

**VULTUS  
ET  
TACTUS**



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BRITISH BOOK  
DESIGN AND PRODUCTION  
AWARDS 2010

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**JUDGES**

**Steve Burry**  
Butler Tanner & Dennis Ltd

**Siân Jones**  
English Heritage

**Theresa Lang**  
Ricoh InfoPrint Solutions

**Nathan Taverner**  
The Page Design Consultancy Ltd

**Andy Vosper**  
TJ International Ltd

**ORGANISERS**

A BPIF Event

**IN ASSOCIATION WITH**

Oxford Brookes University  
The Publishers Association

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**Heena Bulsara, BPIF**

British Printing Industries Federation

[www.britishprint.com](http://www.britishprint.com)

Oxford Brookes University

[www.brookes.ac.uk](http://www.brookes.ac.uk)

The Publishers Association

[www.publishers.org.uk](http://www.publishers.org.uk)

Note: The entrants supplied all specifications in this catalogue. Neither the judging panel nor the organising committee take responsibility for any inaccuracies or omissions.

[www.britishbookawards.org](http://www.britishbookawards.org)

**BPIF**  
making change positive

  
**StreamLine**  
The word in print

**thePAGEDESIGN.**

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# SPONSORS



## **BPIF**

Sponsors of the Photographic Books,  
Art / Architecture Monographs Award



## **Canon UK**

Sponsors of the Digitally Printed Award



## **CPI UK**

Sponsors of the Best Jacket / Cover Design Award  
and the Best British Book Award



## **Intelligent Finishing Systems**

Sponsors of the Brand / Series Identity Award



## **KBA UK**

Sponsors of the Trade Illustrated Award



## **Kolbus UK**

Sponsors of the Limited Edition & Find Binding Award



## **Konica Minolta**

Sponsors of the Environmental Award



## **MPG Books Group Ltd**

Sponsors of the Best Student Book Award



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Sponsors of the Book of the Year Award



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Sponsors of the Literature Award and the Primary,  
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# FOREWORD

**T**he British Book Design and Production Awards represent the pinnacle of recognising and rewarding excellence in this field. As their status continues to grow, so does the number of entries – no fewer than 432 this year. However, in book design and production at least, it is possible to have quality as well as quantity. The expertise and skills on show made the job of judging the entries a challenging one. Congratulations, therefore, should go to everyone who made it onto the shortlist. These finalists are the cream of a very fine crop.

All the categories were strongly contested. The Best Jacket / Cover Design received the greatest number of entries, closely followed by Brand / Series Identity. However, it would be invidious to single out any particular category. All of them are vital; all showcase professionalism and high standards; and together, they represent an impressive array of talent.

I would like to thank our judging panel of Steve Burry (Butler Tanner and Dennis Ltd), Siân Jones (English Heritage), Theresa Lang (Ricoh Infoprint Solutions), Nathan Taverner (The Page Design Consultancy Ltd), and Andy Vosper (TJ International Ltd). Together, the panel brought experience, insight and acuity to a difficult task.

There could be no Awards without the vital contribution of all our sponsors, so particular thanks must go to them. Oxford Brookes University did a great job of processing the entries, as did Heena Bulsara at the BPIF in organising the Awards night and making it such a memorable and enjoyable event.

Finally, we would like to thank you for supporting these Awards – and for being part of this celebration of the best of British Book Design and Production.

**Alison Harper**  
BPIF

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# JUDGES

**T**he five members of the judging panel arrived at Oxford Brookes University in mid-July prepared for two days of intense debate and decision making. The group comprised of individuals from a cross-section of the sector, with the areas of design, manufacture, digital print and retail all represented. The judges are grateful to the BPIF, Oxford Brookes University and The Publishers Association for their hospitality and enthusiasm in hosting and organising this great event.

As is now traditional, the judging process began as an individual exercise with each judge carefully examining each entry and selecting those that they felt deserved to progress to the shortlist in the relevant category. The diversity of the judges' expertise and knowledge meant that each entry was assessed in terms of design and layout, the quality of manufacture and the perceived appeal to the ultimate judge – the consumer!

It should be noted that any judge who had a declared interest in the production of any particular entry was not permitted to comment on that entry throughout the judging process. The subsequent shortlisting of an entry connected to a member of the judging panel was a result of the consideration and debate of the remaining members of the panel.

The final stage of the judging process involved a group discussion, leading to the selection of highly commended and a winner for each category.

The first day of judging proceeded without incident with the judging panel able to reach agreement unanimously in all cases. However, the second day brought much heated and fervent debate, with one category producing complete deadlock between the panel members. This was only broken after much deliberation and careful consideration allowed a decision to be reached.

For the members of the panel that were attending for a second year it was interesting to note the ebb and flow between the categories in terms of both quantity and quality. The digital print category was very well represented and the quality was of a very high standard.

However, the Environmental category was less well supported compared to the offerings of the previous year.

The judging panel hope that you will thoroughly enjoy our selections and will also help us to celebrate the strength of British Book Design and Production – as was so powerfully demonstrated by every entry into this year's awards.

## THE JUDGING PANEL

**Steve Burry**  
**Theresa Lang**  
**Andy Vosper**

**Siân Jones**  
**Nathan Taverner**



# LOOK & TOUCH

**T**he look and touch: from time immemorial, these two factors have drawn people to books. There's no doubt that the appearance of a book can be as appealing, beguiling and compelling as the words themselves.

The British Book Design and Production Awards exist to showcase just such qualities. The book printers' arts have been constantly honed – no doubt ever since the words were written in Latin.

In choosing this year's theme of "Vultus et Tactus" (with much appreciated help and advice from Dr. Marina Smyth of the University of Notre Dame), we wanted to highlight the fact that real books are still appreciated, valued and even treasured. Despite e-readers and other digital gadgetry, books will always be important. We feel that this sums up what this event is all about.

So here's to the look and touch of some beautifully designed and produced books, showcased in this latest set of Awards. I hope you get as much enjoyment from them as the people who worked so hard to produce them.

**Paul Martin**

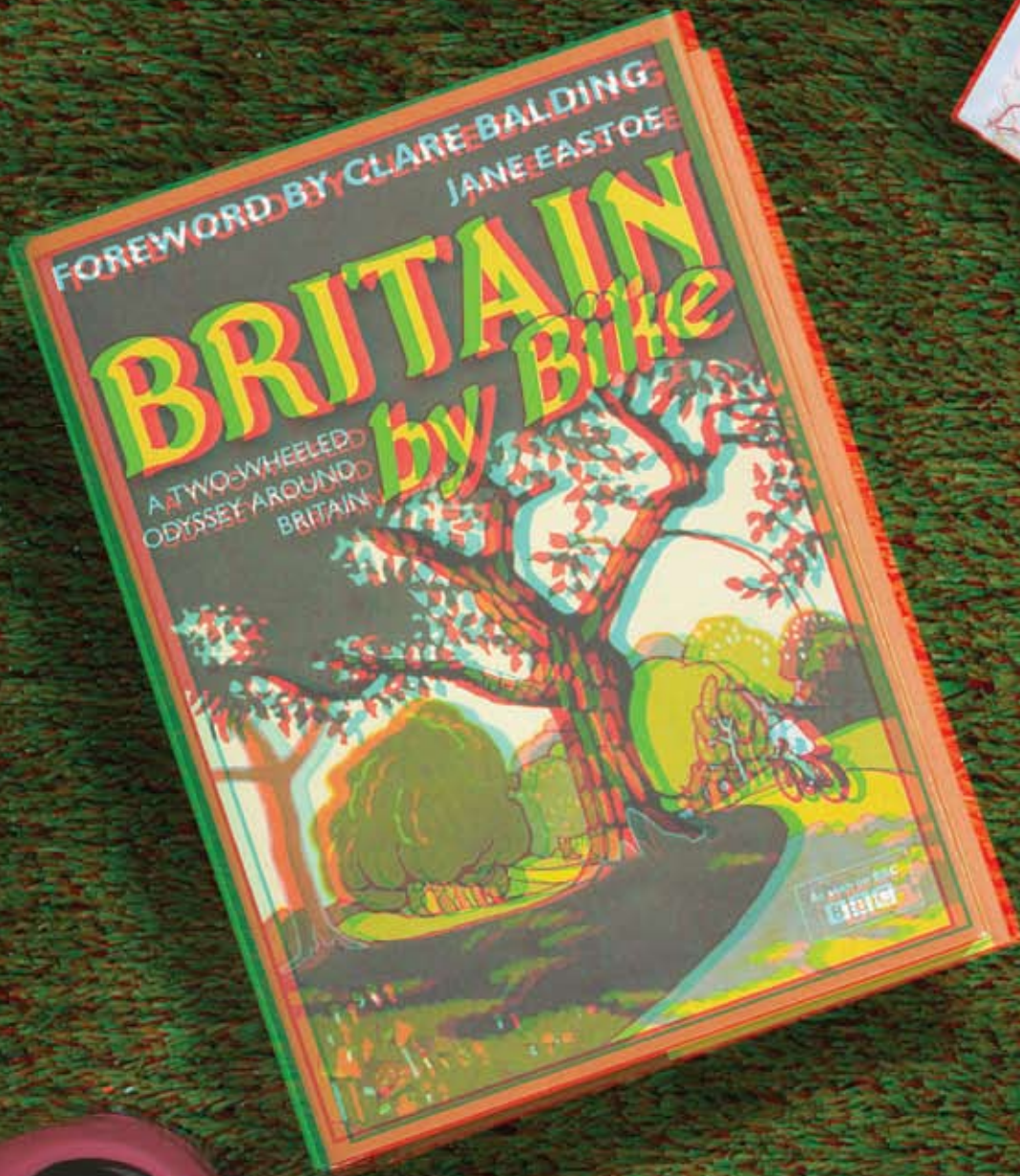
The Page Design Consultancy Ltd



TO VIEW THE BOOK OF THE YEAR 2010



# BOOK OF THE YEAR 2010





# BRITAIN BY BIKE

BATSFORD LTD

Author(s) | Jane Eastoe  
Editor(s) | Tina Persaud  
Trim size | 192 x 136 mm  
Extent | 216 pages  
ISBN | 9781906388713  
Retail price | £16.99

Photographer(s) | Amber Comerford & Laura Rawlinson  
Illustrator(s) | Martin Brown Design & Barking Dog Art  
Designer (text) | Gemma Wilson  
Typeset by | Mark Holt  
Typefaces | ACaslon, Gill Sans, Rosewood Fill & B Bauer Bodoni  
Origination, Repro | In-house  
Print process | Sheet-fed Offset Litho  
Printer | Butler Tanner & Dennis Ltd  
Bound, finished by | Butler Tanner & Dennis Ltd  
Text paper | 150 gsm Munken Cream Woodfree  
Paper supplier | Precision Publishing Papers  
Jacket, cover designer | Gemma Wilson  
Jacket, cover printer | Butler Tanner & Dennis Ltd  
Production Controller/Manager | Laura Brodie



### JUDGES' COMMENT:

Deserved winner of winners but a tough category for the judges to call, ultimately we debated two titles at length. Britain by Bike won the day for its overall presentation and glorious feel good factor. A great choice of materials plus imagery coupled with high quality print and binding that simply demands attention.



# BRAND/ SERIES IDENTITY

WINNER

## THE UNAUTHORISED GUIDE TO DOING BUSINESS

CAPSTONE PUBLISHING LTD

Author(s) | Various  
Editor(s) | Holly Bennion & Emma Swaisland  
Trim size | 216 x 135 mm

Extent | Various

ISBN | Various

Retail price | £9.99

Photographer(s) | n/a

Illustrator(s) | Crush Design & Art Direction

Designer (text) | Grace O'Byrne & Sparks

Publishing Services Ltd

Typeset by | Sparks Publishing Services Ltd

Typeface(s) | Myriad Pro

Origination, Repro | TJ International Ltd

Print process | Litho

Printer | TJ International Ltd

Bound, finished by | TJ International Ltd

Text paper | 80 gsm, Volume 13 Amber Preprint

Paper supplier | Precision Publishing Papers

Jacket, cover designer | Crush Design & Art Direction

Jacket, cover printer | St Austell Printing Company

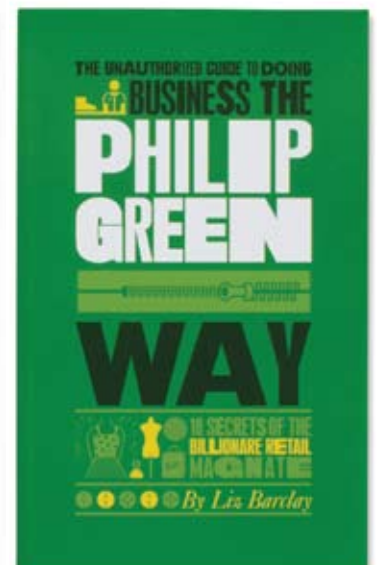
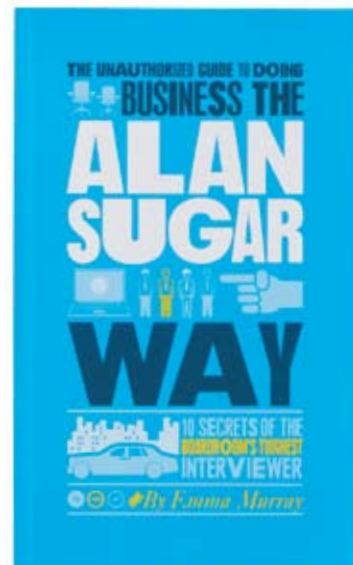
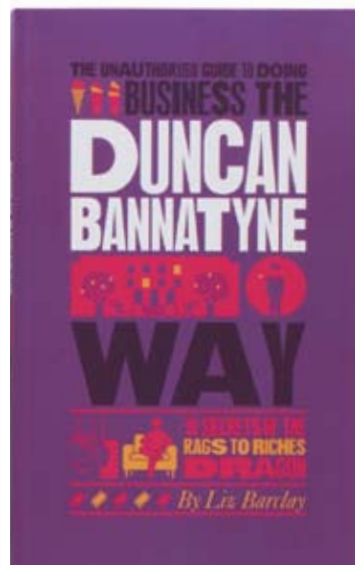
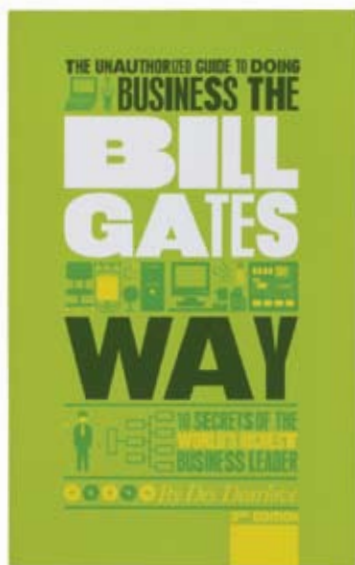
Production Controller/Manager | Sam Marston

& Emma Moriarty



### JUDGES' COMMENT:

Brand identity was strong and carried seamlessly starting from the cover layout. If you were to see these books on a shelf there would be no question on the fact this is a series. Each book was well designed and tailored to represent the identified business person with creative symbols carried throughout.



SHORTLISTED

# W&N 60<sup>TH</sup> ANNIVERSARY

WEIDENFELD &amp; NICOLSON

Author(s) | Various  
 Editor(s) | Kirsty Dunseath  
 Trim size | 198 x 129 mm  
 Extent | Various  
 ISBN | Various  
 Retail price | £12.99  
 Photographer(s) | n/a  
 Illustrator(s) | Various  
 Designer (text) | Helen Ewing  
 Typeset by | Various  
 Typeface(s) | Sabon  
 Origination, Repro | Clays Ltd  
 Print process | Web Offset  
 Printer | Clays Ltd  
 Bound, finished by | Clays Ltd  
 Text paper | 70 gsm Enso Lux Cream FSC  
 (except *A Suitable Boy* 60 gsm Challenger)  
 Paper supplier | Paper Management Services Ltd  
 Jacket, cover designer | Monica Pirovano, Fallon  
 Jacket, cover printer | Clays Ltd  
 Production Controller/Manager | Fiona McIntosh



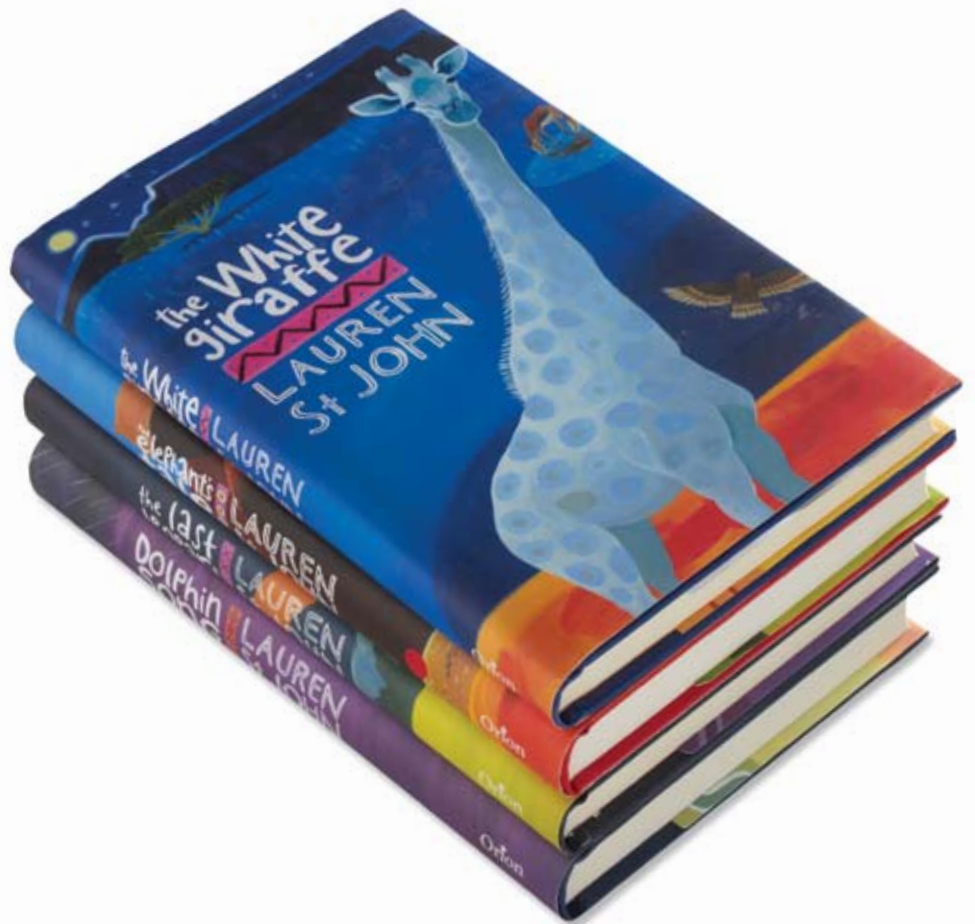


## SHORTLISTED

**THE WHITE  
GIRAFFE, DOLPHIN  
SONG, THE LAST  
LEOPARD & THE  
ELEPHANT'S TALE**

ORION CHILDREN'S BOOKS

Author(s) | Lauren St John  
 Editor(s) | Fiona Kennedy  
 Trim size | 198 x 129 mm  
 Extent | Various  
 ISBN | Various  
 Retail price | £9.99  
 Photographer(s) | n/a  
 Illustrator(s) | David Dean  
 Designer (text) | In-house  
 Typeset by | In-house  
 Typefaces | Minion  
 Origination, Repro | n/a  
 Print process | Web  
 Printer | Clays Ltd  
 Bound, finished by | Clays Ltd  
 Text paper | 70 gsm Ensolux Cream  
 Paper supplier | Paper Management Services Ltd  
 Jacket, cover designer | In-house  
 Jacket, cover printer | Clays Ltd  
 Production Controller/Manager | Clare Hennessy



## SHORTLISTED

**A VERY  
PECULIAR  
HISTORY**

BOOK HOUSE

Author(s) | Various  
 Editor(s) | Jamie Pitman & Stephen Haynes  
 Trim size | 152 x 101 mm  
 Extent | 192 pages  
 ISBN | Various  
 Retail price | £7.99  
 Photographer(s) | n/a  
 Illustrator(s) | Various  
 Designer (text) | David Salariya  
 Typeset by | Jamie Pitman & Stephen Haynes  
 Typefaces | Cochin, Tree Boxelder & various others  
 Origination, Repro | Pixel  
 Print process | Cover: CMYK  
 Internal: 1 Colour Litho  
 Printer | Oriental Press  
 Bound, finished by | Oriental Press  
 Text paper | 90 gsm WIF Munken  
 Paper supplier | Arctic Paper  
 Jacket, cover designer | David Salariya  
 Jacket, cover printer | Oriental Press  
 Production Controller/Manager | Anthony Green





## SHORTLISTED

## TOWN &amp; COUNTRY WALKS

POCKET MOUNTAINS LTD

Author(s) | Various  
 Editor(s) | April Simmons  
 Trim size | 148 x 105 mm  
 Extent | 96 pages  
 ISBN | Various  
 Retail price | £6.99  
 Photographer(s) | Various  
 Illustrator(s) | Vicki Gausden  
 Designer (text) | Robbie Porteous  
 Typeset by | Robbie Porteous  
 Typeface(s) | Enigma  
 Origination, Repro | Pocket Mountains Ltd  
 Print process | Litho  
 Printer | Perfekt  
 Bound, finished by | Perfekt  
 Text paper | Matt Art  
 Paper supplier | Sappi  
 Jacket, cover designer | Vicki Gausden & Robbie Porteous  
 Jacket, cover printer | Perfekt  
 Production Controller/Manager | Robbie Porteous



## SHORTLISTED

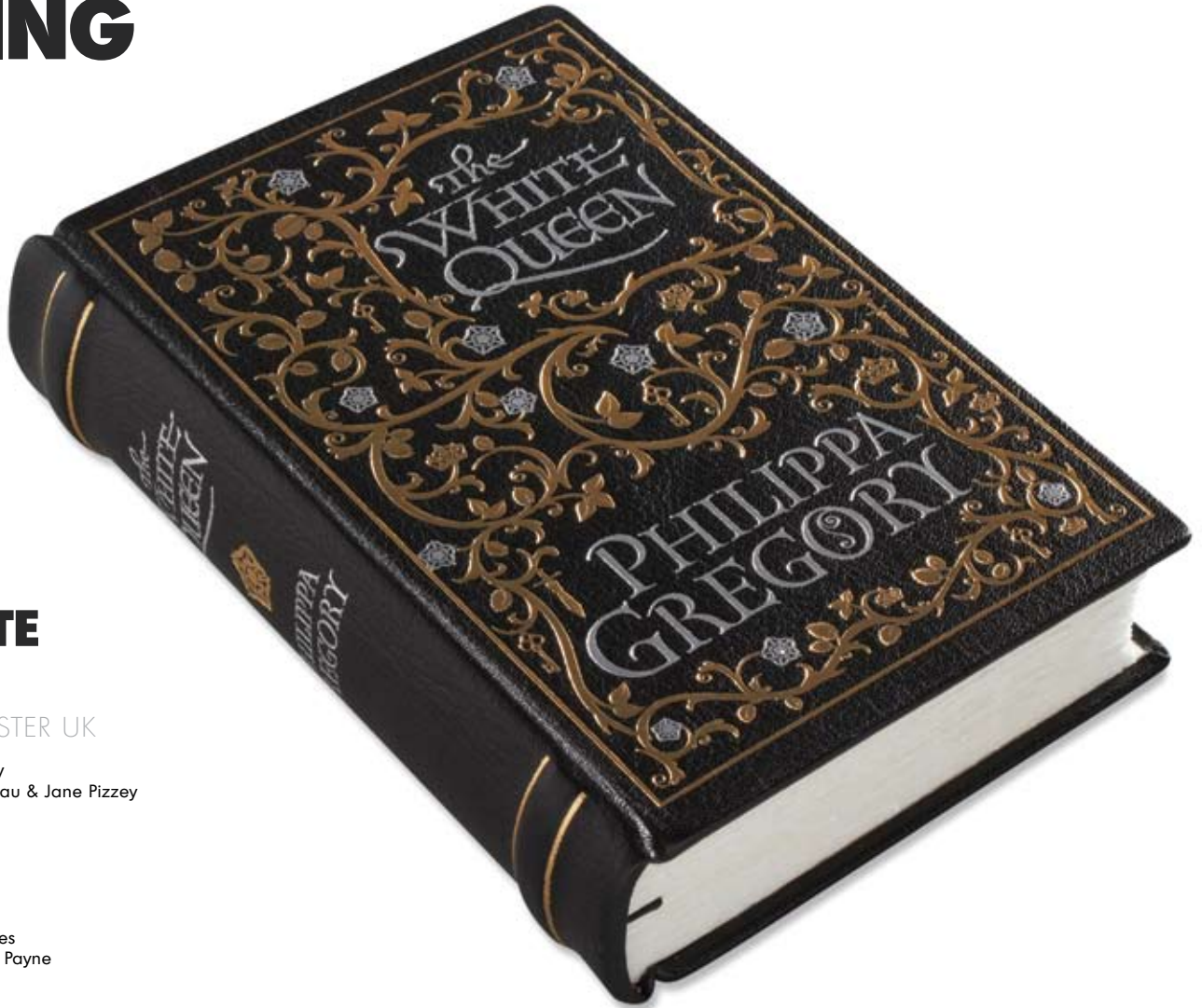
## PATTERN SERIES

V&amp;A PUBLISHING

Author(s) | Various  
 Editor(s) | Laura Potter  
 Trim size | 178 x 129 mm  
 Extent | 80 pages  
 ISBN | 9781851776078  
 Retail price | £30.00  
 Photographer(s) | Richard Davis, V&A Photographic Studio  
 Illustrator(s) | n/a  
 Designer (text) | Rose Design  
 Typeset by | Rose Design  
 Typeface(s) | V&A The Sans Plain  
 Origination, Repro | DL Repro  
 Print process | 4 Colour Sheet-fed Litho  
 Printer | C&C Offset Printing Company Ltd, China  
 Bound, finished by | C&C Offset Printing Company Ltd, China  
 Text paper | 128 gsm Chinese Gold East Matt Art  
 Paper supplier | C&C Offset Printing Company Ltd, China  
 Jacket, cover designer | Rose Design  
 Jacket, cover printer | C&C Offset Printing Company Ltd, China  
 Production Controller/Manager | Clare Davis



# LIMITED EDITION & FINE BINDING



WINNER

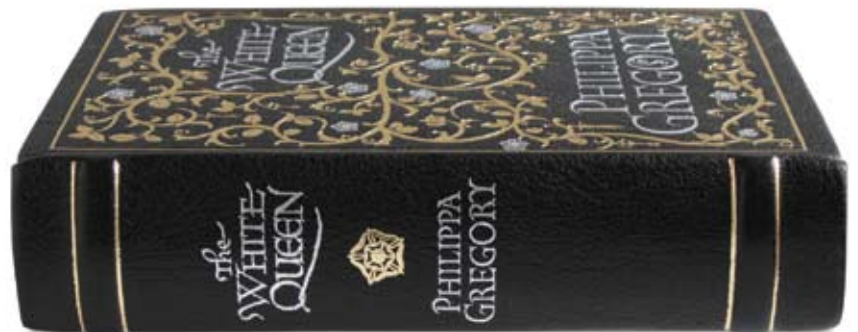
## THE WHITE QUEEN

SIMON & SCHUSTER UK

Author(s) | Philippa Gregory  
 Editor(s) | Suzanne Baboneau & Jane Pizzezy  
 Trim size | 234 x 153 mm  
 Extent | 440 pages  
 ISBN | 9781847377470  
 Retail price | £150.00  
 Photographer(s) | n/a  
 Illustrator(s) | Liane Payne  
 Designer (text) | Text: M Rules  
 Interior decorations: Liane Payne  
 Typeset by | M Rules  
 Typeface(s) | Plantin Light  
 Origination, Repro | Smith Settle Printing & Bookbinding Ltd  
 Print process | Litho  
 Printer | Smith Settle Printing & Bookbinding Ltd  
 Bound, finished by | Smith Settle Printing & Bookbinding Ltd  
 Text paper | 145 gsm Zerkall 7625 deckle edged  
 handmade paper  
 Paper supplier | John Purcell Paper  
 Jacket, cover designer | Rafaela Romaya  
 Jacket, cover printer | n/a  
 Production Controller/Manager | David Hyde

### JUDGES' COMMENT:

This book is an example of fine binding in the truly classical sense. The case is beautifully foil blocked and the raised bands on the spine invoke images of an earlier age. The final bind quality achieved is exquisite with the use of head and tail bands and marker ribbon all working together to enhance this. The antique effect is completed by the untrimmed foredge and tail of the book which again reinforces the feel of a true craft product.



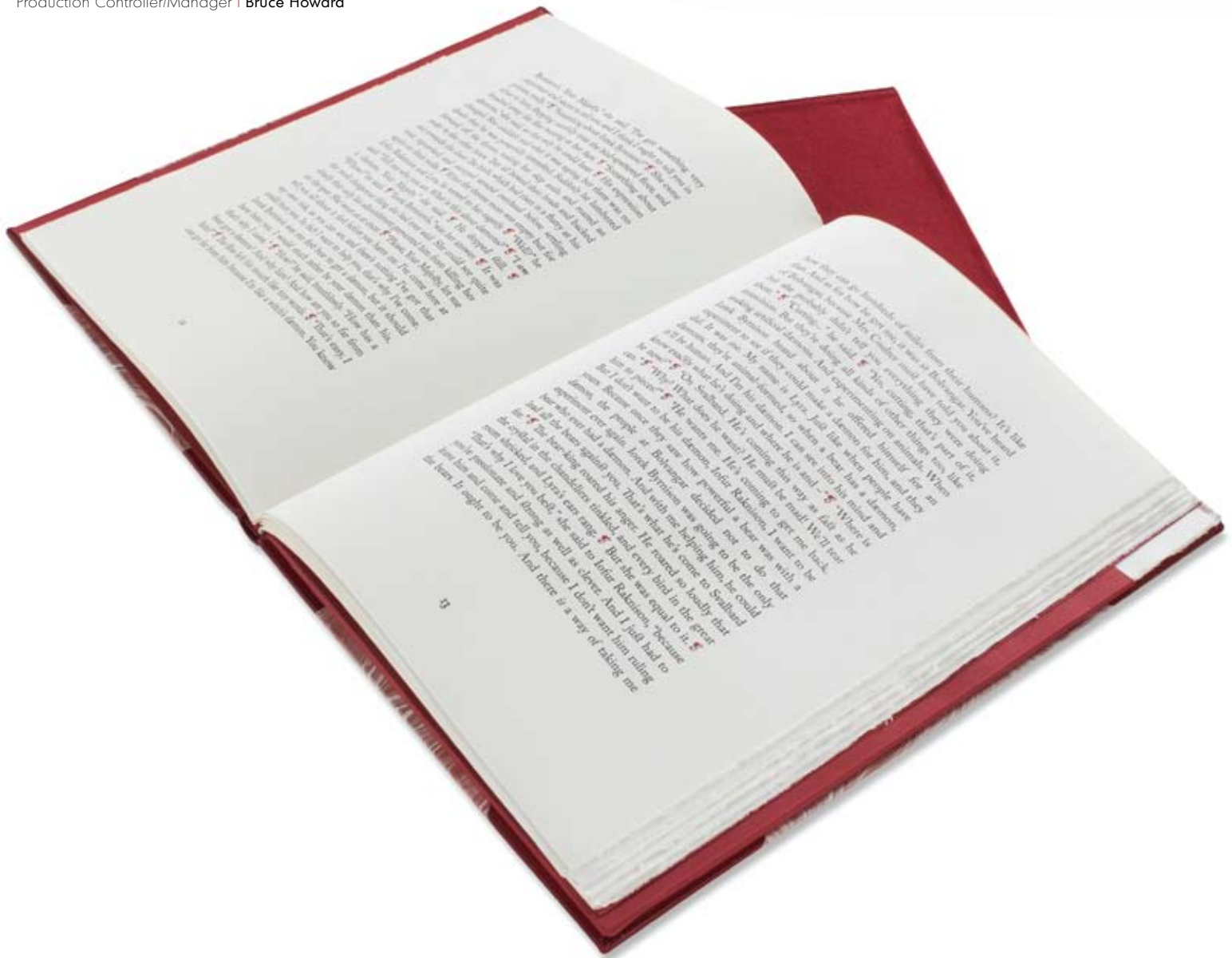


HIGHLY COMMENDED

**A OUTRANCE**

OAK TREE FINE PRESS

Author(s) | Philip Pullman  
 Editor(s) | Nancy Bray  
 Trim size | 330 x 240 mm  
 Extent | 48 pages  
 ISBN | 9781906100070  
 Retail price | £500.00  
 Photographer(s) | n/a  
 Illustrator(s) | Andy English, Chris Daunt  
 & Harry Brockway  
 Designer (text) | Jo Hilton, Hurtwood Press  
 Typeset by | Hurtwood Press  
 Typeface(s) | Adobe Caslon  
 Origination, Repr | Hurtwood Press  
 Print process | Letterpress  
 Printer | Hand & Eye Letterpress  
 Bound, finished by | Smith Settle Printing  
 & Bookbinding Ltd  
 Text paper | 175 gsm Somerset Book  
 Paper supplier | Paper Resources Ltd  
 Jacket, cover designer | n/a  
 Jacket, cover printer | n/a  
 Production Controller/Manager | Bruce Howard



LIMITED EDITION  
& FINE BINDING

SHORTLISTED

## LAND, SEA & SKY

THE FLEECE PRESS

Author(s) | Peter Reddick  
 Editor(s) | n/a  
 Trim size | 172 x 224 mm  
 Extent | 44 pages  
 ISBN | 9780948375966  
 Retail price | £92.00  
 Photographer(s) | n/a  
 Illustrator(s) | Peter Reddick  
 Designer (text) | Simon Lawrence  
 Typeset by | Simon Lawrence  
 Typeface(s) | Caslon Old Face  
 Origination, Repro | n/a  
 Print process | Letterpress  
 Printer | The Fleece Press  
 Bound, finished by | The Fine Book Bindery  
 Text paper | Magnani Mould Made  
 Paper supplier | John Purcell Paper  
 Jacket, cover designer | Simon Lawrence  
 Jacket, cover printer | Handmade by Enrico Ricciardi  
 Production Controller/Manager | Simon Lawrence



SHORTLISTED

## AND ANOTHER THING

MICHAEL JOSEPH

Author(s) | Eoin Colfer  
 Editor(s) | Alex Clarke  
 Trim size | 234 x 153 mm  
 Extent | 368 pages  
 ISBN | 9780718156275  
 Retail price | £100.00  
 Photographer(s) | n/a  
 Illustrator(s) | Larry Rostant  
 Designer (text) | n/a  
 Typeset by | Palimpsest Book Production Ltd  
 Typeface(s) | Garamond MT  
 Origination, Repro | Altamage  
 Print process | Litho  
 Printer | Book: Clays Ltd Box: Starlite Group  
 Light & Sound: VJ, Hong Kong Jacket: General Stationery  
 Bound, finished by | See above  
 Text paper | Pamo Super Cream FSC  
 Paper supplier | Arctic Paper  
 Jacket, cover designer | Nathan Balsom & Andrew Smith  
 Jacket, cover printer | Clays Ltd  
 Production Controller/Manager | Catriona Hillerton





# DIGITALLY PRINTED BOOKS



WINNER

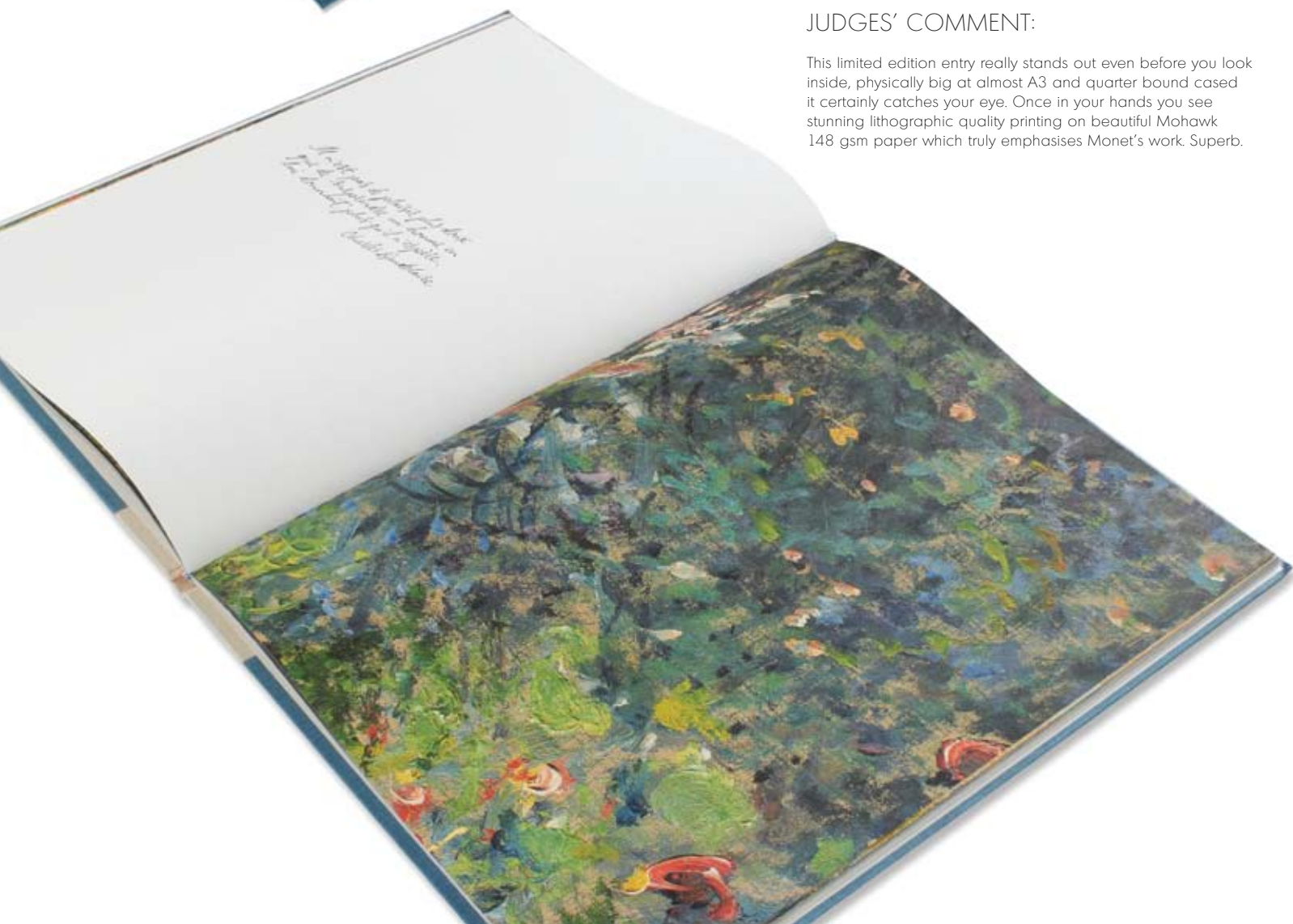
## CLAUDE MONET

HELLY NAHMAD GALLERY

Author(s) | n/a  
 Editor(s) | Dany Ardouin  
 Trim size | 390 x 300 mm  
 Extent | 64 pages  
 ISBN | n/a  
 Retail price | n/a  
 Photographer(s) | n/a  
 Illustrator(s) | n/a  
 Designer (text) | The Studio of Fernando Gutierrez  
 Typeset by | The Studio of Fernando Gutierrez  
 Typeface(s) | Century Expanded and Calligraphy by Peter Horridge  
 Origination, Repro | Hurtwood Press  
 Print process | Offset Digital  
 Printer | Hurtwood Press  
 Bound, finished by | Smith Settle Printing & Bookbinding Ltd  
 Text paper | 148 gsm Mohawk Superfine White Eggshell  
 Paper supplier | GF Smith  
 Jacket, cover designer | n/a  
 Jacket, cover printer | n/a  
 Production Controller/Manager | Hurtwood Press

### JUDGES' COMMENT:

This limited edition entry really stands out even before you look inside, physically big at almost A3 and quarter bound cased it certainly catches your eye. Once in your hands you see stunning lithographic quality printing on beautiful Mohawk 148 gsm paper which truly emphasises Monet's work. Superb.



## SHORTLISTED

**MEMORIES AND  
NIGHTMARES**

LOTTIE DAVIES

Author(s) | Lottie Davies  
 Editor(s) | Lottie Davies  
 Trim size | 297 x 420 mm  
 Extent | 40 pages  
 ISBN | n/a  
 Retail price | n/a  
 Photographer(s) | Lottie Davies  
 Illustrator(s) | n/a  
 Designer (text) | Lottie Davies  
 Typeset by | Lottie Davies  
 Typeface(s) | Helvetica Neue Light  
 Origination, Repro | 1<sup>st</sup> Byte Print Ltd  
 Print process | Digital – Indigo 5000 text – Xeikon 5000 cover  
 Printer | 1<sup>st</sup> Byte Print Ltd  
 Bound, finished by | 1<sup>st</sup> Byte Print Ltd  
 Text paper | 250 gsm digital zone silk – 135 gsm colorplan  
 Paper supplier | Howard Smith Paper Group & GF Smith  
 Jacket, cover designer | Lottie Davies  
 Jacket, cover printer | 1<sup>st</sup> Byte Print Ltd  
 Production Controller/Manager | Henry Hewley



## SHORTLISTED

**A OUTFRANCE**

OAK TREE FINE PRESS

Author(s) | Philip Pullman  
 Editor(s) | Nancy Bray  
 Trim size | 315 x 230 mm  
 Extent | 48 pages  
 ISBN | 9781906100070  
 Retail price | £150.00  
 Photographer(s) | n/a  
 Illustrator(s) | Andy English, Chris Daunt & Harry Brockway  
 Designer (text) | Hurtwood Press  
 Typeset by | Hurtwood Press  
 Typeface(s) | Adobe Caslon  
 Origination, Repro | Hurtwood Press  
 Print process | Digital  
 Printer | Hurtwood Press  
 Bound, finished by | Smith Settle Printing & Bookbinding Ltd  
 Text paper | 148 gsm Mohawk Superfine White Eggshell  
 Paper supplier | GF Smith  
 Jacket, cover designer | n/a  
 Jacket, cover printer | n/a  
 Production Controller/Manager | Bruce Howard





# ENVIRONMENTAL



WINNER

## HOW TO MAKE AND USE COMPOST: THE ULTIMATE GUIDE

GREEN BOOKS

Author(s) | Nicky Scott  
 Editor(s) | Amanda Cuthbert  
 Trim size | 234 x 156 mm  
 Extent | 200 pages  
 ISBN | 9781900322591  
 Retail price | £9.95  
 Photographer(s) | Nicky Scott  
 Illustrator(s) | Nicky Scott  
 Designer (text) | Stephen Prior  
 Typeset by | Stephen Prior  
 Typefaces(s) | Myriad Pro  
 Origination, Repro | TJ International Ltd  
 Print process | Litho  
 Printer | TJ International Ltd  
 Bound, finished by | TJ International Ltd  
 Text paper | 100 gsm Corona Offset  
 Paper supplier | Paperback Co-operative  
 Jacket, cover designer | Stephen Prior  
 Jacket, cover printer | Kingfisher Print & Design  
 Production Controller/Manager | Sara Lobb

### JUDGES' COMMENT:

Not a lot of entries this year but yet again Green Books live up to their fantastic environmental credentials - text paper made from 100% recycled post consumer waste, covers 75% recycled, printed in the UK using vegetable inks and the subject matter continues the green theme and is presented in a clear and informative style. Keep up the good work!





SHORTLISTED

**UNFOLD**

SPRINGER

Author(s) | Various  
 Editor(s) | Chris Wainwright & David Buckland

Trim size | 240 x 210 mm

Extent | 120 pages

ISBN | 9783709102206

Retail price | £19.00

Photographer(s) | Various

Illustrator(s) | n/a

Designer (text) | Paulus M. Dreibholz

Typeset by | Paulus M. Dreibholz

Typeface(s) | Akzidenz Grotesk

Origination, Repro | Nicolas Berthelot

Print process | End sections: Duotone

Artists section: CMYK

Printer | Holzhausen Druck GmbH, Germany

Bound, finished by | Holzhausen Druck GmbH, Germany

Text paper | 90 gsm Munken Print White, 135 gsm BVS Matt

Paper supplier | Various

Jacket, cover designer | Paulus M. Dreibholz

Jacket, cover printer | Holzhausen Druck GmbH, Germany

Production Controller/Manager | Paulus M. Dreibholz





# EXHIBITION CATALOGUES



WINNER

## LEONARDO DA VINCI: THE MECHANICS OF MAN

ROYAL COLLECTION PUBLICATIONS

Author(s) | **Martin Clayton & Ron Philo**  
 Editor(s) | **n/a**  
 Trim size | **300 x 200 mm**  
 Extent | **160 pages**  
 ISBN | **9781905686223**  
 Retail price | **£29.95**  
 Photographer(s) | **Eva Zielinska-Millar**  
 Illustrator(s) | **n/a**  
 Designer (text) | **John Hubbard**  
 Typeset by | **Marissa Meyer**  
 Typeface(s) | **Quadrat & Quadrat Sans**  
 Origination, Repro | **locolor, Seattle**  
 Print process | **Stochastic, 5 Colour**  
 Printer | **Artron Color Printing Ltd, China**  
 Bound, finished by | **Artron Color Printing Ltd, China**  
 Text paper | **157 gsm Stora Enso Matt Art,**  
**180 gsm uncoated & 170 gsm Hopewell laid finish**  
 Paper supplier | **Various**  
 Jacket, cover designer | **John Hubbard**  
 Jacket, cover printer | **Artron Color Printing Ltd, China**  
 Production Controller/Manager | **Keryn Means & Jeremy Linden**



### JUDGES' COMMENT:

The Royal Collection Publications has done a great job presenting the artist's investigations into the human body. Stunning reproduction, good printing on quality paper, fine binding and a wonderful french fold jacket combine to make a very worthy winner, well done.

HIGHLY COMMENDED

**SHAPED  
BY WAR**

JONATHAN CAPE LTD

Author(s) | Don McCullin

Editor(s) | Mark Holborn

Trim size | 318 x 245 mm

Extent | 208 pages

ISBN | 9780224090261

Retail price | £25.00

Photographer(s) | Don McCullin

Illustrator(s) | n/a

Designer (text) | Jesse Holborn

Typeset by | Jesse Holborn

Typeface(s) | Fournier MT

Origination, Repro | C&amp;C Offset Printing Company Ltd, China

Print process | Sheet-fed Offset

Printer | C&amp;C Offset Printing Company Ltd, China

Bound, finished by | C&amp;C Offset Printing Company Ltd, China

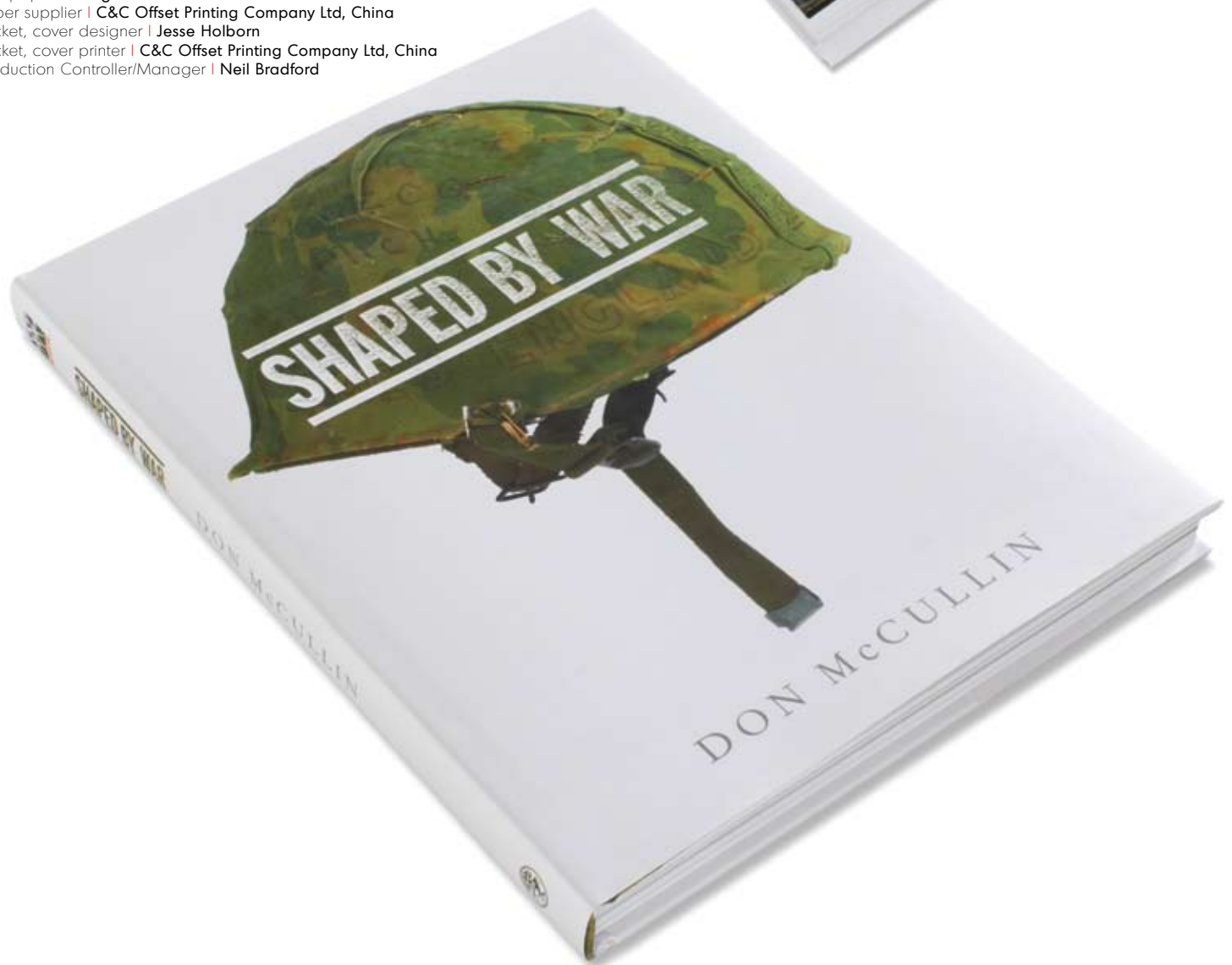
Text paper | 157 gsm Chinese Golden Sun Matt Art

Paper supplier | C&amp;C Offset Printing Company Ltd, China

Jacket, cover designer | Jesse Holborn

Jacket, cover printer | C&amp;C Offset Printing Company Ltd, China

Production Controller/Manager | Neil Bradford





SHORTLISTED

**CHRIS OFILI**

TATE PUBLISHING

Author(s) | *n/a*Editor(s) | **Judith Nesbitt**Trim size | **255 x 210 mm**Extent | **176 pages**ISBN | **9781854378811**Retail price | **£30.00**Photographer(s) | *n/a*Illustrator(s) | *n/a*Designer (text) | **Why Not Associates**Typeset by | *n/a*Typeface(s) | **Serifa BT**Origination, Repro | **die Keure, Belgium**Print process | **Offset Litho in Sublima Screen**Printer | **die Keure, Belgium**Bound, finished by | **Boekbinderij SVK**Text paper | **150 gsm Furioso Matt**Paper supplier | **Antalis, Belgium**Jacket, cover designer | **Why Not Associates**Jacket, cover printer | **die Keure, Belgium**Production Controller/Manager | **Roanne Marner**

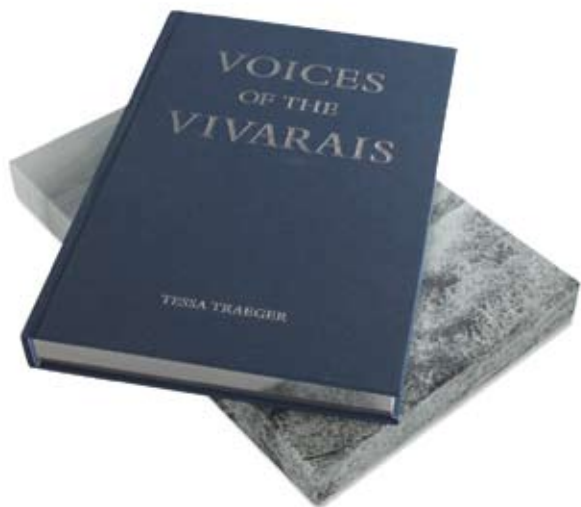
SHORTLISTED

**VICTORIA  
& ALBERT:  
ART & LOVE**

ROYAL COLLECTION PUBLICATIONS

Author(s) | **Various**Editor(s) | **Jonathan Marsden**Trim size | **270 x 235 mm**Extent | **480 pages**ISBN | **9781905686216**Retail price | **£45.00**Photographer(s) | **Eva Zielinska-Millar,****Stephen Chapman & Dominic Brown**Illustrator(s) | *n/a*Designer (text) | **Philip Lewis**Typeset by | *n/a*Typeface(s) | **Filosophia**Origination, Repro | **Studio Fasoli & Co. S.r.l, Verona**Print process | **4 Colour Litho & Spot Varnish**Printer | **Studio Fasoli & Co. S.r.l, Verona**Bound, finished by | **Studio Fasoli & Co. S.r.l, Verona**Text paper | **150 gsm Magno Satin**Paper supplier | **Sappi**Jacket, cover designer | **Philip Lewis**Jacket, cover printer | **Studio Fasoli & Co. S.r.l, Verona**Production Controller/Manager | **Debbie Wayment**

# PHOTOGRAPHIC BOOKS, ART/ ARCHITECTURE MONOGRAPHS



WINNER

## VOICES OF THE VIVARAIS

ET AL DESIGN CONSULTANTS

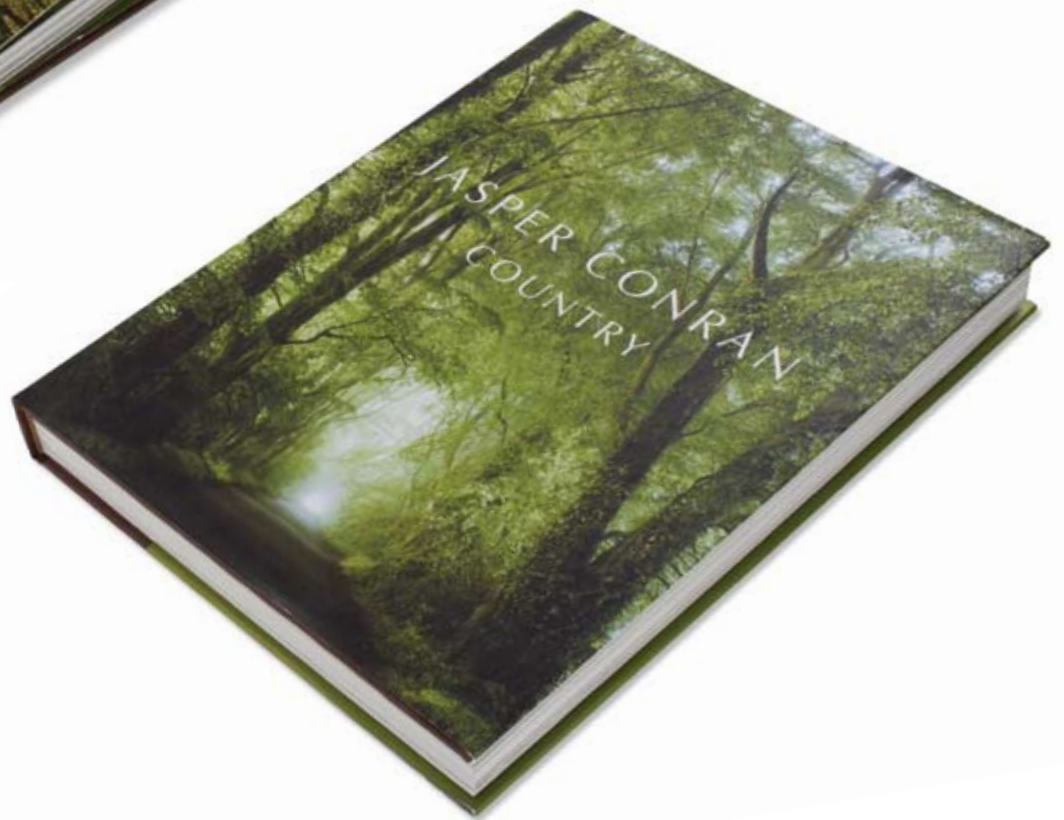
Author(s) | Tessa Traeger  
 Editor(s) | n/a  
 Trim size | 345 x 230 mm  
 Extent | 256 pages  
 ISBN | n/a  
 Retail price | £175.00  
 Photographer(s) | Tessa Traeger  
 Illustrator(s) | n/a  
 Designer (text) | Phil Cleaver, et al design consultants  
 Typeset by | Phil Cleaver, et al design consultants  
 Typeface(s) | Monotype Dante  
 Origination, Repro | XY Digital Ltd  
 Print process | 4 Colour Offset Litho  
 Printer | Connekt Colour  
 Bound, finished by | Grays Bookbinders Ltd  
 Text paper | 150 gsm Tatami Ivory  
 Paper supplier | Fedrigoni  
 Jacket, cover designer | Phil Cleaver, et al design consultants  
 Jacket, cover printer | Connekt Colour  
 Production Controller/Manager | Phil Cleaver

### JUDGES' COMMENT:

A terrific production in every sense; superbly printed and bound on well chosen materials, particularly the ivory text paper; gilt edges and a wonderful printed slip case complete a class package.







HIGHLY COMMENDED

## COUNTRY

CONRAN OCTOPUS LTD

Author(s) | Jasper Conran  
 Editor(s) | Richard Askwith & Sybella Marlow  
 Trim size | 330 x 260 mm  
 Extent | 304 pages  
 ISBN | 9781840915181  
 Retail price | £50.00  
 Photographer(s) | Andrew Montgomery  
 Illustrator(s) | n/a  
 Designer (text) | Jonathan Christie  
 Typeset by | Jonathan Christie  
 Typeface(s) | Optima & Minion  
 Origination, Repro | Fine Arts Repro House Co. Ltd,  
 Hong Kong  
 Print process | Sheet-fed Offset Litho  
 Printer | Paramount Printing Company Ltd, Hong Kong  
 Bound, finished by | Paramount Printing Company Ltd, Hong Kong  
 Text paper | 157 gsm New Age Matt Art  
 Paper supplier | Oji Paper Company Ltd  
 Jacket, cover designer | Jonathan Christie  
 Jacket, cover printer | Paramount Printing Company Ltd, Hong Kong  
 Production Controller/Manager | Katherine Hockley

SHORTLISTED

## IRVING PENN PORTRAITS

NATIONAL PORTRAIT GALLERY

Author(s) | Magdalena Keaney  
 Editor(s) | Celia Joicey, Christopher Tinker  
 & Terry Reece Hackford  
 Trim size | 245 x 245 mm  
 Extent | 80 pages  
 ISBN | 9781855144170  
 Retail price | £25.00  
 Photographer(s) | Irving Penn  
 Illustrator(s) | n/a  
 Designer (text) | Abbot Miller & Jeremy Hoffman, Pentagram Design  
 Typeset by | Abbot Miller & Jeremy Hoffman, Pentagram Design  
 Typeface(s) | Monotype Grottesque  
 Origination, Repro | Thomas Palmer  
 Print process | Litho, Tritone  
 Printer | Meridian Printing, USA  
 Bound, finished by | Acme Bookbinding, USA  
 Text paper | 115# Phoenix Motion Xantur  
 Paper supplier | n/a  
 Jacket, cover designer | Abbot Miller & Jeremy Hoffman,  
 Pentagram Design  
 Jacket, cover printer | Meridian Printing, USA  
 Production Controller/Manager | Sandra M. Klimt, Klimt Studio, Inc.



SHORTLISTED

## ENGLAND, MY ENGLAND

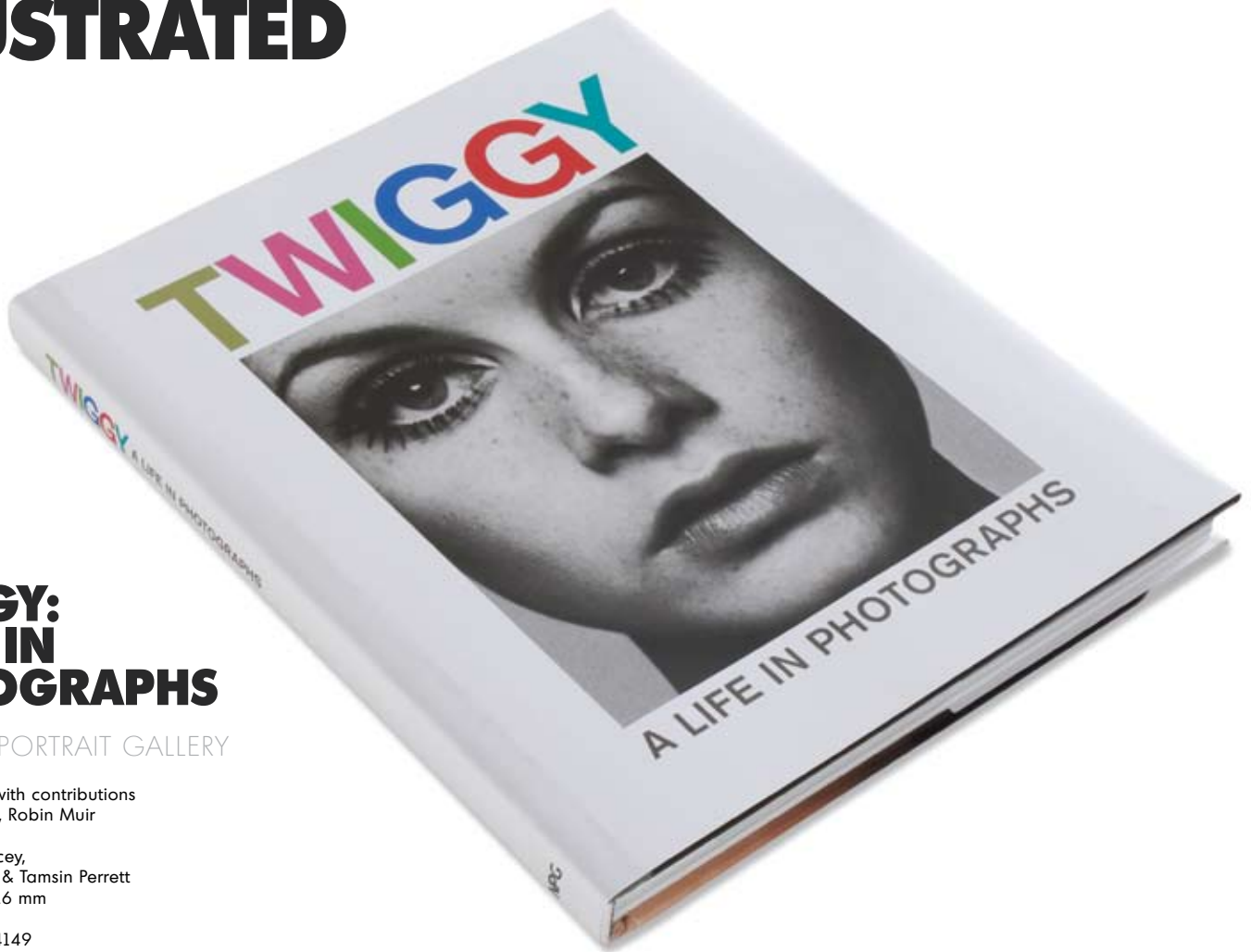
NORTHUMBRIA PRESS

Author(s) | Chris Steele-Perkins  
 Editor(s) | n/a  
 Trim size | 250 x 250 mm  
 Extent | 160 pages  
 ISBN | 9781904794387  
 Retail price | £30.00  
 Photographer(s) | Chris Steele-Perkins  
 Illustrator(s) | n/a  
 Designer (text) | Chris Steele-Perkins & Derek Fettis  
 Typeset by | Derek Fettis, Northumbria Graphics  
 Typeface(s) | Baskerville MT  
 Origination, Repro | Graphicom S.r.l.  
 Print process | Litho  
 Printer | Graphicom S.r.l.  
 Bound, finished by | Graphicom S.r.l.  
 Text paper | 170 gsm Gardamatt  
 Paper supplier | Garda Paper Mill  
 Jacket, cover designer | Chris Steele-Perkins & Derek Fettis  
 Jacket, cover printer | Graphicom S.r.l.  
 Production Controller/Manager | Andrew Peden Smith





# TRADE ILLUSTRATED



WINNER

## TWIGGY: A LIFE IN PHOTOGRAPHS

NATIONAL PORTRAIT GALLERY

Author(s) | **Twiggy** with contributions  
by Terence Pepper, Robin Muir  
& Melvin Sokolsky

Editor(s) | Celia Joicey,  
Christopher Tinker & Tamsin Perrett

Trim size | 270 x 216 mm

Extent | 160 pages

ISBN | 9781855144149

Retail price | £20.00

Photographer(s) | Various

Illustrator(s) | n/a

Designer (text) | Mike Dempsey, Studio Dempsey

Typeset by | Mike Dempsey, Studio Dempsey

Typeface(s) | Bodoni, Schnellfetter & Akzidenz-Grotesk

Origination, Repro | St Ives Westerham Press Ltd

Print process | Litho 4 Colour

Printer | St Ives Westerham Press Ltd

Bound, finished by | St Ives Westerham Press Ltd

Text paper | 170 gsm Hello Matt FSC

Paper supplier | n/a

Jacket, cover designer | Mike Dempsey, Studio Dempsey

Jacket, cover printer | St Ives Westerham Press Ltd

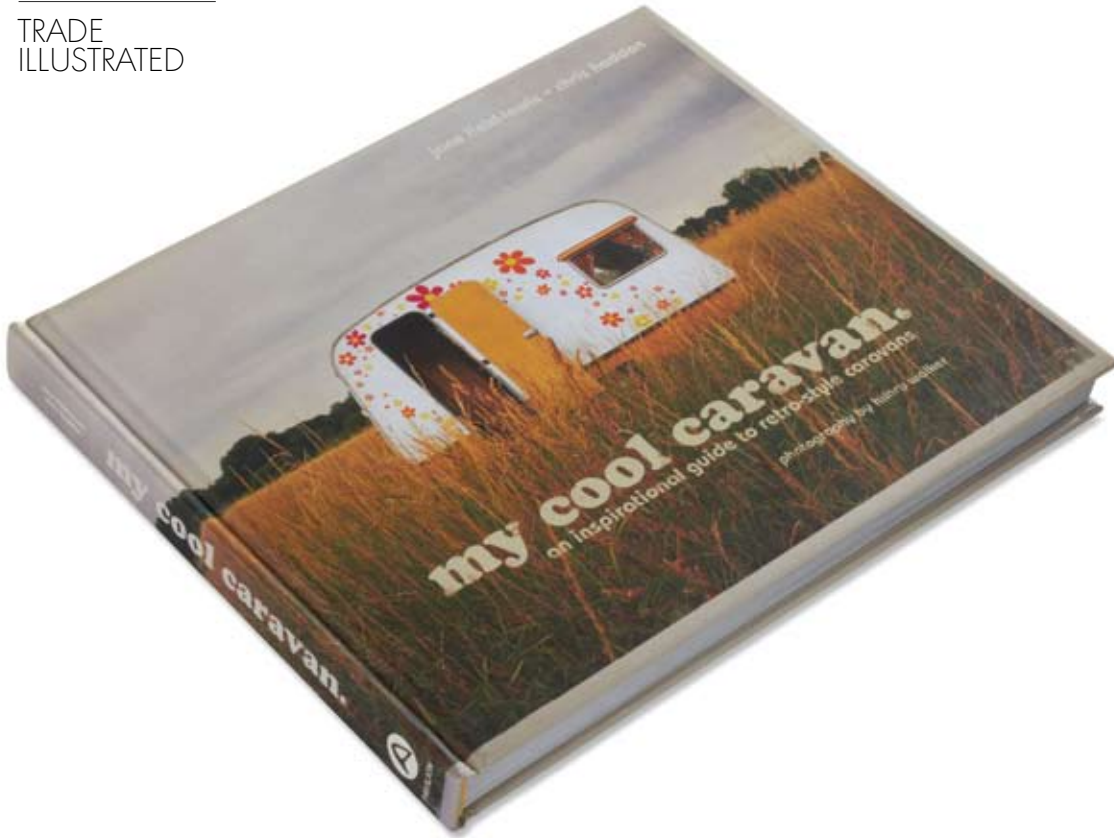
Production Controller/Manager | Ruth Müller-Wirth

### JUDGES' COMMENT:

This book is a stunning collection of photographs of one of the great British icons of the last few decades. The photographic portraits are particularly impressive and are printed to an extremely high standard.

The book has been well finished and the use of gloss lamination on the printed paper case is an interesting contrast to the matt lamination used on the dust jacket.





SHORTLISTED

**MY COOL  
CARAVAN**

PAVILION

Author(s) | Jane Field-Lewis &amp; Chris Haddon

Editor(s) | n/a

Trim size | 190 x 225 mm

Extent | 160 pages

ISBN | 9781862058781

Retail price | £14.99

Photographer(s) | Hilary Walker

Illustrator(s) | n/a

Designer (text) | Steve Russell

Typeset by | Steve Russell

Typeface(s) | Cooper &amp; Din

Origination, Repro | Dot Gradations Ltd

Print process | Sheet-fed Offset Litho

Printer | Imago Publishing

Bound, finished by | Imago Publishing

Text paper | 157 gsm Chen Ming Matt Art

Paper supplier | Shandong Chenming Paper Holdings Ltd

Jacket, cover designer | Steve Russell

Jacket, cover printer | Imago Publishing

Production Controller/Manager | Oliver Jeffreys





SHORTLISTED

**BRITAIN  
BY BIKE**

BATSFORD LTD

Author(s) | Jane Eastoe  
 Editor(s) | Tina Persaud  
 Trim size | 192 x 136 mm  
 Extent | 216 pages  
 ISBN | 9781906388713  
 Retail price | £16.99

Photographer(s) | Amber Comerford & Laura Rawlinson  
 Illustrator(s) | Martin Brown Design & Barking Dog Art  
 Designer (text) | Gemma Wilson  
 Typeset by | Mark Holt  
 Typeface(s) | ACaslon, Gill Sans, Rosewood Fill  
 & B Bauer Bodoni  
 Origination, Repro | In-house  
 Print process | Sheet-fed Offset Litho  
 Printer | Butler Tanner & Dennis Ltd  
 Bound, finished by | Butler Tanner & Dennis Ltd  
 Text paper | 150 gsm Munken Cream Woodfree  
 Paper supplier | Precision Publishing Papers  
 Jacket, cover designer | Gemma Wilson  
 Jacket, cover printer | Butler Tanner & Dennis Ltd  
 Production Controller/Manager | Laura Brodie

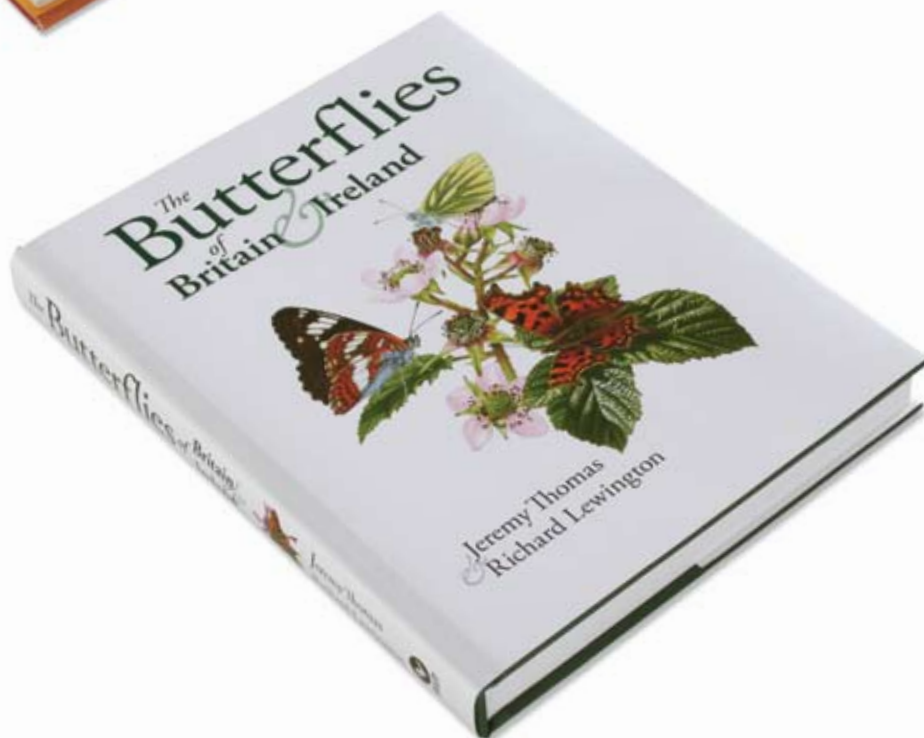


SHORTLISTED

**THE BUTTERFLIES  
OF BRITAIN &  
IRELAND**

BRITISH WILDLIFE PUBLISHING

Author(s) | Jeremy Thomas  
 Editor(s) | Anne Branson  
 Trim size | 256 x 195 mm  
 Extent | 288 pages  
 ISBN | 9780956490209  
 Retail price | £24.95  
 Photographer(s) | n/a  
 Illustrator(s) | Richard Lewington  
 Designer (text) | Andrew Branson  
 Typeset by | British Wildlife Publishing  
 Typeface(s) | Garamond & Frutiger  
 Origination, Repro | British Wildlife Publishing  
 Print process | 4 Colour Process  
 Printer | Butler Tanner & Dennis Ltd  
 Bound, finished by | Butler Tanner & Dennis Ltd  
 Text paper | 150 gsm Respecta Silk FSC  
 Paper supplier | Denmaur  
 Jacket, cover designer | British Wildlife Publishing  
 Jacket, cover printer | Butler Tanner & Dennis Ltd  
 Production Controller/Manager | Clinton Walker



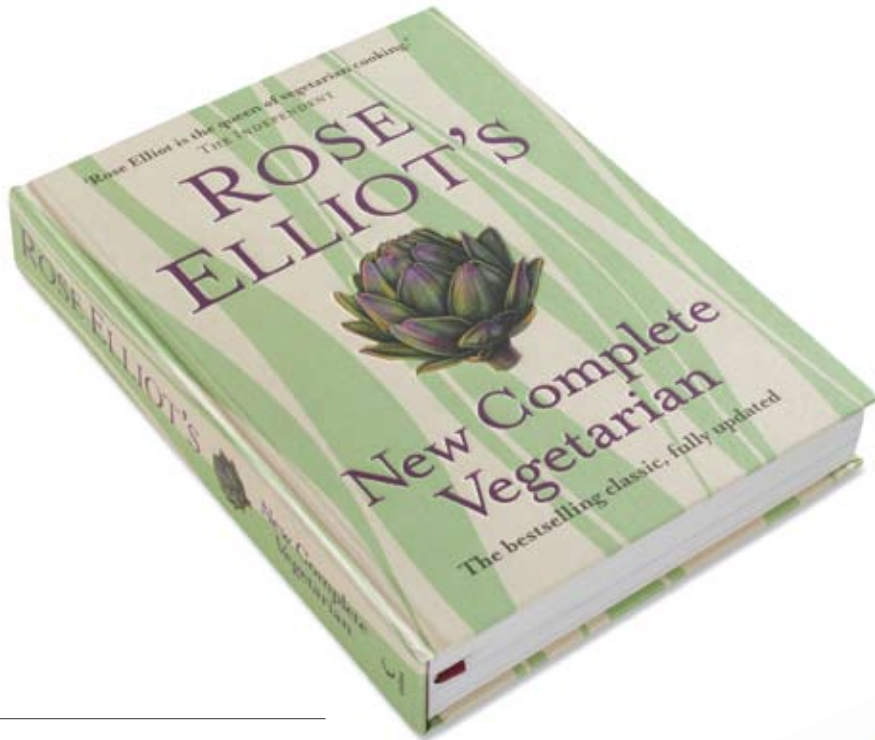
# LIFESTYLE ILLUSTRATED

WINNER

## ROSE ELLIOT'S NEW COMPLETE VEGETARIAN

HARPERCOLLINS

Author(s) | Rose Elliot  
 Editor(s) | Lizzy Gray  
 Trim size | 264 x 189 mm  
 Extent | 400 pages  
 ISBN | 9780007325610  
 Retail price | £25.00  
 Photographer(s) | Kate Whitaker  
 Illustrator(s) | Vana Haggerty & Ken Lewis  
 Designer (text) | Andrew Barron  
 Typeset by | Andrew Barron  
 Typeface(s) | Quadraat  
 Origination, Repro | Butler Tanner & Dennis Ltd  
 Print process | Sheet-fed  
 Printer | Leo Paper Products Ltd, China  
 Bound, finished by | Leo Paper Products Ltd, China  
 Text paper | 120 gsm Offset Cartridge  
 Paper supplier | Leo Paper Products Ltd, China  
 Jacket, cover designer | James Annal  
 Jacket, cover printer | Leo Paper Products Ltd, China  
 Production Controller/Manager | Stuart Masheter



### JUDGES' COMMENT:

The re-issue of this classic cookery book is a thing of beauty. The layout and design, the use of subtle colour throughout to distinguish chapters makes the photographs pop out. The production results breathe new life into an old classic.



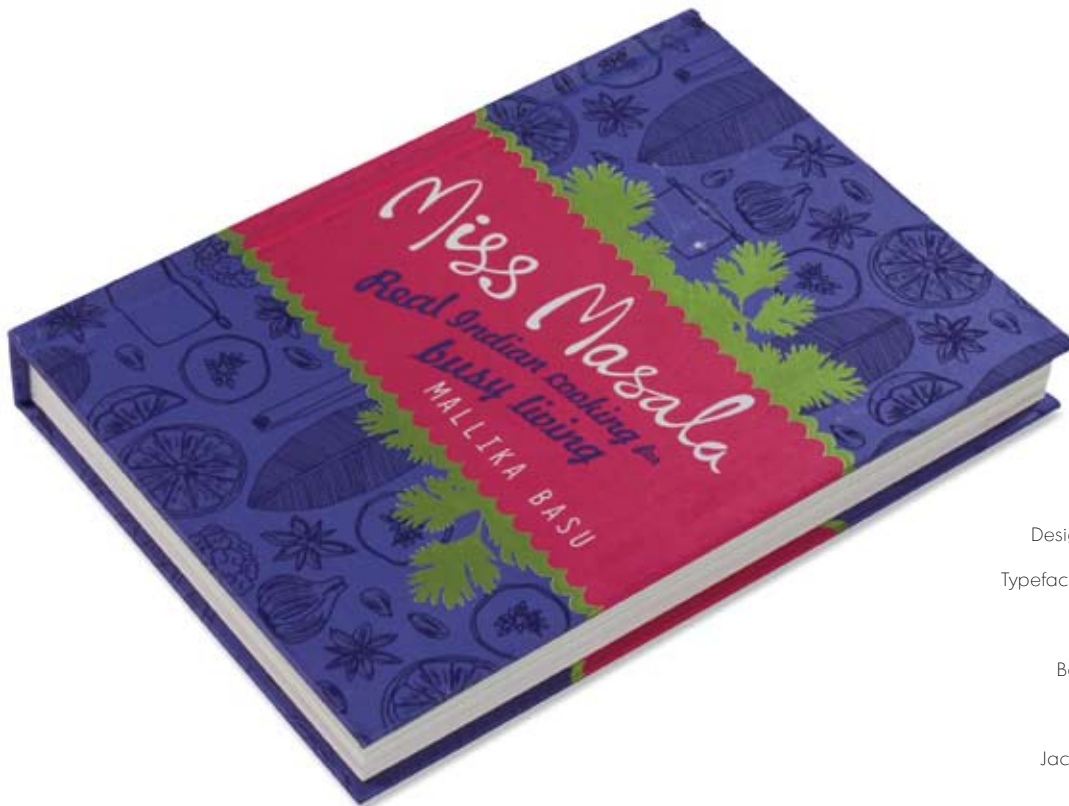


## SHORTLISTED

# THE GEOMETRY OF PASTA

BOXTREE

Author(s) | Jacob Kenedy & Caz Hildebrand  
 Editor(s) | Jon Butler  
 Trim size | 216 x 156 mm  
 Extent | 288 pages  
 ISBN | 9780752223735  
 Retail price | £14.99  
 Photographer(s) | n/a  
 Illustrator(s) | Caz Hildebrand  
 Designer (text) | Caz Hildebrand  
 Typeset by | Caz Hildebrand  
 Typefaces | Bembo & Neutraface 2  
 Origination, Repro | Aylesbury Studios Bromley Ltd  
 Print process | 2/2 Litho  
 Printer | L.E.G.O. S.p.A., Italy  
 Bound, finished by | L.E.G.O. S.p.A., Italy  
 Text paper | 115 gsm Munken Print White  
 Paper supplier | L.E.G.O. S.p.A., Italy & Munken  
 Jacket, cover designer | Caz Hildebrand  
 Jacket, cover printer | L.E.G.O. S.p.A., Italy  
 Production Controller/Manager | Mark Richmond & Amelia Douglas



## SHORTLISTED

# MISS MASALA

HARPERCOLLINS

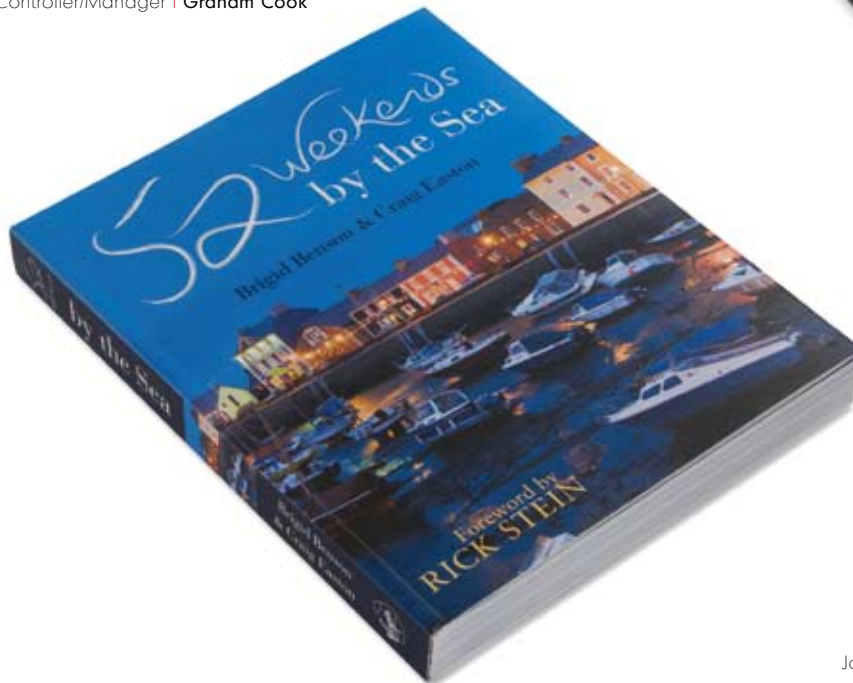
Author(s) | Mallika Basu  
 Editor(s) | n/a  
 Trim size | 210 x 148 mm  
 Extent | 248 pages  
 ISBN | 9780007306121  
 Retail price | £14.99  
 Photographer(s) | Neil Mersh  
 Illustrator(s) | n/a  
 Designer (text) | Steve Boggs & Myfanwy Vernon-Hunt  
 Typeset by | n/a  
 Typefaces | Caecilia, Helvetica & Typewriter condensed  
 Origination, Repro | Colourscan, Singapore  
 Print process | Litho  
 Printer | Leo Paper Products Ltd, China  
 Bound, finished by | Leo Paper Products Ltd, China  
 Text paper | 120 gsm UPM Woodfree  
 Paper supplier | Leo Paper Products Ltd, China  
 Jacket, cover designer | Lee Motley  
 Jacket, cover printer | Leo Paper Products Ltd, China  
 Production Controller/Manager | Monica Green

SHORTLISTED

**TENDER/  
VOLUME 1  
VEGETABLES**

FOURTH ESTATE

Author(s) | Nigel Slater  
 Editor(s) | Louise Haines  
 Trim size | 240 x 170 mm  
 Extent | 624 pages  
 ISBN | 9780007248490  
 Retail price | £30.00  
 Photographer(s) | Jonathan Lovekin  
 Illustrator(s) | n/a  
 Designer (text) | Blok Design  
 Typeset by | Blok Design  
 Typefaces | Adobe Garamond  
 Origination, Repro | Fresh Media Group (FMG)  
 Print process | Litho  
 Printer | L.E.G.O. S.p.A., Italy  
 Bound, finished by | L.E.G.O. S.p.A., Italy  
 Text paper | 120 gsm Fedrigoni Freelifie Cento  
 Paper supplier | Precision Publishing Papers  
 Jacket, cover designer | Blok Design  
 Jacket, cover printer | L.E.G.O. S.p.A., Italy  
 Production Controller/Manager | Graham Cook



SHORTLISTED

**52 WEEKENDS  
BY THE SEA**

VIRGIN BOOKS

Author(s) | Bridget Benson & Craig Easton  
 Editor(s) | Davina Russell & Louisa Joyner  
 Trim size | 240 x 195 mm  
 Extent | 352 pages  
 ISBN | 9780753519325  
 Retail price | £18.99  
 Photographer(s) | Craig Easton  
 Illustrator(s) | Michael Hill  
 Designer (text) | David Rowley  
 Typeset by | David Rowley  
 Typefaces | Clarendon, Hand Written by Toby Clarke  
 Origination, Repro | XY Digital Ltd  
 Print process | Sheet-fed Litho  
 Printer | C&C Offset Printing Company Ltd, China  
 Bound, finished by | C&C Offset Printing Company Ltd, China  
 Text paper | 128 gsm Chinese Golden Sun Matt Art  
 Paper supplier | Yanzhou Zhongtian Paper Industry Company Ltd, China  
 Jacket, cover designer | Toby Clarke  
 Jacket, cover printer | C&C Offset Printing Company Ltd, China  
 Production Controller/Manager | Phil Spencer



# LITERATURE

WINNER

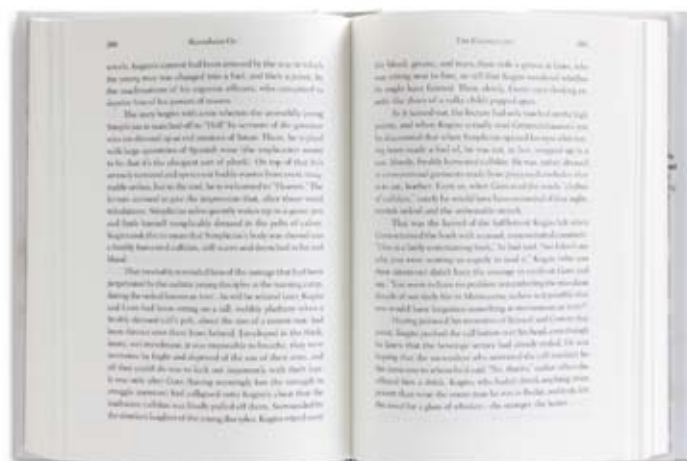
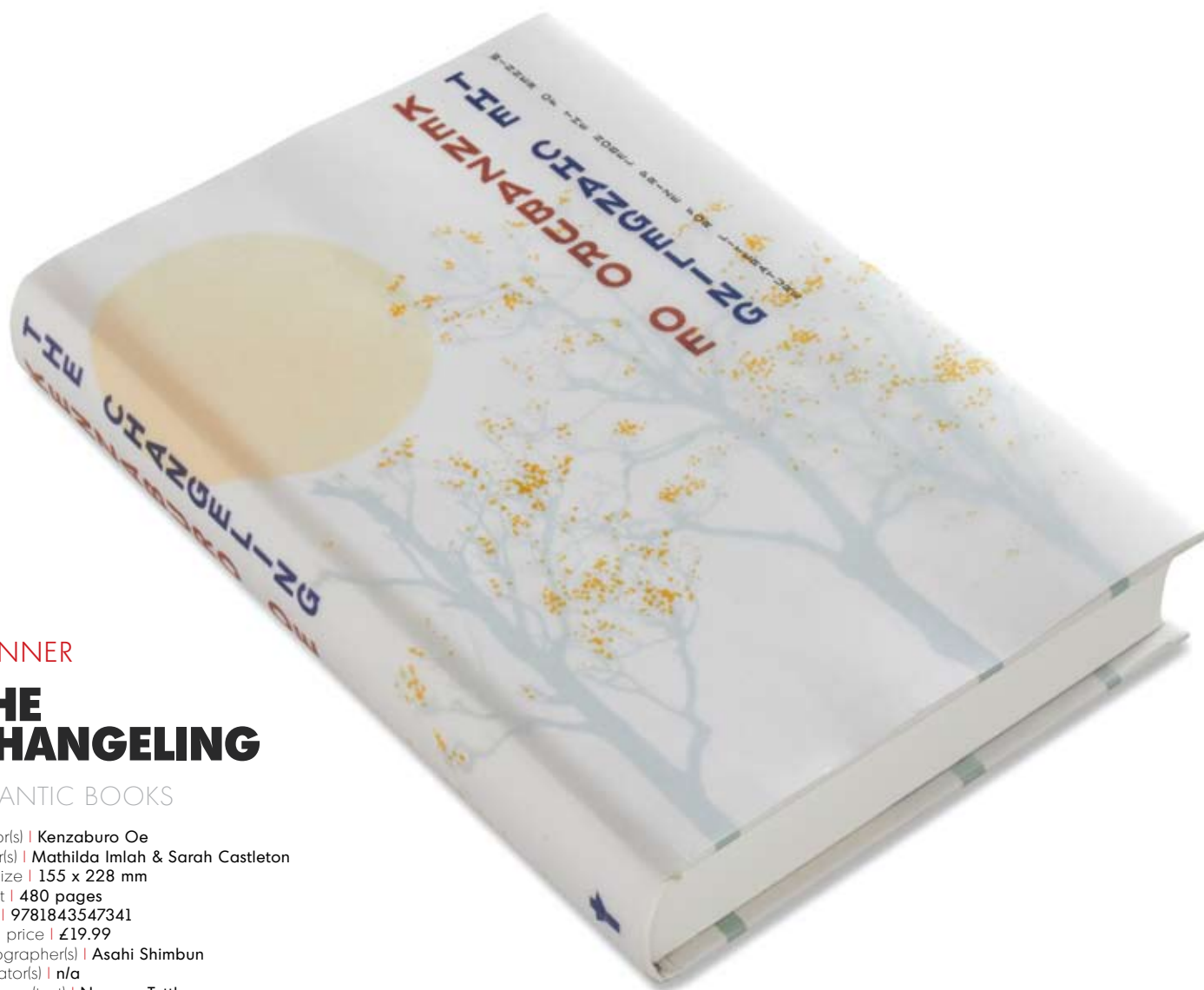
## THE CHANGELING

ATLANTIC BOOKS

Author(s) | Kenzaburo Oe  
 Editor(s) | Mathilda Imlah & Sarah Castleton  
 Trim size | 155 x 228 mm  
 Extent | 480 pages  
 ISBN | 9781843547341  
 Retail price | £19.99  
 Photographer(s) | Asahi Shimbun  
 Illustrator(s) | n/a  
 Designer (text) | Norman Tuttle  
 Typeset by | Alpha Graphics  
 Typeface(s) | Fairfield LH-Light & Cochin  
 Origination, Repro | n/a  
 Print process | Litho  
 Printer | ScanBook AB, Sweden  
 Bound, finished by | ScanBook AB, Sweden  
 Text paper | 80 gsm 120 micron Lessebo bokpapper  
 Paper supplier | ScanBook AB, Sweden  
 Jacket, cover designer | Miriam Rosenbloom  
 Jacket, cover printer | ScanBook AB, Sweden  
 Production Director | Alan Craig

### JUDGES' COMMENT:

This book has a beautifully designed cover with the use of the jacket to impart a multidimensional feel. The design, layout and materials used in the book were all high quality and certainly worthy of a special place on your bookshelf.





SHORTLISTED

# GARDEN WISDOM

MERRELL

Author(s) | Various  
 Editor(s) | Leslie Geddes-Brown  
 Trim size | 230 x 190 mm  
 Extent | 160 pages  
 ISBN | 9781858944623  
 Retail price | £17.95  
 Photographer(s) | n/a  
 Illustrator(s) | Angie Lewin  
 Designer (text) | Jonny Burch  
 Typeset by | Jonny Burch  
 Typeface(s) | Joanna  
 Origination, Repro | Dexter Premedia  
 Print process | Offset Litho  
 Printer | C&C Offset Printing Company Ltd, China  
 Bound, finished by | C&C Offset Printing Company Ltd, China  
 Text paper | 150 gsm Yulong  
 Paper supplier | C&C Offset Printing Company Ltd, China  
 Jacket, cover designer | Nicola Bailey  
 Jacket, cover printer | C&C Offset Printing Company Ltd, China  
 Production Controller/Manager | Alenka Oblak



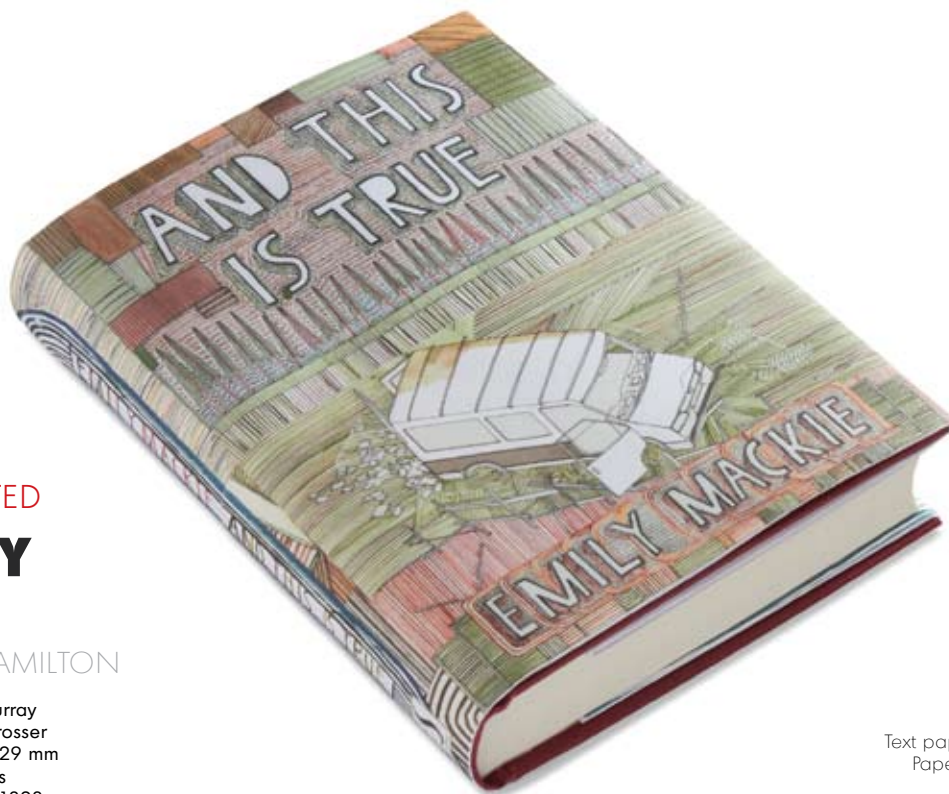


SHORTLISTED

**SKIPPY  
DIES**

HAMISH HAMILTON

Author(s) | Paul Murray  
 Editor(s) | Simon Prosser  
 Trim size | 198 x 129 mm  
 Extent | 672 pages  
 ISBN | 9780241141823  
 Retail price | £18.99  
 Photographer(s) | n/a  
 Illustrator(s) | Leanne Shapton  
 Designer (text) | n/a  
 Typeset by | Palimpsest Book Production Ltd  
 Typefaces(s) | Dante MT Std - Reg  
 Origination, Repro | Altamage  
 Print process | Litho  
 Printer | Clays Ltd  
 Bound, finished by | Clays Ltd  
 Text paper | Ensobulky FSC  
 Paper supplier | Stora Enso  
 Jacket, cover designer | Richard Bravery  
 Jacket, cover printer | Clays Ltd  
 Production Controller/  
 Manager | Catriona Hillerton



SHORTLISTED

**AND THIS  
IS TRUE**

HODDER &amp; STOUGHTON

Author(s) | Emily Mackie  
 Editor(s) | Carole Welch  
 Trim size | 178 x 129 mm  
 Extent | 352 pages  
 ISBN | 9780340992500  
 Retail price | £12.99  
 Photographer(s) | n/a  
 Illustrator(s) | Nigel Peake  
 Designer (text) | Craig Burgess  
 Typeset by | Palimpsest Book Production Ltd  
 Typefaces(s) | Sabon MT  
 Origination, Repro | Ecran Solutions Ltd  
 Print process | Web  
 Printer | Clays Ltd  
 Bound, finished by | Clays Ltd  
 Text paper | 70 gsm 132 micron Ensolux Cream FSC  
 Paper supplier | Paper Management Services Ltd  
 Jacket, cover designer | Alice Laurent  
 Jacket, cover printer | Clays Ltd  
 Production Controller/Manager | Susan Spratt



# PRIMARY, SECONDARY & TERTIARY EDUCATION



WINNER

## THE FUNDAMENTALS OF MARKETING

AVA PUBLISHING

Author(s) | Edward Russell  
 Editor(s) | n/a  
 Trim size | 230 x 200 mm  
 Extent | 192 pages  
 ISBN | 9782940373727  
 Retail price | £19.95  
 Photographer(s) | Various  
 Illustrator(s) | Roger Fawcett-Tang  
 Designer (text) | Roger Fawcett-Tang  
 Typeset by | Roger Fawcett-Tang  
 Typeface(s) | Various  
 Origination, Repro | International Digital Press Pte Ltd  
 Print process | 4 Colour Sheet-fed  
 Printer | Ho Printing Singapore Pte Ltd  
 Bound, finished by | Ho Printing Singapore Pte Ltd  
 Text paper | 150 gsm Gold East Matt Art Paper  
 Paper supplier | Behn Meyer International (S) Pte Ltd  
 Jacket, cover designer | Roger Fawcett-Tang  
 Jacket, cover printer | Ho Printing Singapore Pte Ltd  
 Production Controller/Manager | Alice Goh

### JUDGES' COMMENT:

A strong use of colour and typography allowed for easy navigation of content and key information was clearly highlighted. The overall print and production of the book was to a very high standard. Nicely done!



## Strategic pricing



**The Tiffany experience**  
 If you think that a Tiffany watch is just  
 all that timelessness does, watch it  
 really be a Tiffany watch. The watch is  
 designed by Tiffany Company and  
 made in the USA. The Tiffany watch  
 is a part of the iconic Tiffany watch  
 experience. The watch is not only  
 beautiful, it's also Tiffany.

TIFFANY & CO.

The next 'P' we'll be looking at is pricing. The price you charge your consumer can be too high (and therefore make an item either unaffordable or poor value) or too low (so you don't make enough profit or lead consumers to believe your product is poorly made). Like each of the other 'P's' in marketing, pricing is highly malleable and if used correctly can be a very strong strategic weapon. You can change pricing dramatically depending on what you are trying to accomplish. Getting pricing right is critical to your overall success in both the short and long term.

Chapter 4 will help you:

- Discover how pricing can be a very potent strategic weapon.
- See how profits can be increased both through raising revenues and cutting costs.
- Learn that in the long run, value is more important than price.

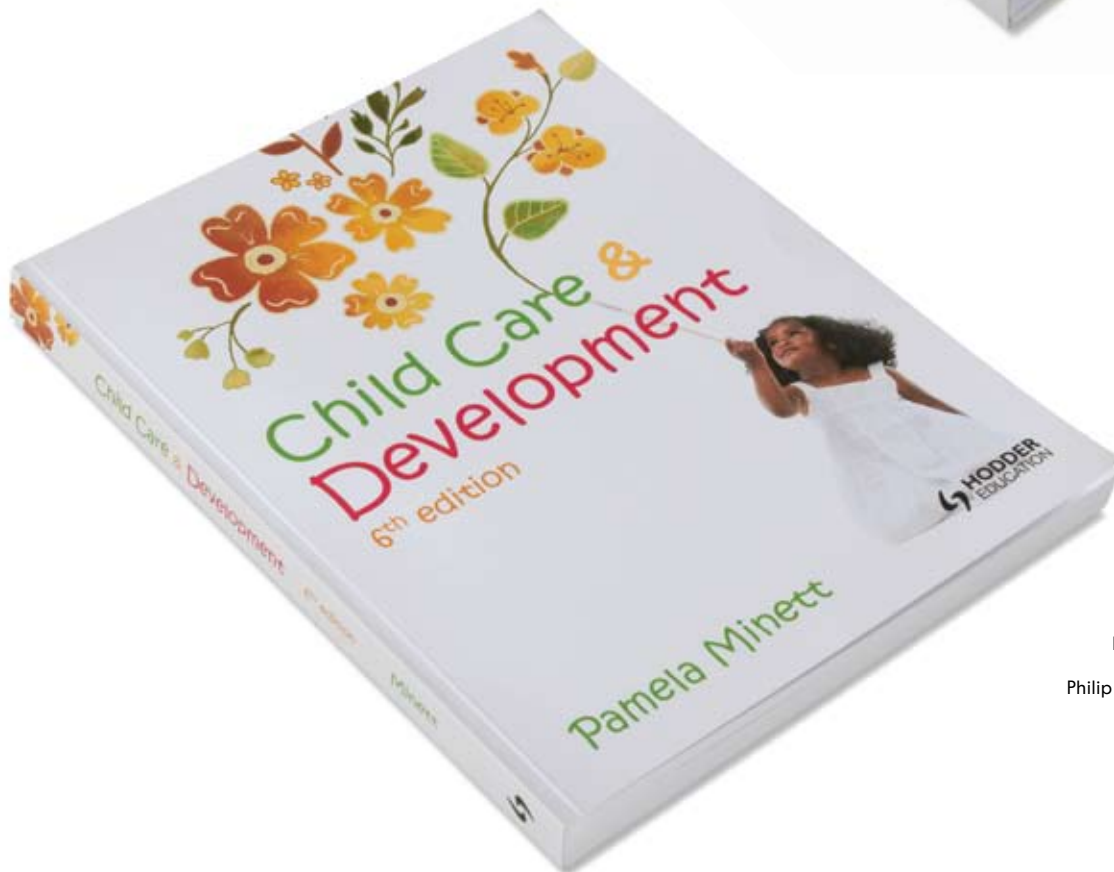


## SHORTLISTED

# BASICS ANIMATION: STOP-MOTION

AVA PUBLISHING

Author(s) | Barry Purves  
 Editor(s) | n/a  
 Trim size | 230 x 160 mm  
 Extent | 200 pages  
 ISBN | 9782940373734  
 Retail price | £19.95  
 Photographer(s) | Various  
 Illustrator(s) | Various  
 Designer (text) | Tamasin Cole  
 Typeset by | Tamasin Cole  
 Typefaces | Various  
 Origination, Repro | Colourscan Overseas Pte Ltd  
 Print process | Offset  
 Printer | Colourscan Overseas Pte Ltd  
 Bound, finished by | Colourscan Overseas Pte Ltd  
 Text paper | 150 gsm Enova Matt  
 Paper supplier | Behn Meyer International (S) Pte Ltd  
 Jacket, cover designer | Tamasin Cole  
 Jacket, cover printer | Colourscan Overseas Pte Ltd  
 Production Controller/Manager | Alice Goh



## SHORTLISTED

# CHILD CARE & DEVELOPMENT 6TH EDITION

HODDER EDUCATION

Author(s) | Pamela Minnett  
 Editor(s) | Stephanie Matthews  
 Trim size | 276 x 213 mm  
 Extent | 400 pages  
 ISBN | 9781444117134  
 Retail price | £19.99  
 Photographer(s) | n/a  
 Illustrator(s) | Kathy Baxendale, Dawn Brend,  
 Chris Forsey, Jenny Mumford, Pat Tourret,  
 Philip Wilson & Oxford Designers and Illustrators  
 Designer (text) | Melissa Brunelli  
 Typeset by | Fakenham Photosetting  
 Typefaces | Palatino Roman  
 Origination, Repro | Pica Digital, Singapore  
 Print process | Offset Litho  
 Printer | Printer Trento, Italy  
 Bound, finished by | Printer Trento, Italy  
 Text paper | 90 gsm Garda Matt Art  
 Paper supplier | Cartiere Garda, Italy  
 Jacket, cover designer | Melissa Brunelli  
 Jacket, cover printer | Printer Trento, Italy  
 Production Controller/Manager | Joanna Walker

# SCHOLARLY, ACADEMIC & REFERENCE BOOKS



WINNER

## COLLINS FLOWER GUIDE

COLLINS

Author(s) | David Streeter  
 Editor(s) | n/a  
 Trim size | 310 x 210 mm  
 Extent | 608 pages  
 ISBN | 9780007183883  
 Retail price | £60.00  
 Photographer(s) | n/a  
 Illustrator(s) | Audrey Hardcastle,  
 Christina Hart-Davies, Felicity Cole  
 & Lizzie Harper  
 Designer (text) | Martin Brown  
 Typeset by | D & N Publishing  
 Typefaces | Trajan, European Pi, Fresco, Fresco Sans & Univers  
 Origination, Repro | Dot Gradations Ltd  
 Print process | Litho  
 Printer | Printing Express, Hong Kong  
 Bound, finished by | Printing Express, Hong Kong  
 Text paper | 130 gsm Japanese Matt Art  
 Paper supplier | Printing Express, Hong Kong  
 Jacket, cover designer | Heike Schuessler  
 Jacket, cover printer | Printing Express, Hong Kong  
 Production controller/director | Monica Green








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### JUDGES' COMMENT:

This book is a masterful reference work and is strikingly displayed within its slip case. The content of the book has a very clear design and layout, it is very well printed with each item concisely displayed and described. The finish of the book is completed by the use of quarter binding with the attractively illustrated printed sides. This is a reference work to be proud of!

### SHORTLISTED

## OVERLOOKING THE VISUAL

ROUTLEDGE

Author(s) | Kathryn Moore  
 Editor(s) | n/a  
 Trim size | 216 x 156 mm  
 Extent | 272 pages  
 ISBN | 9780415308700  
 Retail price | £24.99  
 Photographer(s) | Various  
 Illustrator(s) | n/a  
 Designer (text) | Alex Lazarou  
 Typeset by | Alex Lazarou  
 Typeface(s) | Lucida Sans  
 Origination, Repro | Alex Lazarou  
 Print process | Litho  
 Printer | Ashford Colour Press  
 Bound, finished by | Ashford Colour Press  
 Text paper | 100 gsm Essential Offset  
 Paper supplier | Premier Paper Group  
 Jacket, cover designer | Alex Lazarou  
 Jacket, cover printer | Ashford Colour Press  
 Production Controller/Manager | Faith McDonald



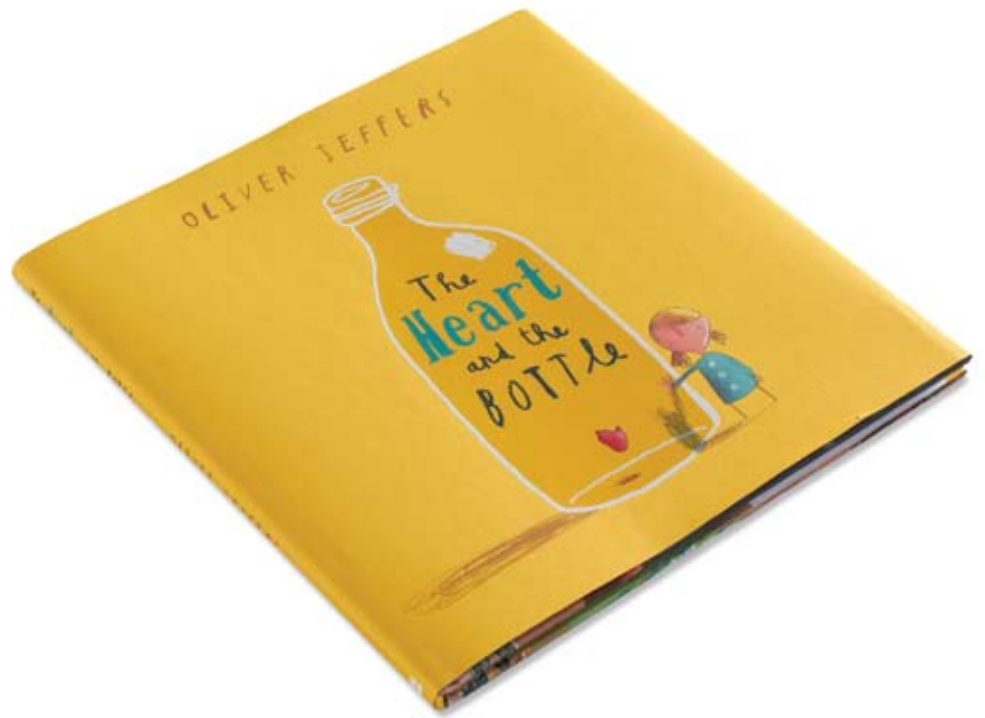
# CHILDREN'S TRADE

WINNER

## THE HEART AND THE BOTTLE

HARPERCOLLINS CHILDREN'S BOOKS

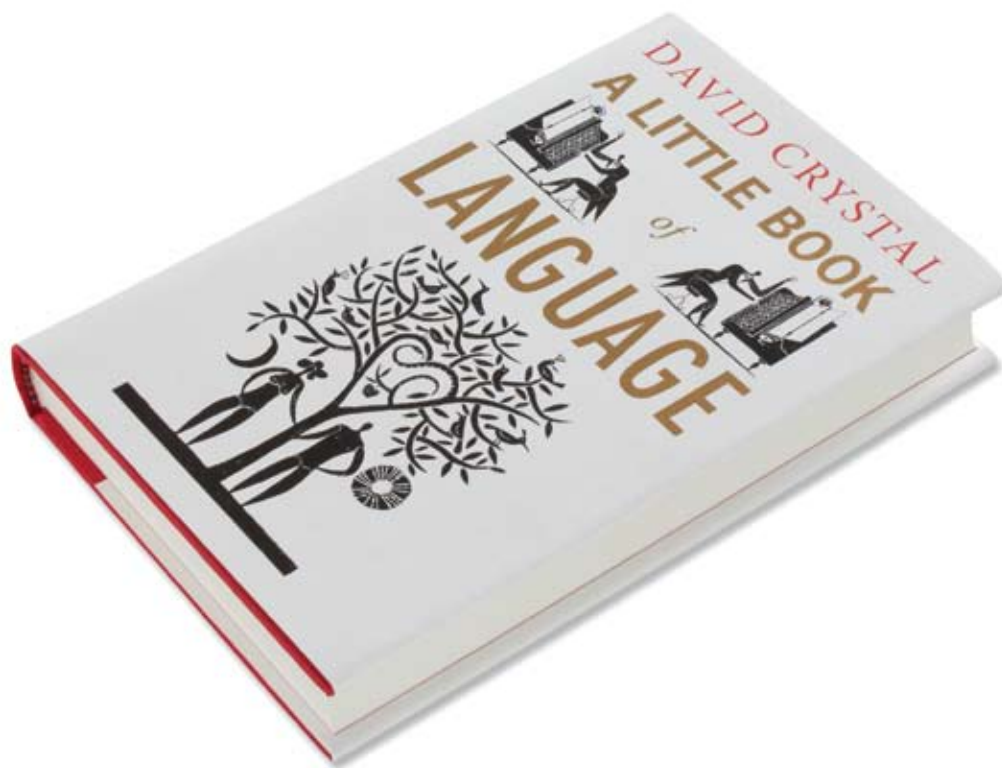
Author(s) | Oliver Jeffers  
 Editor(s) | Sue Buswell  
 Trim size | 230 x 225 mm  
 Extent | 32 pages  
 ISBN | 9780007182305  
 Retail price | £10.99  
 Photographer(s) | n/a  
 Illustrator(s) | Oliver Jeffers  
 Designer (text) | James Stevens  
 Typeset by | In-house  
 Typeface(s) | Clarendon  
 Origination, Repro | Dot Gradations Ltd  
 Print process | Offset Litho  
 Printer | South China Printing Company Ltd  
 Bound, finished by | South China Printing Company Ltd  
 Text paper | 180 gsm Woodfree  
 Paper supplier | South China Printing Company Ltd  
 Jacket, cover designer | James Stevens  
 Jacket, cover printer | South China Printing Company Ltd  
 Production Controller/Manager | Rochelle Talary



### JUDGES' COMMENT:

This was the overwhelming favourite of judges in this category. The beautiful layout, pictures and design all come together to help tell a lovely story. Beauty was in the simplicity as the cover grabbed you and the story moved you.





HIGHLY COMMENDED  
**A LITTLE BOOK  
 OF LANGUAGE**

YALE UNIVERSITY PRESS

Author(s) | David Crystal  
 Editor(s) | Heather McCallum  
 & Candida Brazil  
 Trim size | 216 x 138 mm  
 Extent | 272 pages  
 ISBN | 9780300155334  
 Retail price | £14.99  
 Photographer(s) | n/a  
 Illustrator(s) | Jean-Manuel Duvivier  
 Designer (text) | Steve Kent  
 Typeset by | Steve Kent  
 Typeface(s) | Minion  
 Origination, Repro | TJ International Ltd  
 Print process | Litho  
 Printer | TJ International Ltd  
 Bound, finished by | TJ International Ltd  
 Text paper | 90 gsm Volume 17.5 TJ Woodfree Cream  
 Paper supplier | Precision Publishing Papers  
 Jacket, cover designer | Jean-Manuel Duvivier  
 Jacket, cover printer | St Austell Printing Company  
 Production Controller/Manager | Cathy Small

HIGHLY COMMENDED

**BABY TOUCH:  
 QUACK! QUACK!**

LADYBIRD BOOKS LTD

Author(s) | Ladybird Books Ltd  
 Editor(s) | Nicola Bird  
 Trim size | 260 x 260 mm  
 Extent | 12 pages  
 ISBN | 9781409305545  
 Retail price | £7.99  
 Photographer(s) | n/a  
 Illustrator(s) | Fiona Land  
 Designer (text) | Jo Garden  
 Typeset by | InDesign  
 Typeface(s) | Johann  
 Origination, Repro | MDP  
 Print process | CMYK printing  
 Printer | Leo Paper Products Ltd, China  
 Bound, finished by | Leo Paper Products Ltd, China  
 Text paper | 355 gsm SBS C1S Artboard Westvaco  
 Paper supplier | Westvaco  
 Jacket, cover designer | Jo Garden  
 Jacket, cover printer | Leo Paper Products Ltd, China  
 Production Controller/Manager | Pip Tinsley



# BEST JACKET/ COVER DESIGN



WINNER

## THE FLAVOUR THESAURUS

BLOOMSBURY PUBLISHING PLC

Author(s) | Niki Segnit  
 Editor(s) | Richard Atkinson & Natalie Hunt  
 Trim size | 216 x 135 mm  
 Extent | 400 pages  
 ISBN | 9780747599777  
 Retail price | £18.99  
 Photographer(s) | n/a  
 Illustrator(s) | Peter Dawson, Grade Design Consultants Ltd  
 Designer (text) | Peter Dawson, Grade Design Consultants Ltd  
 Typeset by | Peter Dawson, Grade Design Consultants Ltd  
 Typefaces | Plantin  
 Origination, Repro | Peter Dawson & Clays Ltd  
 Print process | CMYK plus silver foil blocking front/spine, wrapped paper line cover & sprayed text edges  
 Printer | Clays Ltd  
 Bound, finished by | Clays Ltd  
 Text paper | Text: 70 gsm 140 micron Pamo  
 Cover: Wibalin White Fine Linen  
 Paper supplier | n/a  
 Jacket, cover designer | Peter Dawson, Grade Design Consultants Ltd  
 Jacket, cover printer | Clays Ltd  
 Production Controller/Manager | Polly Napper, Bloomsbury Publishing Plc



### JUDGES' COMMENT:

A very well thought out concept with a simple yet intriguing design. Complemented by excellent use of typography and colour, the print finish was superb.

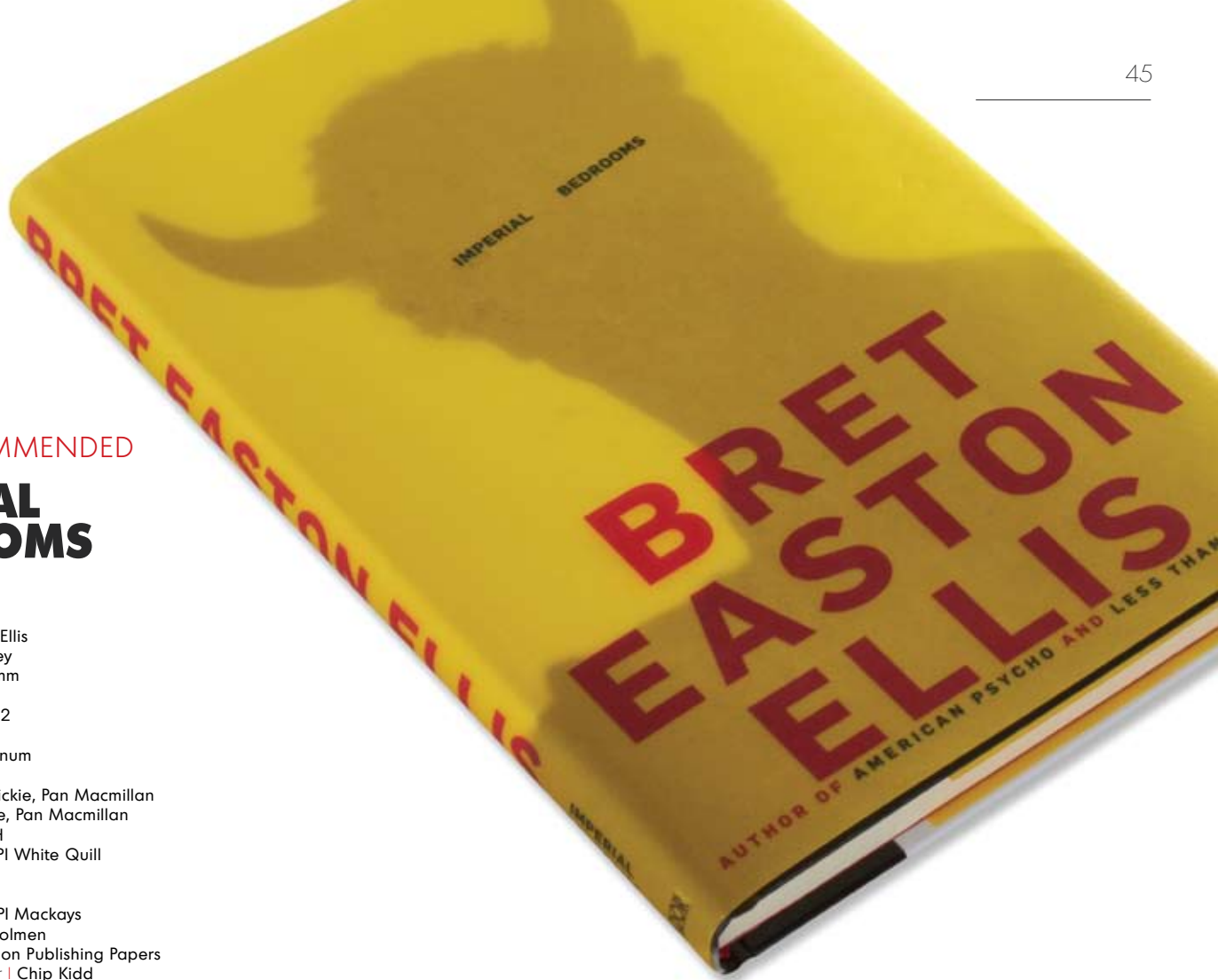


HIGHLY COMMENDED

## IMPERIAL BEDROOMS

PICADOR

Author(s) | Bret Easton Ellis  
 Editor(s) | Paul Baggaley  
 Trim size | 234 x 153 mm  
 Extent | 192 pages  
 ISBN | 9780330449762  
 Retail price | £16.99  
 Photographer(s) | Magnum  
 Illustrator(s) | n/a  
 Designer (text) | Wilf Dickie, Pan Macmillan  
 Typeset by | Wilf Dickie, Pan Macmillan  
 Typeface(s) | Electra LH  
 Origination, Repro | CPI White Quill  
 Print process | Litho  
 Printer | CPI Mackays  
 Bound, finished by | CPI Mackays  
 Text paper | 70 gsm Holmen  
 Paper supplier | Precision Publishing Papers  
 Jacket, cover designer | Chip Kidd  
 Jacket, cover printer | CPI White Quill  
 Production Controller/Manager | Amelia Douglas

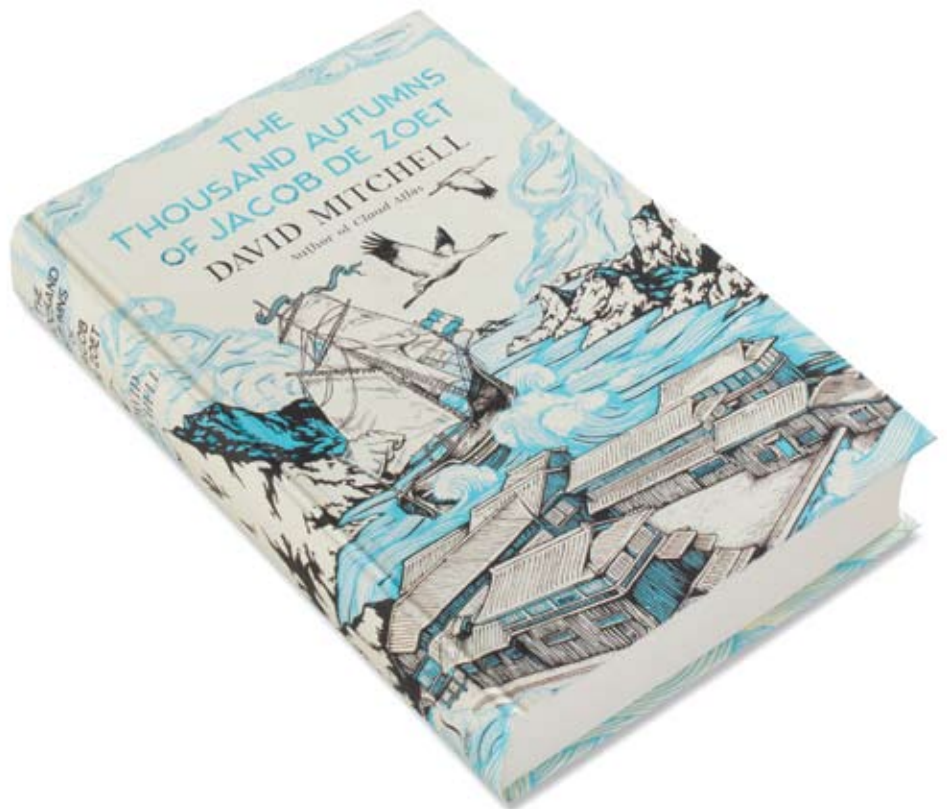


HIGHLY COMMENDED

## THE THOUSAND AUTUMNS OF JACOB DE ZOET

HODDER &amp; STOUGHTON

Author(s) | David Mitchell  
 Editor(s) | Carole Welch  
 Trim size | 234 x 153 mm  
 Extent | 480 pages  
 ISBN | 9780340921562  
 Retail price | £18.99  
 Photographer(s) | n/a  
 Illustrator(s) | Joe Wilson  
 Designer (text) | Janette Revill  
 Typeset by | Hewer Text  
 Typeface(s) | Guardi  
 Origination, Repro | Ecran Solutions  
 Print process | Web  
 Printer | Clays Ltd  
 Bound, finished by | Clays Ltd  
 Text paper | 70 gsm 132 micron Ensolux Cream FSC  
 Paper supplier | Paper Management Services Ltd  
 Jacket, cover designer | Al Oliver  
 Jacket, cover printer | Clays Ltd  
 Production Controller/Manager | Bill Jones



BEST JACKET/  
COVER DESIGN

## SHORTLISTED

**GRANTA  
110: SEX**

GRANTA PUBLICATIONS

Author(s) | n/a  
 Editor(s) | John Freeman  
 Trim size | 210 x 148 mm  
 Extent | 288 pages  
 ISBN | 9781905881161  
 Retail price | £12.99  
 Photographer(s) | Billie Segal  
 Illustrator(s) | n/a  
 Designer (text) | Michael Salu  
 Typeset by | Michael Salu  
 Typeface(s) | Plantin  
 Origination, Repro | L.E.G.O. S.p.A., Italy  
 Print process | Litho  
 Printer | L.E.G.O. S.p.A., Italy  
 Bound, finished by | L.E.G.O. S.p.A., Italy  
 Text paper | 100 gsm Munken Premium White  
 Paper supplier | Arctic Paper Munkendals AB,  
 Biberist & Garda Cartiere  
 Jacket, cover designer | Michael Salu  
 Jacket, cover printer | L.E.G.O. S.p.A., Italy  
 Production Controller/Manager | Sarah Wasley



## SHORTLISTED

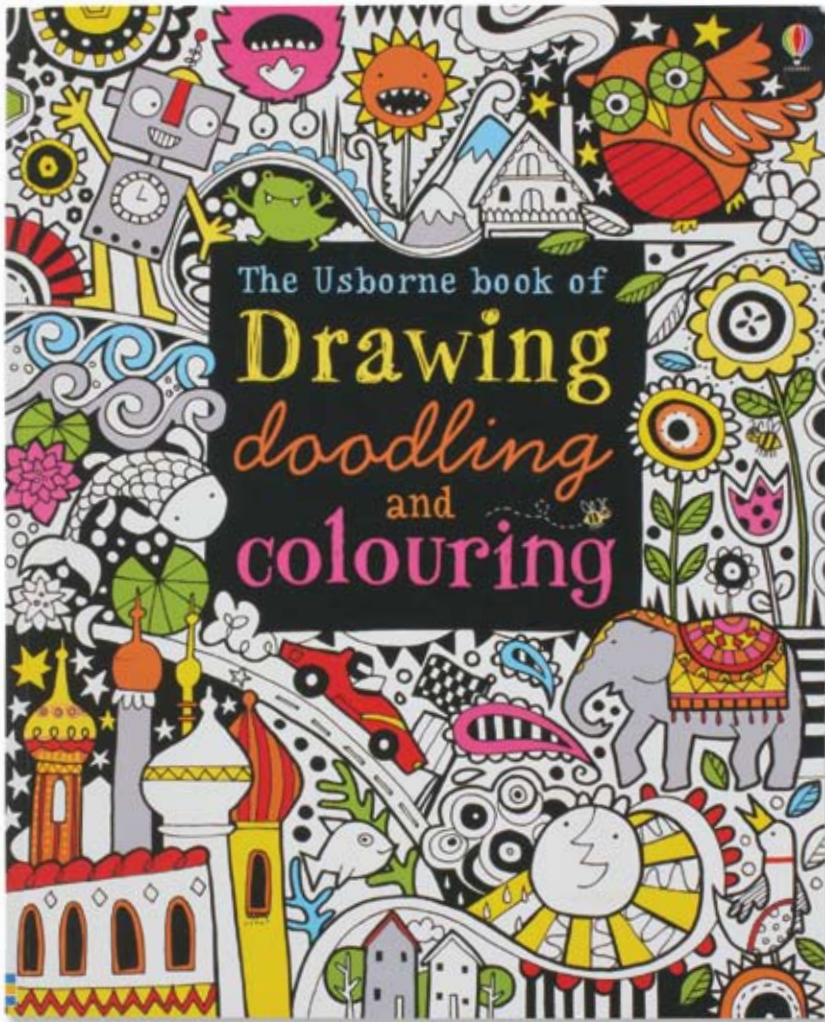
**ARCHITECTURE  
09**

MERRELL

Author(s) | Tony Chapman  
 Editor(s) | n/a  
 Trim size | 235 x 170 mm  
 Extent | 272 pages  
 ISBN | 9781858944906  
 Retail price | £19.95  
 Photographer(s) | Various  
 Illustrator(s) | n/a  
 Designer (text) | Paul Arnot  
 Typeset by | Paul Arnot  
 Typeface(s) | Grotesque  
 Origination, Repro | Dexter Premedia  
 Print process | Offset Litho  
 Printer | Gorenjski Tisk  
 Bound, finished by | Gorenjski Tisk  
 Text paper | 150 gsm Chorus Lux Gloss  
 Paper supplier | Gorenjski Tisk  
 Jacket, cover designer | Nicola Bailey  
 Jacket, cover printer | Gorenjski Tisk  
 Production Controller/Manager | Alenka Oblak







SHORTLISTED

## THE USBORNE BOOK OF DRAWING, DOODLING AND COLOURING

USBORNE PUBLISHING

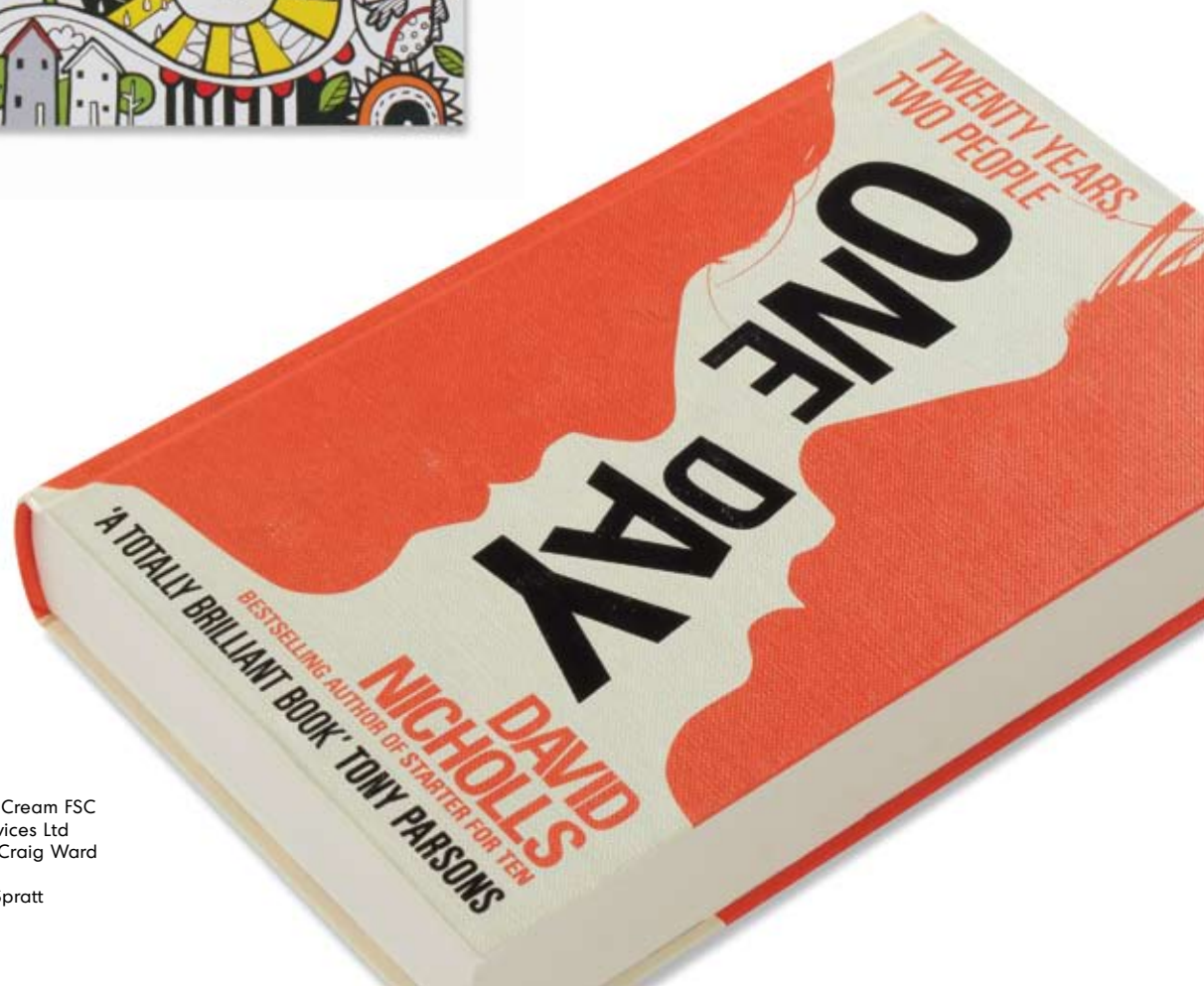
Author(s) | Fiona Watt  
 Editor(s) | n/a  
 Trim size | 305 x 248 mm  
 Extent | 128 pages  
 ISBN | 9781409507857  
 Retail price | £9.99  
 Photographer(s) | n/a  
 Illustrator(s) | Erica Harrison & Katie Lovell  
 Designer (text) | Erica Harrison  
 Typeset by | Erica Harrison  
 Typefaces(s) | Handwriter, P22 StanyanRegular,  
 Handsome, & Hombre BT  
 Origination, Repro | PPS Grasmere  
 Print process | Offset  
 Printer | CT Printing  
 Bound, finished by | CT Printing  
 Text paper | 120 gsm Woodfree  
 Paper supplier | Yuen Foong Yu (YFY)  
 Jacket, cover designer | Erica Harrison  
 Jacket, cover printer | CT Printing  
 Production Controller/Manager | Claudia Braglia  
 Hernandes

SHORTLISTED

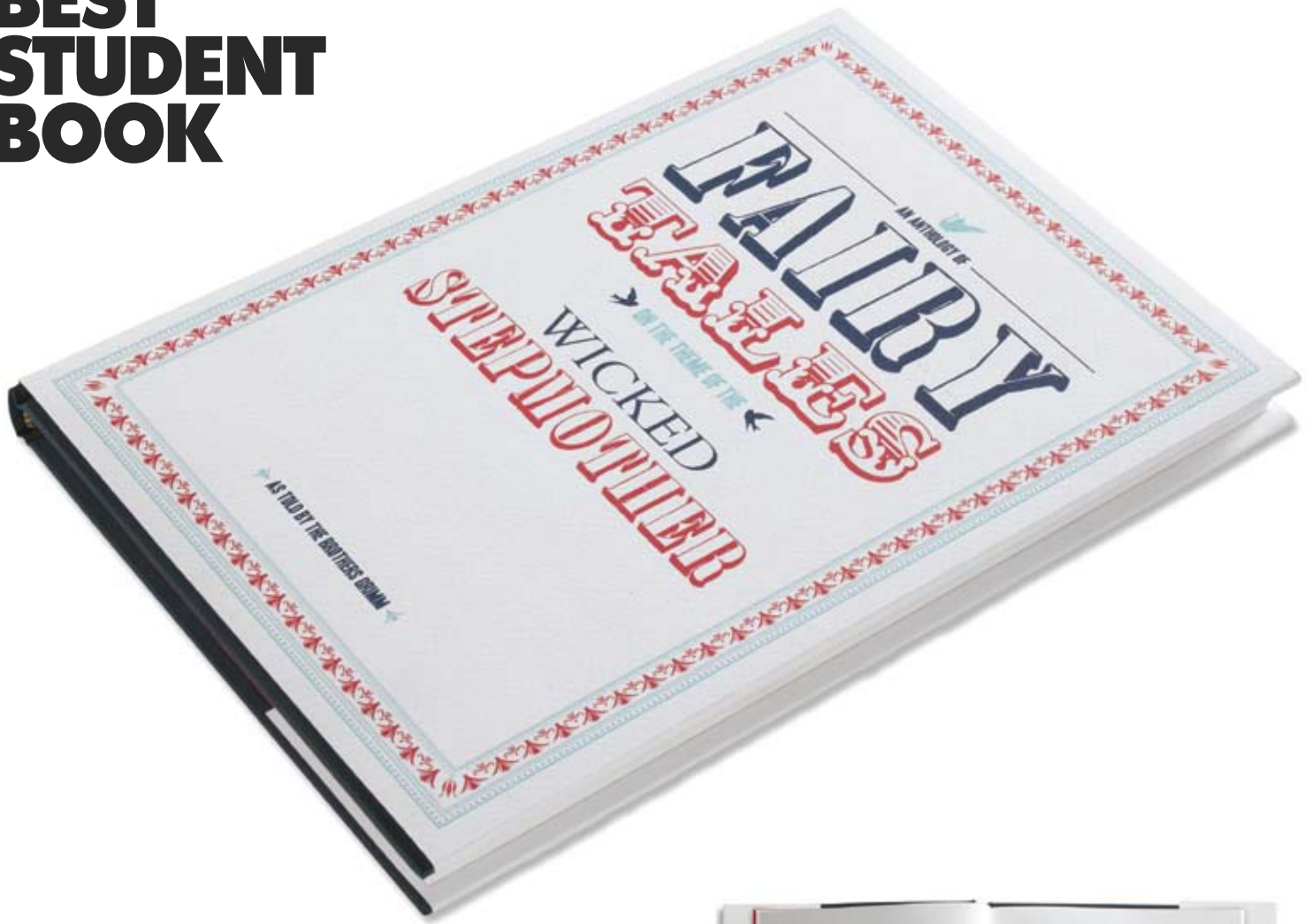
## ONE DAY

HODDER &amp; STOUGHTON

Author(s) | David Nicholls  
 Editor(s) | Nick Sayers  
 Trim size | 216 x 135 mm  
 Extent | 448 pages  
 ISBN | 9780340896969  
 Retail price | £12.99  
 Photographer(s) | n/a  
 Illustrator(s) | n/a  
 Designer (text) | Craig Burgess  
 Typeset by | Palimpsest Book  
 Production Ltd  
 Typefaces(s) | Sabon MT  
 Origination, Repro | Ecran Solutions Ltd  
 Print process | Web  
 Printer | Clays Ltd  
 Bound, finished by | Clays Ltd  
 Text paper | 70 gsm 132 micron Ensolux Cream FSC  
 Paper supplier | Paper Management Services Ltd  
 Jacket, cover designer | Alice Laurent & Craig Ward  
 Jacket, cover printer | Clays Ltd  
 Production Controller/Manager | Susan Spratt



# BEST STUDENT BOOK



## WINNER

### AN ANTHOLOGY OF FAIRYTALES ON THE THEME OF THE WICKED STEPMOTHER

LOUISE EVANS

Author(s) | The Brothers Grimm  
 Editor(s) | Louise Evans  
 Trim size | 205 x 295 mm  
 Extent | 72 pages  
 ISBN | n/a  
 Retail price | n/a  
 Photographer(s) | Louise Evans  
 Illustrator(s) | Louise Evans  
 Designer (text) | Louise Evans  
 Typeset by | Louise Evans  
 Typeface(s) | Various  
 Origination, Repro | Digital  
 Print process | Laser  
 Printer | Hussey & Knight  
 Bound, finished by | Peartree Bindery  
 Text paper | 190 gsm Bockingford Watercolour  
 Paper supplier | n/a  
 Jacket, cover designer | Louise Evans  
 Jacket, cover printer | Lucy Brownlow



## JUDGES' COMMENT:

The quality and number of entries saw a marked improvement on last year and there was real strength in depth within this category. The winning book was beautifully produced with excellent typography throughout. The choice of paper stock, use of imagery and attention to detail have resulted in a truly stunning book.



## HIGHLY COMMENDED

**A BATTLE OF WILLS**

JONATHAN LEWARNE

Author(s) | Jonathan Lewarne  
 Editor(s) | Jonathan Lewarne  
 Trim size | 250 x 170 mm  
 Extent | 52 pages  
 ISBN | n/a  
 Retail price | n/a  
 Photographer(s) | n/a  
 Illustrator(s) | Jonathan Lewarne  
 Designer (text) | Jonathan Lewarne  
 Typeset by | Jonathan Lewarne  
 Typeface(s) | Gill Sans, ITC Baskerville & Champion  
 Origination, Repro | n/a  
 Print process | Insides: Digital Print Cover: Silkscreen  
 Printer | Esprit Imaging  
 Bound, finished by | Jonathan Lewarne  
 Text paper | 130 gsm Imagine, 135 gsm Colorplan  
 Paper supplier | Robert Horne Group & GF Smith  
 Jacket, cover designer | Jonathan Lewarne  
 Jacket, cover printer | Jonathan Lewarne



## SHORTLISTED

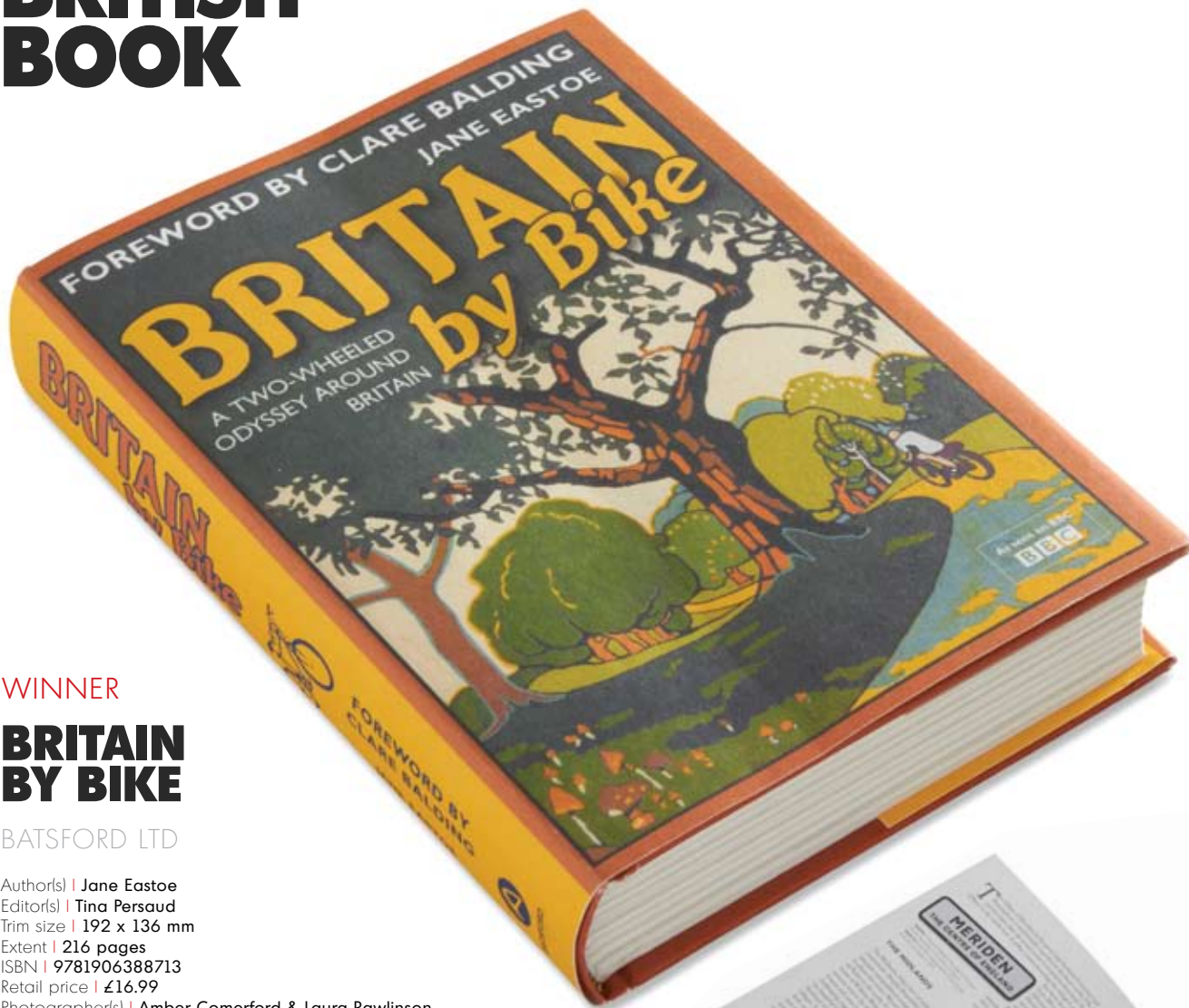
**THE REVOLUTION WILL BE TELEvised**

GED PALMER

Author(s) | Ged Palmer  
 Editor(s) | Ged Palmer  
 Trim size | 200 x 208 mm  
 Extent | 64 pages  
 ISBN | n/a  
 Retail price | n/a  
 Photographer(s) | n/a  
 Illustrator(s) | Ged Palmer  
 Designer (text) | Ged Palmer  
 Typeset by | Ged Palmer  
 Typeface(s) | Akidenz Grotesk, Frutiger, American Typewriter, Cooper Black, Din, Gotham & Franklin Gothic  
 Origination, Repro | n/a  
 Print process | Digital Print and Screenprint  
 Printer | Esprit Imaging  
 Bound, finished by | Bristol Bound  
 Text paper | 100 gsm Off White Sugar paper  
 Paper supplier | GF Smith  
 Jacket, cover designer | Ged Palmer  
 Jacket, cover printer | Ged Palmer



# BEST BRITISH BOOK



WINNER

## BRITAIN BY BIKE

BATSFORD LTD

Author(s) | Jane Eastoe  
Editor(s) | Tina Persaud  
Trim size | 192 x 136 mm  
Extent | 216 pages  
ISBN | 9781906388713  
Retail price | £16.99

Photographer(s) | Amber Comerford & Laura Rawlinson  
Illustrator(s) | Martin Brown Design & Barking Dog Art  
Designer (text) | Gemma Wilson  
Typeset by | Mark Holt  
Typeface(s) | ACaslon, Gill Sans, Rosewood Fill  
& B Bauer Bodoni  
Origination, Repro | In-house  
Print process | Sheet-fed Offset Litho  
Printer | Butler Tanner & Dennis Ltd  
Bound, finished by | Butler Tanner & Dennis Ltd  
Text paper | 150 gsm Munken Cream Woodfree  
Paper supplier | Precision Publishing Papers  
Jacket, cover designer | Gemma Wilson  
Jacket, cover printer | Butler Tanner & Dennis Ltd  
Production Controller/Manager | Laura Brodie



### JUDGES' COMMENT:

On a subject that could very easily produce a dry book, the publisher has produced a fantastic little gem that would grab the attention of even a non cyclist. Nostalgic in feel yet thoroughly modern and useable, printed on quality paper it is a great little package!



## SHORTLISTED

# TWIGGY: A LIFE IN PHOTOGRAPHS

NATIONAL PORTRAIT GALLERY

Author(s) | Twiggy with contributions  
by Terence Pepper, Robin Muir  
& Melvin Sokolsky  
Editor(s) | Celia Joicey,  
Christopher Tinker & Tamsin Perrett  
Trim size | 270 x 216 mm  
Extent | 160 pages  
ISBN | 9781855144149  
Retail price | £20.00  
Photographer(s) | Various  
Illustrator(s) | n/a  
Designer (text) | Mike Dempsey, Studio Dempsey  
Typeset by | Mike Dempsey, Studio Dempsey  
Typeface(s) | Bodoni, Schnellfetter & Akzidenz-Grotesk  
Origination, Repr | St Ives Westerham Press Ltd  
Print process | Litho 4 Colour  
Printer | St Ives Westerham Press Ltd  
Bound, finished by | St Ives Westerham Press Ltd  
Text paper | 170 gsm Hello Matt FSC  
Paper supplier | n/a  
Jacket, cover designer | Mike Dempsey, Studio Dempsey  
Jacket, cover printer | St Ives Westerham Press Ltd  
Production Controller/Manager | Ruth Müller-Wirth



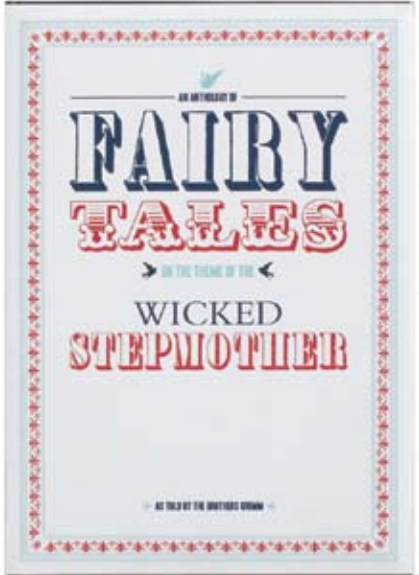
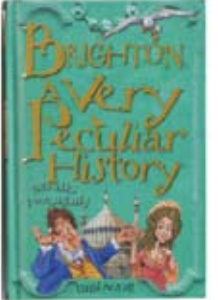
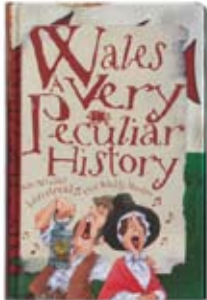
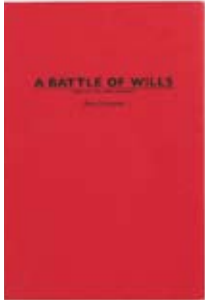
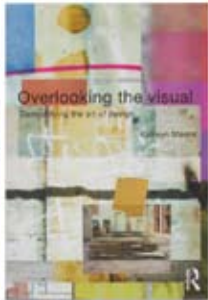
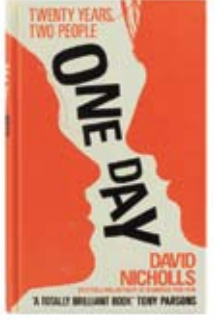
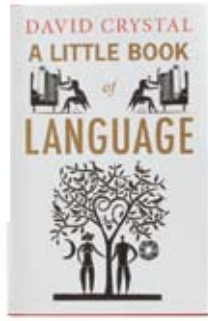
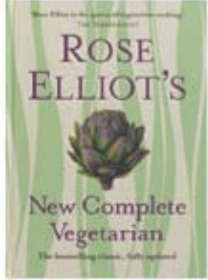
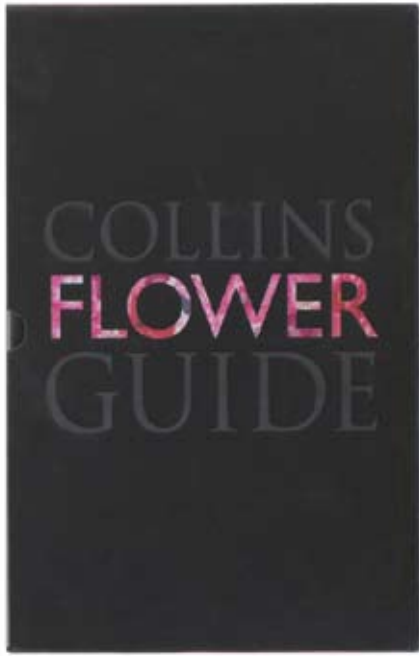
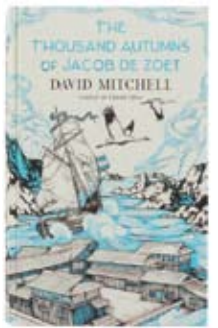
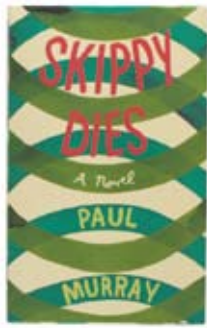
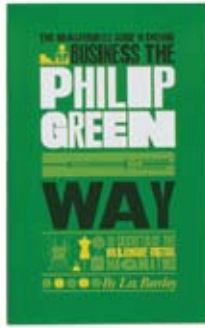
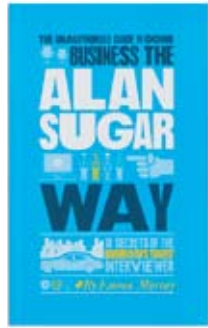
## SHORTLISTED

# BRIDGET RILEY: COMPLETE PRINTS 1962-2010

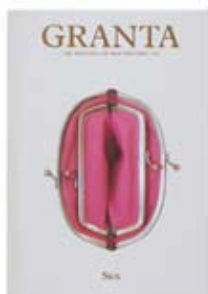
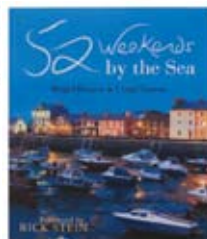
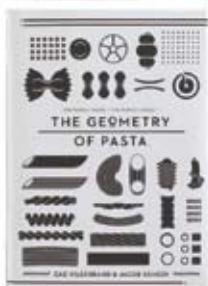
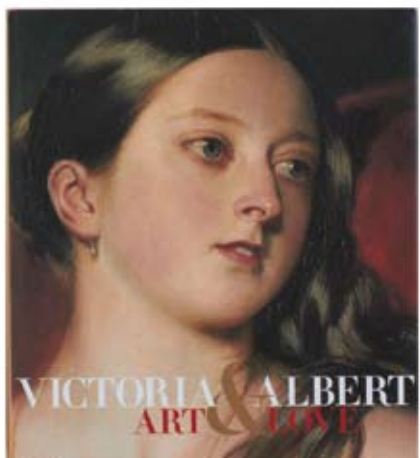
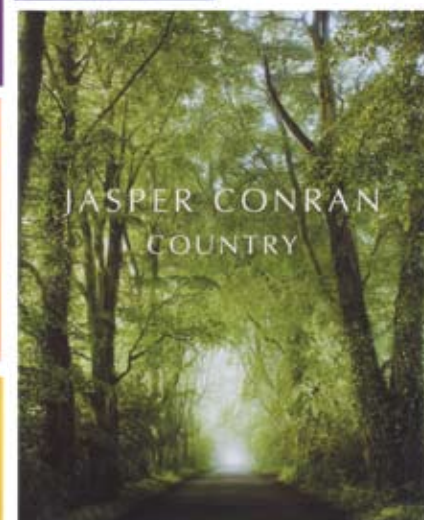
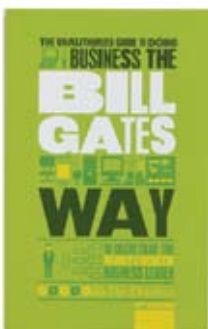
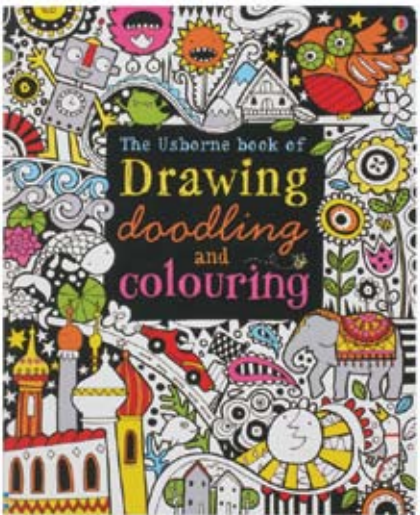
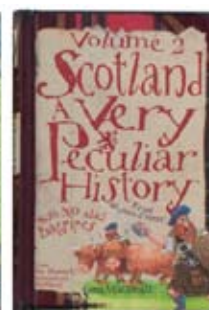
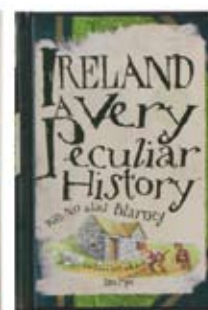
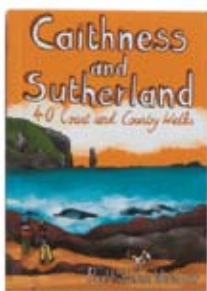
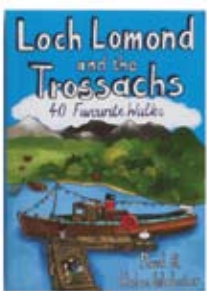
RIDINGHOUSE

Author(s) | Lynn MacRitchie & Craig Hartley  
Editor(s) | Karsten Schubert & Doro Globus  
Trim size | 230 x 200 mm  
Extent | 184 pages  
ISBN | 9781905464289  
Retail price | £20.00  
Photographer(s) | Prudence Cuming Associates  
Illustrator(s) | Bridget Riley  
Designer (text) | Original designer: Richard Hollis  
Revised design and cover: Marit Münzberg  
Typeset by | Marit Münzberg  
Typeface(s) | Akzidenz Grotesk Old Face & The Sans  
Origination, Repr | Hurtwood Press  
Print process | Offset Litho  
Printer | Granite Colour  
Bound, finished by | Granite Colour  
Text paper | Satimat  
Paper supplier | James Macnaughton  
Jacket, cover designer | Marit Münzberg  
Jacket, cover printer | Granite Colour  
Production Controller/Manager | Hurtwood Press









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