute continued to produce work until 1971. *Isotype* documents the visual system's worldwide influence, including its educational uses by the United States, Soviet Russia, and Africa.

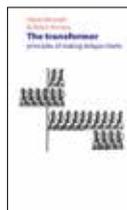
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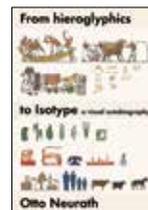
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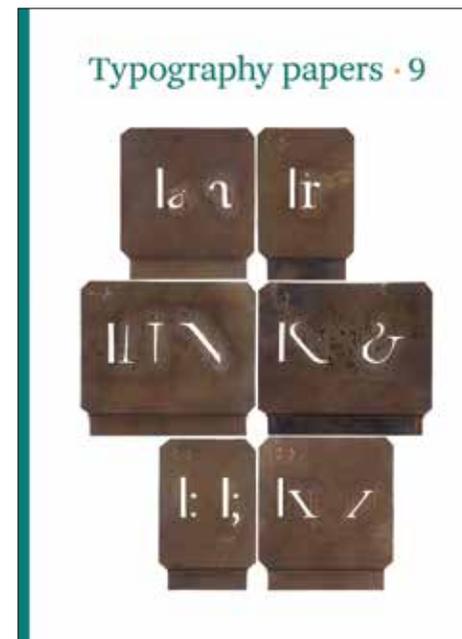


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Typography Papers 9

Paul Luna and Eric Kindel

Typography Papers is book-length publication from the Department of Typography at the University of Reading (in England). *Typography Papers 9* opens with a beautifully illustrated article by type designer Gerard Unger on “Romanesque” letters, followed by a new installment of Eric Kindel’s ground-breaking history of stencil letters. Maurice Göldner contributes the first history of an early twentieth-century German typefounder, Brüder Butter. Paul Luna discusses the role of pictures in dictionaries. William Berkson and Peter Enneson propose a new view of readability of text. Titus Nemeth describes a new form of Arabic type for metal composition. Together, this international lineup of contributors shows the remarkable variety and vitality of typography now.



April 2014

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Tall Building Design Now

Scott Johnson

In recent years, contemporary architectural theory and practice have shifted from a focus on how a building appears to how it performs. Nowhere are these performative properties more evident than in the field of skyscraper design, where the emergence of ultra-performing materials, interactive processing systems, and digital design and fabrication techniques are making remarkable new structures possible. In *Performative Skyscraper*, acclaimed skyscraper architect Scott Johnson describes how the combination of sophisticated modeling software and demands for ever-increasing environmental sustainability have led to an overwhelming emphasis on high performance. From advanced window-walls to vertical mixed-use towers, Johnson captures the breadth and immediacy of skyscraper design now.

March 2014

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Spring 2014

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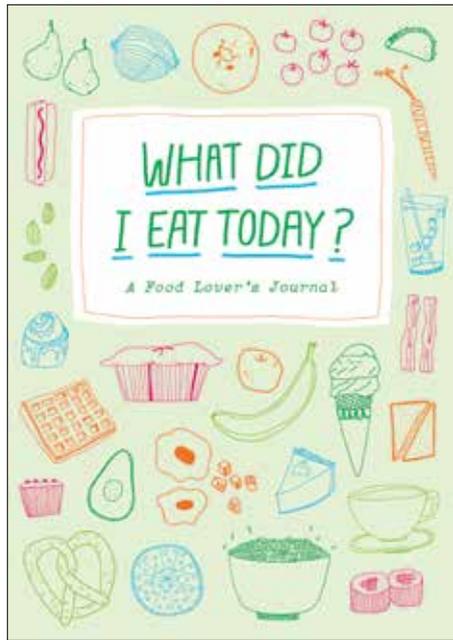
Paper + Goods

NEW — Spring 2014

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- 3 I Paid the Light Bill Just to See Your Face
Notecards
- 4 Perfetto Pencils
- 4 I Am a Man Journal
- 5 Grids & Guides Notebook
- 6 Pattern Papers Stationery Set

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Observations Journal
- 16 Nests & Eggs Notecards



NEW



What Did I Eat Today?

A Food Lover's Journal

Kate Bingaman-Burt

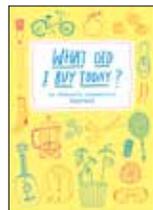
From the mind and pen of author Kate Bingaman-Burt (*Obsessive Consumption, What Did I Buy Today?*) comes this cheery guided journal for lovers of all things edible. Day by day, intrepid gastro-adventurers can track their favorite meals and recipes, record thoughts about the art of eating well, and list all their foodie aspirations, goals, and challenges. Packed with Bingaman-Burt's charming illustrations, *What Did I Eat Today?* will help journalers explore their own food passions in surprising ways.

January 2014

5 x 7.125 in / 12.7 x 18 cm
160 pp / 50 color
Paperback
978-1-61689-240-1
\$12.95 / £9.99
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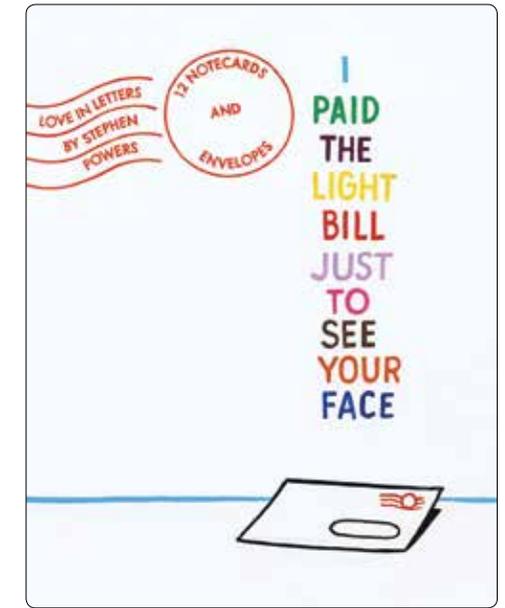
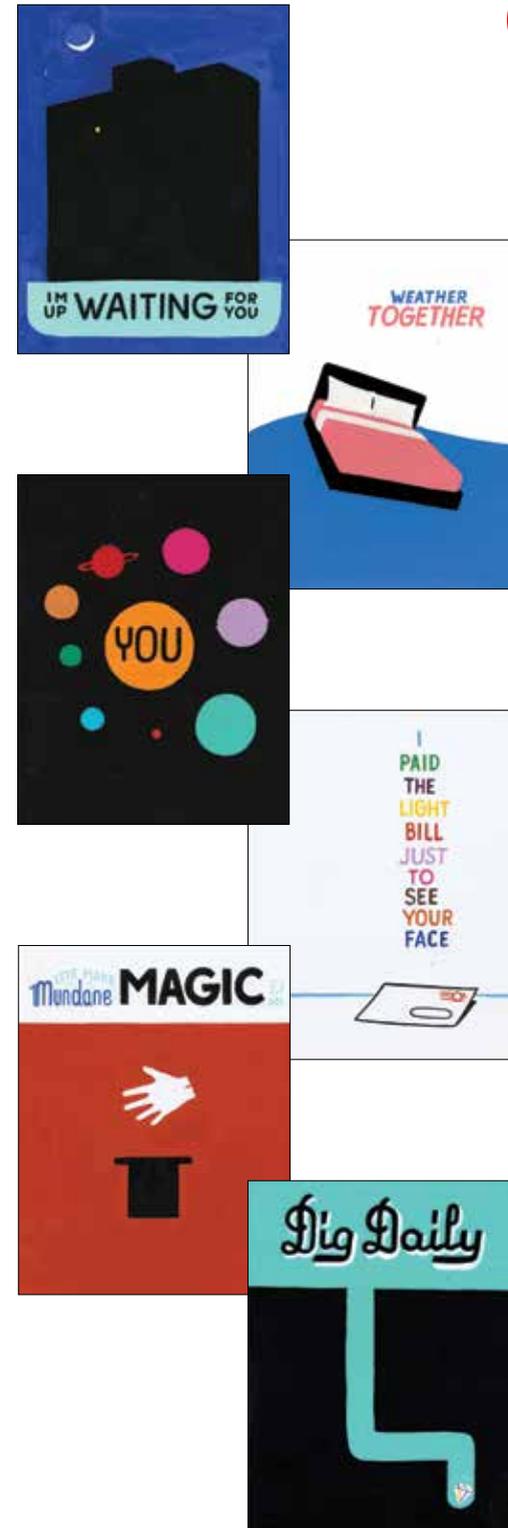


Also Available ...



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NEW



I Paid the Light Bill Just to See Your Face

Love in Letters Notecards

Stephen Powers

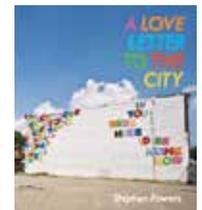
Celebrated public artist Stephen Powers painted these charming expressions of encouragement and devotion for loved ones near and far-flung. Powers has borrowed the conventions of sign painting to craft brightly colored love notes with messages that are sincere and just a bit sentimental. Send one of these simple and bold declarations of affection to let your sweetheart know: "I paid the light bill just to see your face."

January 2014

4.75 x 6 x 1.75 in /
12.1 x 15.2 x 4.4 cm
12 full-color cards
6 designs, repeating 2 times
12 printed envelopes
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978-1-61689-208-1
\$24.95 / £15.99
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Perfetto Pencils

Louise Fili

NEW

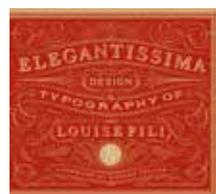
Legendary designer Louise Fili brings her love of vintage packaging and all things Italian to this collection of beautiful pencils. Housed in a sturdy lidded case, *Perfetto Pencils* features twelve double-sided, two-color pencils that showcase Fili's unique ability to capture the bygone elegance of our design heritage.



January 2014

7.375 x 2.25 x .875 in /
18.7 x 5.7 x 2.2 cm
12 double-sided pencils
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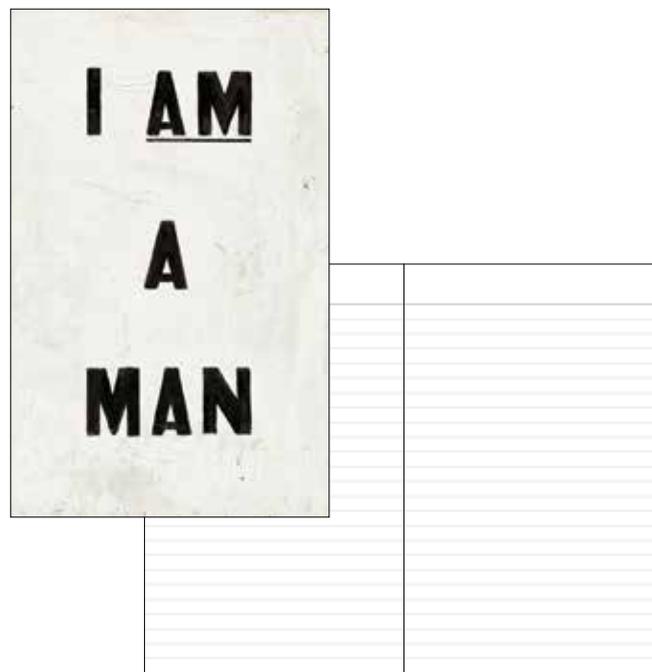
I AM A MAN

Journal

Glenn Ligon

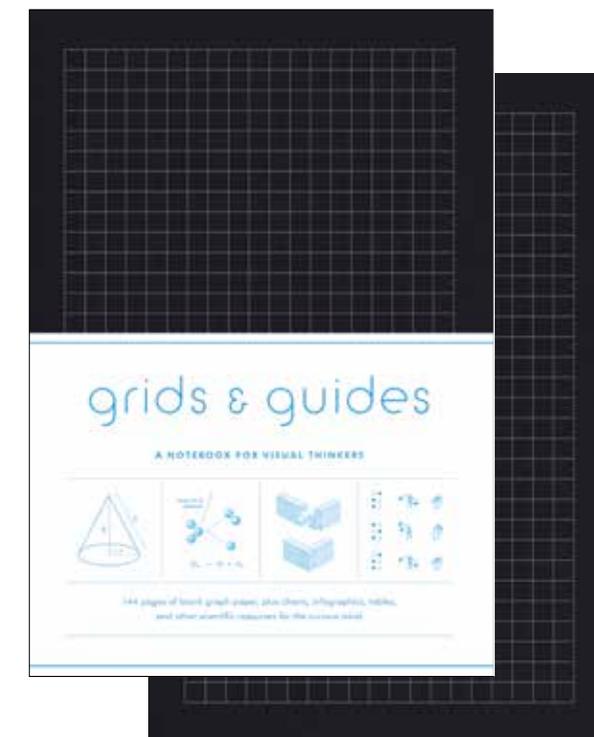
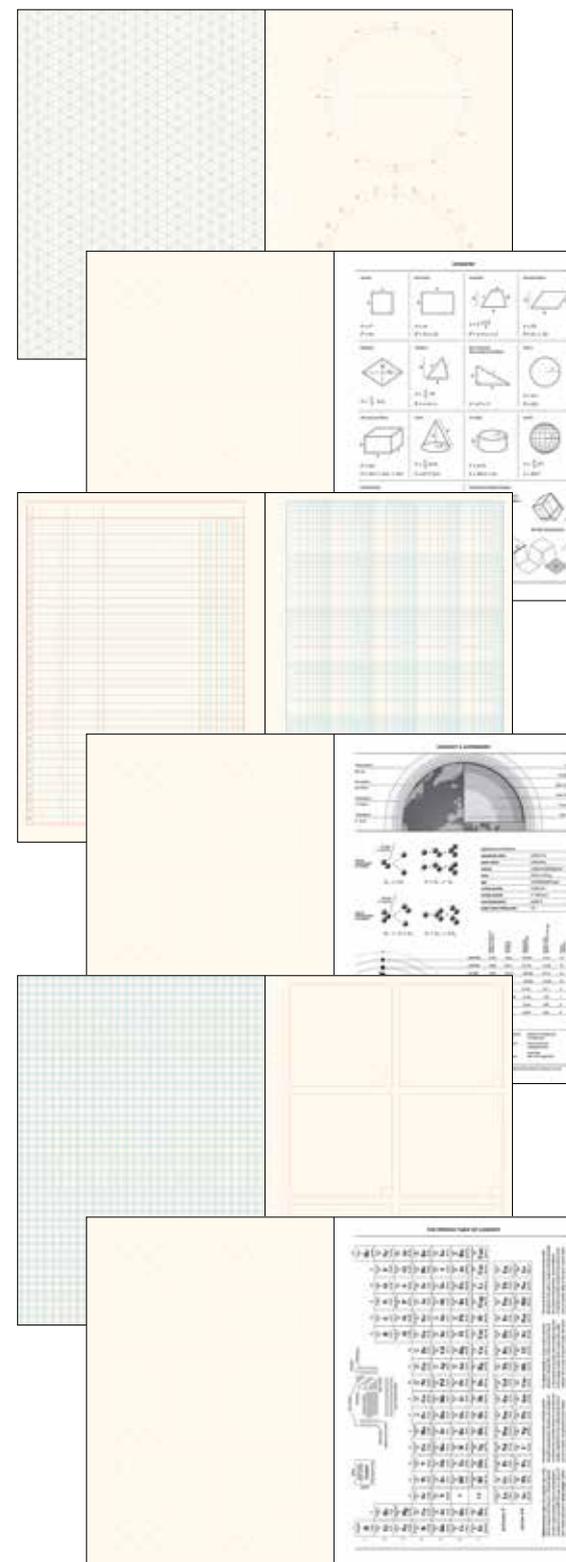
NEW

This ruled journal features the iconic work of acclaimed artist Glenn Ligon. The charged phrase, I AM A MAN, harkens back to the historic placards used by a group of striking African American sanitation workers in 1968, and will inspire anyone looking to make a statement in the modern world.



January 2014

4.375 x 7 in / 11 x 17.8 cm
144 pp, lined
Paperback
978-1-61689-253-1
\$10.95 / £7.99
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Grids & Guides

A Notebook for Visual Thinkers

NEW

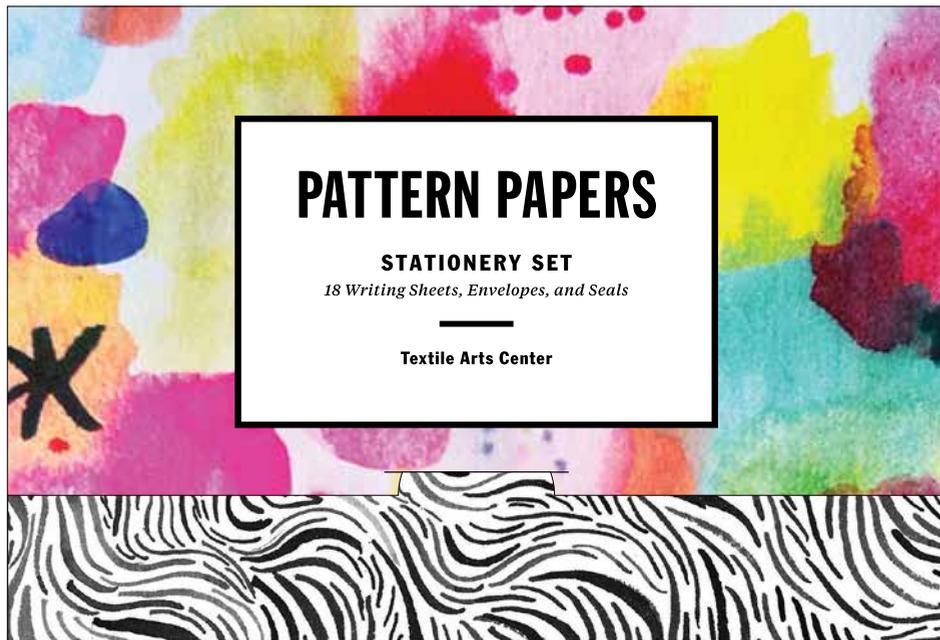
Map out graphs, schematics, sketches, and dreams with this sleek and durable workbook. Inspired by vintage laboratory notebooks, *Grids & Guides* features 144 pages of graph paper (eight designs repeating throughout) interspersed with a multitude of scientific charts, tables, and infographics featuring everything from the periodic table to alternative alphabets to Newton's Laws of Motion. This journal is the perfect tool for right-brainers and left-brainers alike.

January 2014

5.75 x 8.25 in / 15 x 21 cm
160 pp
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978-1-61689-232-6
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NEW



Pattern Papers

Stationery Set

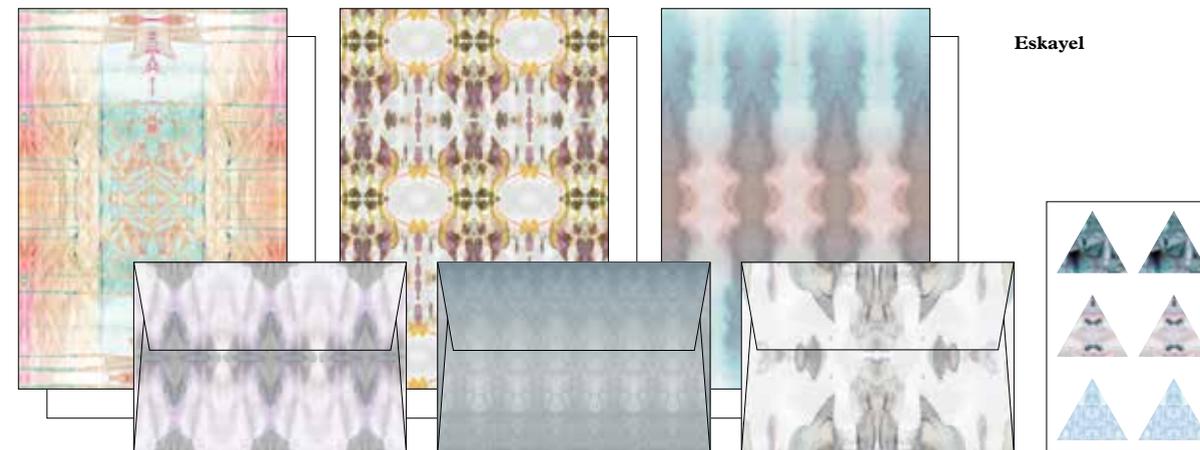
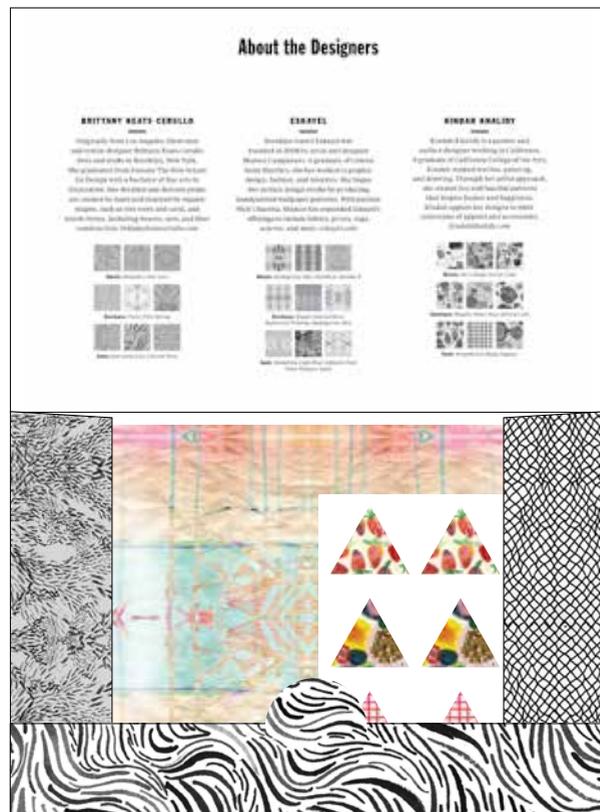
Textile Arts Center

A follow-up to our successful *Pattern Box*, this playful mix-and-match stationery set features eighteen pattern-filled writing sheets, envelopes, and stickers from three celebrated designers. The designs showcase the diverse works of Eskayel, Kindah Khalidy, and Brittany Keats Cerullo—from ethereal watercolors to poppy collages to delicate, detailed line drawings. *Pattern Papers* is curated by New York City's celebrated Textile Arts Center.

January 2014

8.75 x 6.125 inches / 22.2 x 15.5 cm
 18 writing sheets, envelopes, and stickers;
 9 designs repeating 2 times
 978-1-61689-247-0
 \$14.95 / £10.99

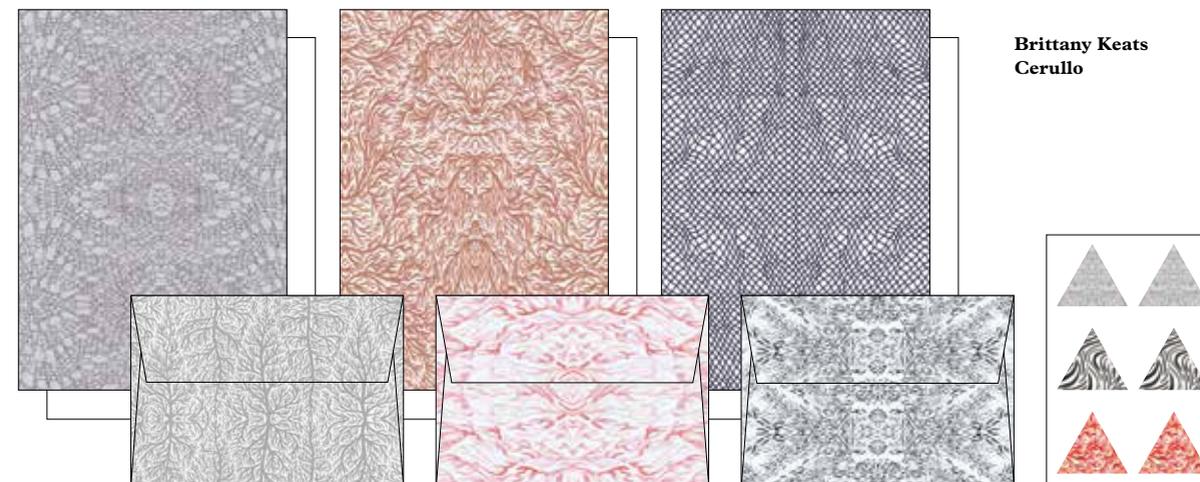
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Eskayel



Kindah Khalidy



Brittany Keats Cerullo

Pattern Box

100 Postcards by 10 Contemporary Pattern Designers

Textile Arts Center

4.25 x 6.25 x 3 in / 10.79 x 15.87 x 7.62 cm

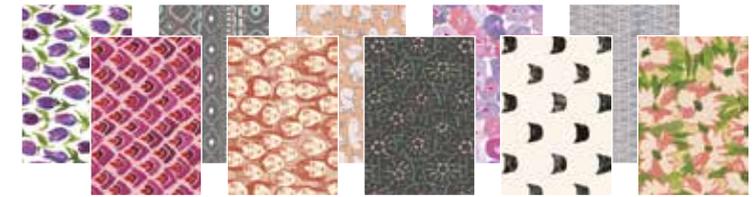
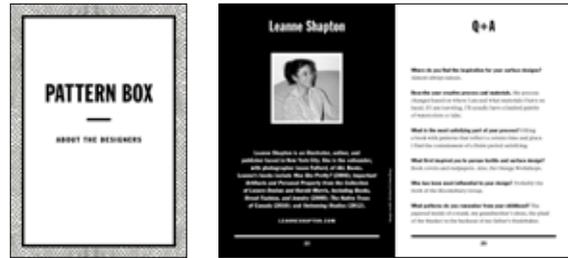
100 full-color postcards, 10 tabbed dividers

24-page booklet, shrinkwrapped

978-1-61689-188-6

\$19.95 / £14.99

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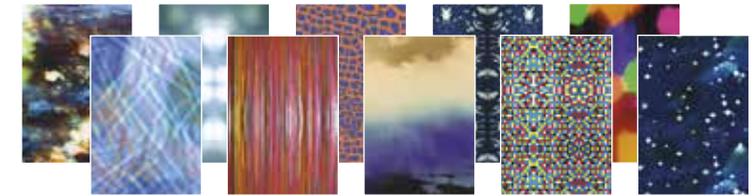
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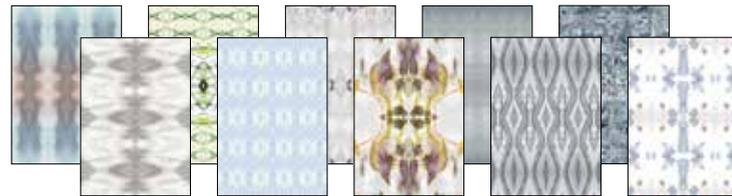
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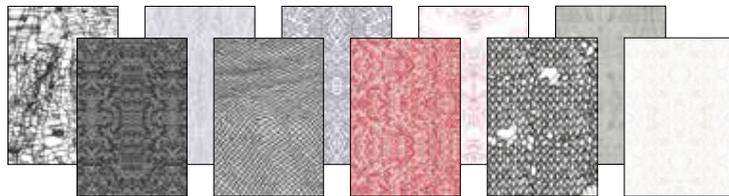
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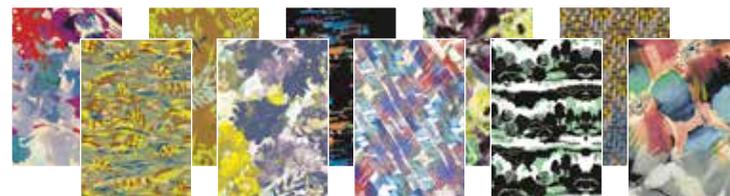
Kindah Khalidy



Brittany Keats Cerullo



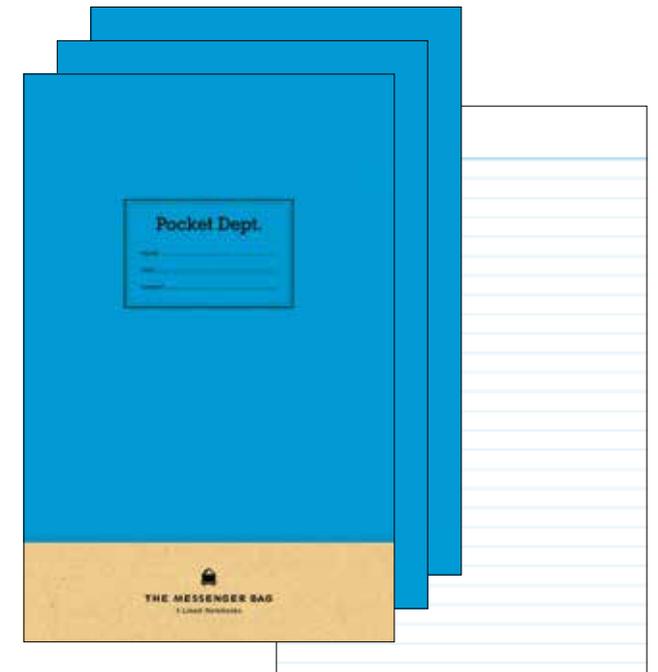
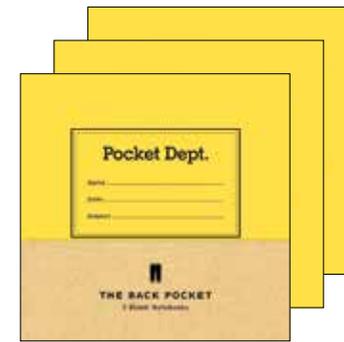
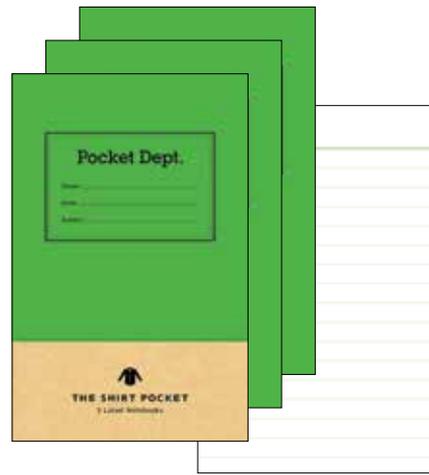
Victoria Garcia



Helen Dealtry



Anna Niestroj (Blink Blink)



The Pocket Dept. Notebooks

Brooklyn Art Library

The Shirt Pocket
3.5 x 5.5 in / 8.89 x 13.97 cm
Set of 3 lined notebooks
64 pp each
J-band; shrinkwrapped
978-1-61689-202-9
\$12.95 / £9.99
RIGHTS: W



The Back Pocket
4 x 4 in / 10.16 x 10.16 cm
Set of 3 blank notebooks
64 pp each
J-band; shrinkwrapped
978-1-61689-199-2
\$12.95 / £9.99
RIGHTS: W



The Pocket Pack
Set of 4 notebooks,
1 of each size
Envelope: 7 x 9.25 in /
17.78 x 23.49 cm
978-1-61689-214-2
\$19.95 / £14.99
RIGHTS: W



The Backpack
6 x 6 in / 15.24 x 15.24 cm
Set of 3 blank notebooks
64 pp each
J-band; shrinkwrapped
978-1-61689-207-4
\$15.95 / £11.99
RIGHTS: W



The Messenger Bag
5.5 x 8.5 in / 13.97 x 21.59 cm
Set of 3 lined notebooks
64 pp each
J-band; shrinkwrapped
978-1-61689-210-4
\$16.95 / £12.99
RIGHTS: W



Nested Notes

Egg Sticky Notes

4.5 x 4.5 x 1 in / 11.43 x 11.43 x 2.54 cm
 Box with acetate lid
 3 die-cut sticky notepads, 60 sheets each
 978-1-61689-194-7
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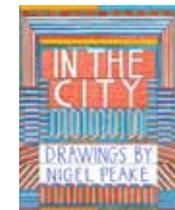
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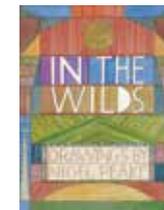
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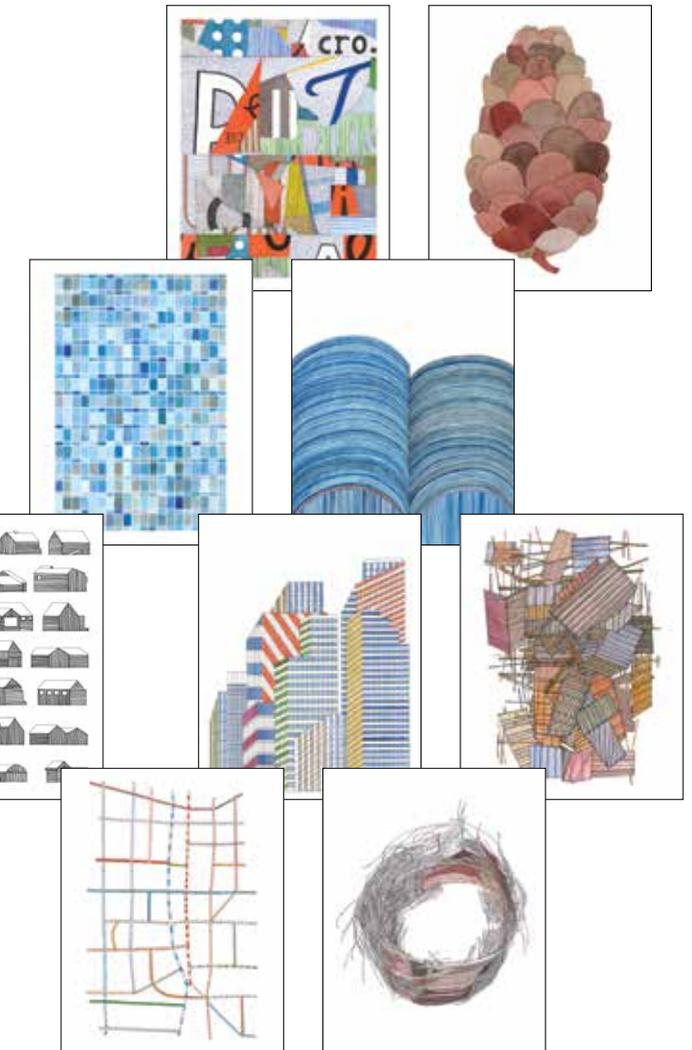
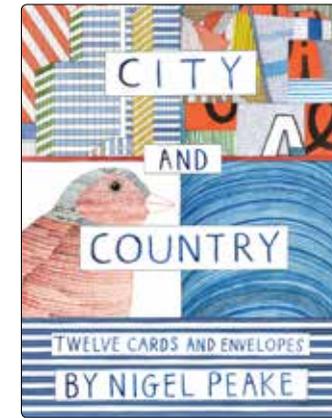
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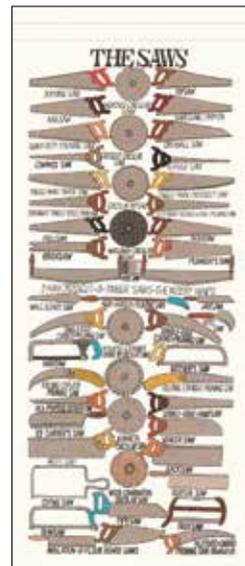
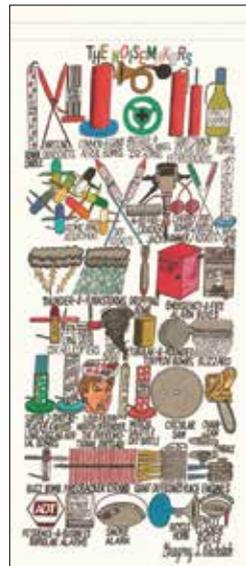
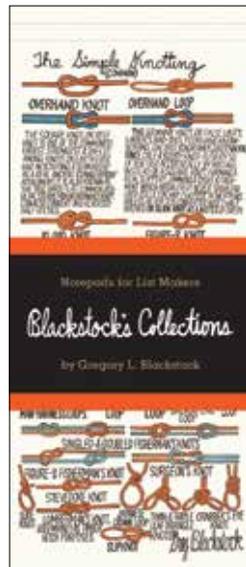
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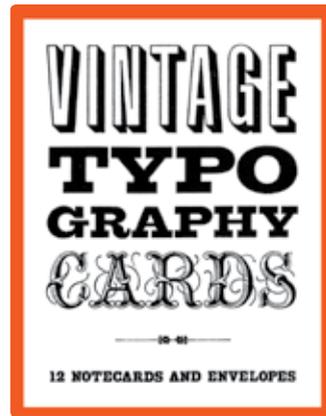


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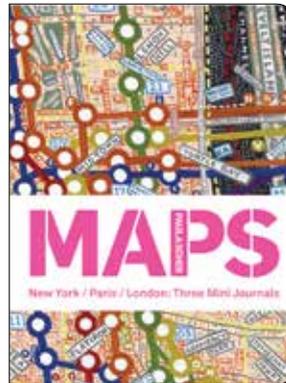
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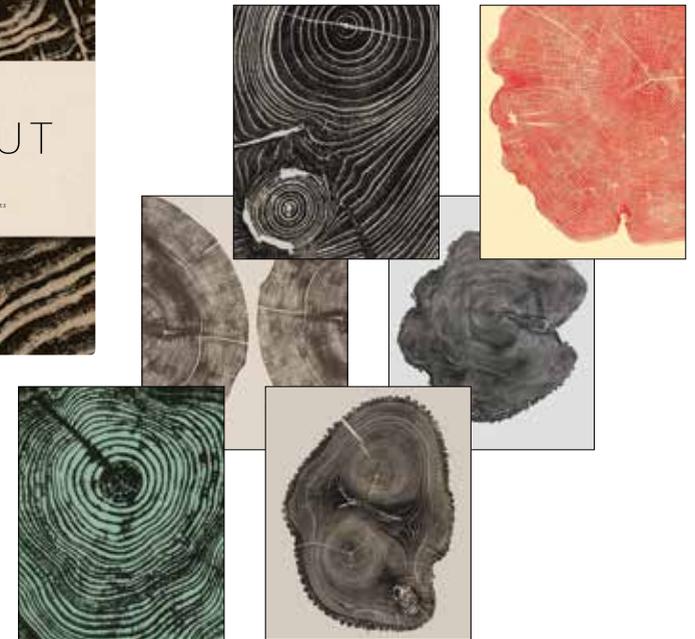
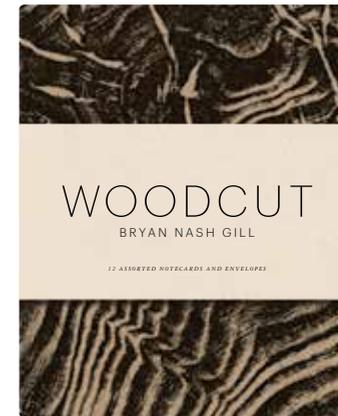
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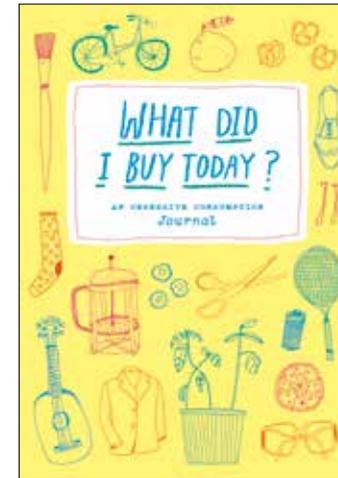
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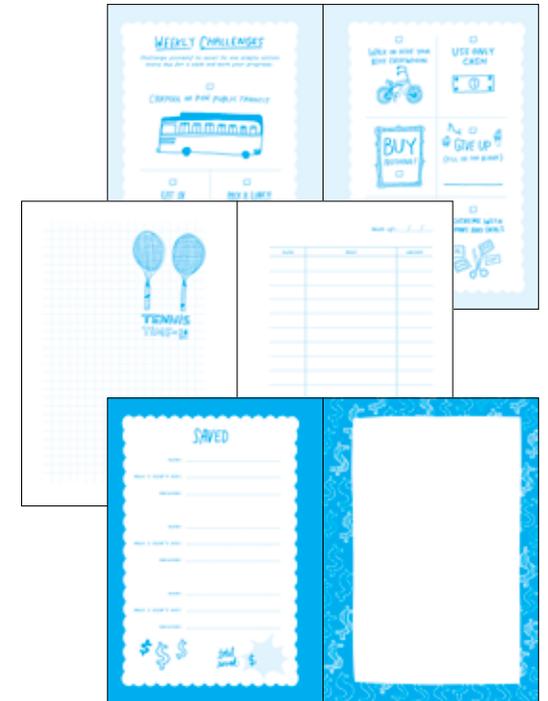
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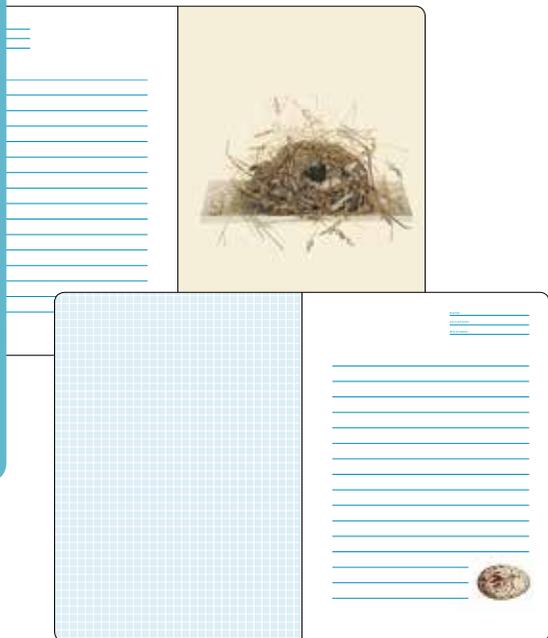
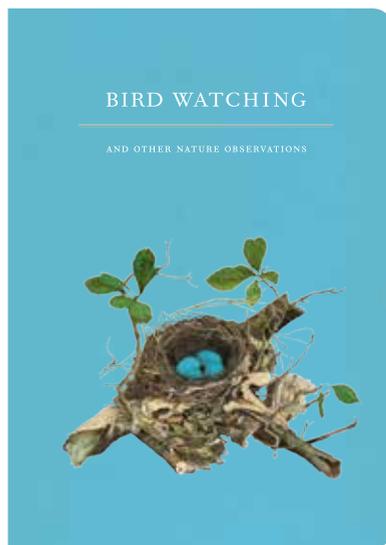


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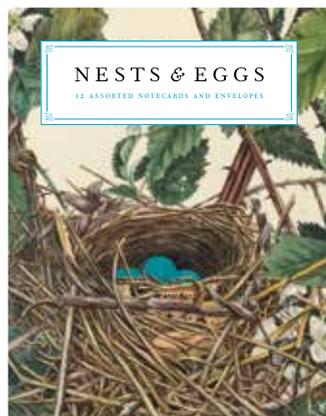
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