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Bibliographic
100 Classic Graphic Design Books
Jason Godfrey
Foreword by Steven Heller

Bibliographic: 100 Classic Graphic Design Books is a unique compilation of the best design books of the last 100 years. It covers a huge range of material – historic titles from pioneering type foundries to the best of recent monographs from today’s leading studios – and provides an essential insight into the evolution of graphic design in the twentieth century.

Classic graphic design manuals by László Moholy-Nagy and Josef Müller-Brockmann are included, alongside pioneering instructional titles on advertising and corporate identity. Monographs designed by and covering the major individuals and studios of the era – from A.M. Cassandre and Alexey Brodovitch to Stefan Sagmeister and Peter Saville – are detailed, along with groundbreaking anthologies on trademark design, Polish film posters, the impact of the avant-garde, and more.

All the books, whether classic histories of Bauhaus design or rarely seen sourcebooks of symbols and type, are illustrated with a wide selection of spreads and covers, all in color.

In addition, leading international designers have provided lists of favorite titles from their own libraries.

Jason Godfrey, director of Godfrey Design, London, studied at the Royal College of Art before pursuing a career in print and digital media in London, New York, and Austin, Texas. His work has been shown in the annuals of D&AD and the New York Type Directors Club.

• The ultimate graphic design library in a book
• A bibliographic guide/inspirational sourcebook for working studios and students
• A great starting point to creating a design library as well as an opportunity to view rare and influential books
New Packaging Design
Janice Kirkpatrick / Graven Images

Packaging today needs to do so much more than preserving, protecting, and promoting the products it contains. The rise of environmental issues and globalization mean that today’s packaging designers must create innovative solutions that are also sustainable.

This book shows how packaging design has changed to meet the demands of this new context. It takes the reader behind some of the world’s best-known brands to meet the designers, clients, marketers, technologists, environmentalists, and retailers, to tell their stories about the development of some of the most remarkable packs of our time. Showcasing the best packaging design from around the world, and presented through new color photography, the book also features in-depth case studies of some of the most innovative design processes with interviews and illustrated details.

Janice Kirkpatrick is a graphic designer and founding director of international design consultancy Graven Images. A writer, broadcaster, and lecturer, she has also curated several exhibitions including "The Good Buy Girl" for the Design Museum, London, and "UK Style" and "UK PackAge" for the British Council.

250 color illustrations
192 pages
9 ⅝ x 11 ⅝ in
ISBN (paperback) 978 1 85669 613 5
US $35.00 / CAN $45.95
Design
September 2009

- Features the most innovative packaging design from around the world
- Case studies include interviews with designers, manufacturers, retailers, clients, and environmentalists
- Shows the technical drawings, designs, and previously unpublished sketches of famous packaging
Art Direction Explained, At Last!

Steven Heller and Véronique Vienne

This book is a highly informative, highly entertaining introduction to what art direction is and what art directors do. Written by two of the world’s leading experts on the subject, it covers the role of art director in numerous environments, including magazines and newspapers, advertising, corporate identity, museums, and publishing. It also provides an insight into what makes a successful art director, what an art director actually does all day, what makes things go right, and what makes things go wrong.

Alongside perspectives on typography, illustration, and photography, there are case studies of successful art direction in different spheres, from McSweeney’s to Vier5’s web design. The authors have also invited pre-eminent international art directors to interpret their roles in special sections of the book that they have art directed themselves. The result is an impressive, enlightening, and often very funny diversity of perspectives and approaches.

Clearly written, including a glossary of handy art director sayings, an “art director test,” and more, Art Direction Explained, At Last! will provide students with insights into the world of art direction and professionals with a perceptive overview of their profession.

Steven Heller is co-chair of the Designer as Author program and co-founder of the Design Criticism program at SVA, New York. For 33 years he was an art director at the New York Times. He is editor of AIGA VOICE, contributing editor to Print, Eye, Baseline, and I.D., and author of 120 books on design. Véronique Vienne has worked at a number of US magazines as art director, and is the author of The Art of Doing Nothing and The Art of Imperfection, as well as Something to be Desired.
6. TAKE THE ART DIRECTOR TEST

It won't insure you will be a great art director, but it will determine whether you're good at taking tests.

1. How often do you meet?
   - Daily
   - Weekly
   - Biweekly
   - Monthly
   - Never

2. How well do you know the products?
   - Extensive
   - Moderate
   - Minimal
   - None

3. Do you have a style?
   - Yes
   - No

4. How often do you mix?
   - Daily
   - Weekly
   - Biweekly
   - Monthly
   - Never

5. If you were given a project on a whim, how many days would it take?
   - 1 day
   - 2 days
   - 3 days
   - 4 days
   - 5 days

6. Art director is a...
   - Teacher
   - Guide
   - Graphic
   - Director
   - Novice

7. What is the best advice for an art director?
   - Nothing
   - Einstein's quote
   - Don't take too long
   - Alpha
   - No advice

8. How many ducks can you mix?
   - 1
   - 2
   - 3
   - 4
   - 5

9. What is the best attribute of an art director?
   - Ego
   - Integrity
   - Knowledge
   - Imagination
   - No attribute

10. What is the best attribute of an art director?
    - Ego
    - Integrity
    - Knowledge
    - Imagination
    - No attribute

11. What is the best attribute of an art director?
    - Ego
    - Integrity
    - Knowledge
    - Imagination
    - No attribute

12. What is the best attribute of an art director?
    - Ego
    - Integrity
    - Knowledge
    - Imagination
    - No attribute

THE ALLURING ART OF ALLURE

Allure is a slippery term. For some it connotes elegance in the extremes, for others it means sublime simplicity. Kiehl’s, the quirky cosmetics and beauty brand, builds its allure on tradition—an old-style drugstore approach to packaging that is almost antithetical. So how does Victoria Maddocks, creative director for Kiehl’s, set direct for allure?

Get used to being invisible.
This book offers students, novice designers, and battle-toughened professionals alike an insider’s guide to the complexities of current graphic design practice and thinking.

It contains all you need to know to survive and prosper in the complex, ever-shifting world of graphic design.

Set out in A-Z style and written in a realistic, conversational, and insightful way, the book provides advice on the fundamental topics and issues that face designers in their daily lives. It looks at everything from kerning to presenting, from budgeting to dealing with rejection, from annual reports to interface design.

Adrian Shaughnessy, author of the best-selling How to be a Graphic Designer Without Losing Your Soul, is himself a successful designer, and brings a wealth of experience to this very useful and entertaining book.

Adrian Shaughnessy is a designer and writer. He co-founded the design company Intro and, since leaving in 2003, has worked as a consultant to various design studios and clients. He has lectured extensively on design and hosts the radio show “Graphic Design On The Radio.”

**Graphic Design: A User’s Manual**
Adrian Shaughnessy
Foreword by Michael Bierut

120 illustrations
320 pages
7 1⁄2 x 9 3⁄4 in
ISBN (paperback) 978-1-85669-591-6
US $30.00 / CAN $38.95

- A one-stop reference guide to graphic design practice, written by the author of the best-selling How to be a Graphic Designer Without Losing Your Soul.
- Covers every aspect of current practice from salaries to ethics, from kerning to software
- Essential reading for graphic designers and students

September 2009
Made & Sold
Toys, T-shirts, Prints, Zines, and Other Stuff

Indie artists, designers and illustrators are doing it for themselves! Tough times often lead to greater creativity and entrepreneurial spirit. Where once designers might have produced a set of postcards to promote themselves or simply for fun, demand for individual design has led to an explosion of quirky and covetable products for sale via the Internet. Self-initiated projects, such as T-shirts or button designs, are fast becoming businesses in themselves.

This book showcases over 500 of the cutest and most exciting graphic products by over 90 practitioners from around the world, including: books, magazines and zines; toys; posters, prints and canvases; fonts and typographic 3D products; clothing; and accessories.

FL@33 is a multi-lingual and multi-specialized studio for visual communication based in London, working across all media. FL@33 projects have been extensively featured online and have been published in numerous international magazines, newspapers, and books. In 2005 a FL@33 monograph was published by Pyramid. FL@33 is also responsible for Stereohype.com, a platform for designers and artists around the world. FL@33 compiled and edited Postcards, also published by Laurence King.

Showcases creative and moneyspinning ideas from graphic designers, illustrators, and artists from around the world

Provides inspiration for the growing number of designers needing to supplement their income by selling their own graphic products

FL@33 have a huge international list of subscribers to their Stereohype.com newsletter and will generate plenty of publicity

Animation in Process
Andrew Selby

From Hollywood blockbuster to striving independent filmmaker, from mobile phone games to characters advertising products on television, from pseudo live action through to virtual environments, animation is able to transcend boundaries to new audiences.

This book shows how artists, designers, filmmakers, programmers, directors, writers, and producers have seized the chance to entertain using a versatile and compelling medium.

Animation in Process is not only a creative showcase exposing the best talent in the field today, but an in-depth exploration of working methods and processes behind the highly polished features they create, with previously unseen material such as sketches, working drawings, storyboards, and other work-in-progress that documents the animators’ craft.

Andrew Selby is an award-winning illustrator and Program Leader for the Visual Communication disciplines at Loughborough University, covering the areas of illustration, graphic communication, and animation. He is also an active member of the LUSAD Animation Academy. He writes regularly for the design press.

250 color illustrations
192 pages
8 1⁄2 x 11 in
ISBN (paperback) 978 1 85669 587 9
US $40.00 / CAN $51.95
Design
September 2009

• The first book to show working methods and processes of the world’s leading animators
• Illustrates sketches and work-in-progress behind some of today’s leading cutting edge animations
• Will appeal to both students and professionals
• Contains a free DVD showing the work behind many of the films featured

Here at last is the bible of T-shirt design today. 82 studios from around the world—Brazil, Australia, Japan, Switzerland, America, Argentina, and more—contribute their best designs to create a global and contemporary view of the thriving state of T-shirt land.

Tees is packed with illustrations of artwork and finished t-shirts, along with insights into the designers’ inspirations, techniques, and, where available, retail outlets.

With a vast range of styles—anarchic illustration, pixel patterns, faux metal, all-over geometry, high craft, retro type, hand-drawn humor—Tees reveals the enormous potential of T-shirts to be expressive, entertaining, and highly desirable all at once.

A special limited edition with a T-shirt featuring a unique collage of designs provided by artists in the book is also available.

MAKI are a small design and illustration studio based in Groningen, The Netherlands, run by Kim Smits and Matthijs Maat. MAKI work for a variety of clients, including magazines and many T-shirt companies around the world. They are the authors of Custom Kicks (Laurence King, 2008) and Maki (Pyramyd, 2008).
An interactive colouring book for fashionistas of all ages, *My Wonderful World of Fashion* is packed with beautiful and sophisticated illustrations specially created by the leading fashion-illustrator Nina Chakrabarti.

The book encourages creativity, with illustrations to color in and designs to finish off, as well as simple ideas for making and doing (how to make a sari, turn a napkin into a headscarf, dye a T-shirt, and so on).

Covering clothing, shoes, bags, jewelry, and other accessories, the illustrations span both vintage fashions – drawing on beautiful and interesting objects from past ages – and contemporary designs from the illustrator’s own imagination.

‘Did you know...?’ features that give brief historical notes encourage children to be inspired by history and by other cultures. A wonderful celebration of fashion, the book will appeal to fashion addicts from 8 years plus.

Nina Chakrabarti is an illustrator based in London. She was born and spent her early life in Calcutta, India, then studied illustration at Central Saint Martin’s College and The Royal College of Art, London. Her work is often concerned with collections and the composition of objects. She works using Rotring pens, felt tips, biros, pencils, ink, and the computer. Her clients include Habitat, French Connection, *Vogue*, and Marks and Spencer.

### Key Features:
- Contains beautiful and interesting drawings to finish off, color in, or be inspired by
- Full of simple fashion DIY tips
- An interactive fashion book by a leading illustrator
- Features curious facts about fashion from across the world and from past ages
- 272 pages at an impulse-buy price

Nina Chakrabarti is an illustrator based in London. She was born and spent her early life in Calcutta, India, then studied illustration at Central Saint Martin’s College and The Royal College of Art, London. Her work is often concerned with collections and the composition of objects. She works using Rotring pens, felt tips, biros, pencils, ink, and the computer. Her clients include Habitat, French Connection, *Vogue*, and Marks and Spencer.
Forthcoming – Fashion

100 Years of Menswear
Cally Blackman

A rich, comprehensive collection of images covering the revolution in menswear over the last 100 years with text by fashion historian Cally Blackman.

Rare photography and illustrations reveal the elegant tailoring of Savile Row and tough khaki and denim of the uniform and workplace giving way to an exuberant array of styles and colors as the century progresses. Packed with images of Hollywood style icons, the artist personalities of the 1930s, and more, the evolution of menswear from practical to peacock is explored in an array of rarely seen photographs and illustrations.

The impact of Pierre Cardin, Giorgio Armani, Ralph Lauren, and other designers is contrasted with the street fashion of the 1960s, punk, and the club scene to bring together the story of the flourishing menswear market in one invaluable book.

A unique collection, 100 Years of Menswear will prove indispensable for all fashion students, historians of dress, and lovers of men’s clothes.

Cally Blackman is a writer and lecturer with degrees in Fashion Design and History of Art, and an MA in History of Dress from the Courtauld Institute of Art, London. She teaches on the BA Fashion History and Theory course at Central Saint Martins College. Her previous publications include 100 Years of Fashion Illustration (Laurence King) 2007), Costume: From 1500 to the Present Day (2003), and The 20s and 30s: Flappers and Vamps (2006).
British Fashion Designers
Hywel Davies

This is the first book to embrace the whole of the UK and its creative influence on international fashion. It is aimed at industry professionals, students, and anyone with an interest in fashion. Both inspirational and informative, it will also appeal as a coffee-table book, being visually inspiring and modern.

The UK is a creative and cultural melting pot for international designers to develop their creative identity. London Fashion Week is renowned for showing an edgier breed of fashion designer, and for celebrating cutting-edge couture that pushes the boundaries of convention.

This book focuses on the British designers since 2000 who have made their influence resonate globally: designers such as Stella McCartney, Alexander McQueen, Hussein Chalayan, Vivienne Westwood, John Galliano, Julien Macdonald, Giles Deacon, Matthew Williamson, and Paul Smith. Each chapter is devoted to one designer and defines visually how Britishness informs their work, showing final collections, process work, and studio space. Text in the form of questions and answers or running text illustrates each designer’s British influence and distinct style.

Hywel Davies lectures at Central Saint Martins College of Art & Design, London College of Fashion, and Ravensbourne College of Communication. Previously Fashion Editor of Sleazenation, he has also written for Arena, Vogue, ELLE, Wallpaper*, Nylon, and Dazed & Confused. He has worked as a consultant for brands such as Levi’s, Braun, and Orange. He is the author of Modern Menswear and 100 New Fashion Designers, both published by Laurence King.
In the huge and ever growing accessories market, handbags have evolved into unique design pieces – status symbols that many aspire to own. In the last ten years the trend for “it” bags, first initiated by Hermès in the 1950s with the Kelly bag, has taken off, making the luxury goods market extremely lucrative. Certain bag styles have achieved iconic status and are copied the world over, each with its own instantly recognizable name.

Featuring handbags from well-known fashion designers as well as up-and-coming new talent, this book showcases the most exciting and innovative handbag designers from across the globe, including Chanel, Philip Lim, Chloe, Dolce & Gabbana, and Marc Jacobs. Bag is beautifully illustrated with specially-commissioned photographs, alongside original sketches and moodboards, to reflect the rich and diverse range of bag design.

Seeking to understand the creative processes behind these covetable handbags, the book also includes an informed and considered commentary on the style and technique of each designer and brand featured.

Sue Huey is Senior Footwear and Accessories Editor at Worth Global Style Network. She previously worked as footwear and accessories designer for a leading international fashion house. Her first book, New Shoes, was published by Laurence King in 2007. Susie Draffan is a Youth Editor at Worth Global Style Network. She specializes in street trend photography and analysis, of which accessories is a major part.
This stunning picture book chronicles one hundred years of classic patterns, featuring designs in a wide variety of styles, art movements, and countries of origin to give an overview of surface design from the beginning of the last century to the present day.

The book is full of original patterns from textiles, wallpaper, furniture, and ceramics and other decorative designs, drawn from a wide range of sources, including the rarely seen archives of leading manufacturers and private collections. Images are arranged by color, and retro and contemporary images come together so that exciting and unexpected juxtapositions occur.

Featuring stunning patterns from celebrated artists, such as Henry Moore and Eduardo Paolozzi, to contemporary practitioners, such as Eley Kishimoto and Rob Ryan, this rich visual history of patterns will be a source of inspiration to designers everywhere.

Druzilla Cole is a Senior Lecturer, specializing in textile and surface pattern design at Central St Martins College, part of the University of the Arts, London. She is a practising artist, specializing in natural dyes in particular and textiles in general. She is the author of Textiles Now and Patterns: New Surface Design (also published by Laurence King) and 1000 Patterns (A&C Black).
Fixed
Global Fixed-Gear Bike Culture
Andrew Edwards and Max Leonard

Fixed-gear cycling has today become the coolest form of urban transport, giving rise to a global fixed-gear culture.

*Fixed* is the first book to document fixed-gear cycling. The authors have traveled to cities around the world to examine at first hand the intersections between the fixed-gear bike's design and its racing heritage, and the street style and customization that are at the heart of its current popularity.

Interviews with sports-people, frame-builders, and those at the nexus of design, art, and fixed-gear culture give an insight into fixed-wheel design, philosophy, and riding experience. The book will appeal to cyclists—fixed-gear riders, urban riders, racers, and those interested in cycling heritage—as well as to a wider design audience.

Andrew Edwards is a graphic designer who has also worked in furniture and industrial design, as well as making documentaries. He is a keen amateur cyclist/racer and a member of Brighton Mitre cycling club. He has a degree in Product Design from Brighton University, East Sussex. Max Leonard has been a freelance writer for four years, and an increasingly dedicated cyclist for about the same length of time. He has written for magazines such as *Straight No Chaser* and *Time Out*.
Tony Brook is a highly respected graphic designer. He is creative director and founder of design company Spin, the innovative multidisciplinary London studio. Brook has won countless awards, and has designed numerous books and publications. He has designed, edited and published the successful Spin series of publications. He is president of the UK chapter of ASI, and is a recognised collector of graphic design artefacts.

He lectures extensively around the world.

Adrian Shaughnessy co-founded the design studio Intro. In 2003 he left to pursue a career as an independent art director and writer. He has written, edited and designed numerous books including How to be a Graphic Designer Without Losing Your Soul.

He writes for all the leading design magazines, and is a contributor to Design Observer, the world's most widely read design blog. He is editor of Voooom magazine and hosts a radio show called Graphic Design on the Radio.

He is a frequent lecturer and has been interviewed on radio and TV.

It's a rare graphic designer who hasn't contemplated setting up his or her own studio. It's part of a designer's DNA to want to own and run a studio. Many do, while others spend a lifetime wondering if they should. But where does the ambitious designer go for advice and guidance?

Who better than the founders of some of the best design studios in the world?

Tony Brook and Adrian Shaughnessy conduct penetrating interviews with a group of visionary graphic designers who have formed and run landmark international design studios. In a series of candid and revealing interviews, many of the leading figures in contemporary graphic design reveal the secrets behind creating a vibrant studio culture.

Contributors
A Practice for Everyday Life (UK), Anothermountainain (China), Atelier Smith (Ireland), Bibliothéquique (UK), Doyle Partners (USA), Experimental Jetset (Holland), 4 Creative (UK), Fuel (UK), Green Dragon Office (USA), Inkahoots (Australia), Practise (UK), Tassinari Vetta (Italy), Marian Bantjes (Canada), Mucho (Spain), Nakajema Design (Japan), Non-Format (UK), Pentagram (USA), Research Studios (UK), R2 (Portugal), Shaughnessy Works (UK), Edenspiekermann (Germany), Spin (UK), Surface (Germany), Thirst (USA), Universal Everything (UK), USA Partners (USA), Walker Arts Center (USA).

Specifications
360 illustrations in colour
272 pages
230x165mm

US $40.00 / CAN $51.95
ISBN 978-0-9562071-0-4
August 2009

978-0-9562071-0-4