

N

E

W

SHARE

ABOUT THE BOOK

SHARE contains 50 works of original art, each in a two-page format; it is a carefully-selected blend of pictures and illustrations by different artists from all around the world. Each featured artist presents a single piece of work along with a short description. SHARE is a book that includes a notion of participation and involvement of both artists and readers.

The size of the book is optimised for its intended purpose; every page is perforated so readers can use them as individual works of art. Tear out your favourite images and you will have beautiful pictures to hang on the wall.



BOOK FACTS

Author Name:
Collaborative work

Book title:
SHARE

Subtitle:
A book you will like so much you will want to get rid of it.

Publisher:
The New Heroes & Pioneers

Publication Date:
November 10th, 2014

Recommended Retail Price:
Sek 500
Dkk 408
Eur 55
Usd 70
Gbp 43

ISBN:
978-91-981413-9-9

Page Count:
108

Book Size:
W308xH400

Book Weight:
1833g

Paper:
170 grams, perforations

Format:
Hardcover

Content:
Color Inserts /
Pictures With Text

Language:
English

01/02

NEW HEROES AND PIONEERS

contact: editor@newheroesandpioneers.com

KEY SELLING POINTS

P

The focus is on giving an opportunity to unknown or unpublished artists in a book which is designed to be shared. Each page is perforated so it can be transformed from a book of pictures you flick through, to a book of pictures you can frame.

01 The content reflects diverse and contemporary artwork and the excellence of unknown or previously unpublished artists.

02 Artists made a personal decision as to which images to submit, giving them artistic freedom as to how they wanted to be represented and what they want to be shared.

03 An original way to experience and share culture and art within and beyond the borders of publishing.

04 A chance to transform a page into a poster; from pages you flick through to pictures you can frame.

05 Each photographer/illustrator presents a unique image, which gives the series a great variation that can attract more readers and make it more marketable.

06 To that extend, each featured work has a specific mood; the reader might feel evoked, provoked amused or inspired.

07 The 50 perforated pages can be distributed in all sorts of ways. We will leave it to the book owner to decide on how best to share it.

08 An innovative way of publishing, in terms of format; the perforated pages allow for images to be shared, but it is also a beautiful presentation of art which can be carried around and shown.

09 A mobile gallery with good intentions! Apart from having an opportunity to decorate a home or office with art and/or giving a unique and fresh piece of art to someone else, the investment in the book will give the purchaser a feel-good factor as profits are donated to a good cause.

R

Learn more about SHARE on www.sharethebook2014.com or use #sharethebook2014



WHO ARE THE ARTISTS

Mila Ritz, Eiko Ojala, Erik Svetoft, Darran Rees, Stefan Bleihauer, Isabel Chiara, Shakoor Bukhuth, Sammy Slabbinck, Anastasia Ego-nyan, Ilse Moore, Alaya Vindelman, Rodolfo Reyes, Marcus Reed, Amanda Chanfreau, Kamil Smala, Joakim Hansen, Sara-Vide Ericson, Zeren Badar, Kylli Sparre, Dave Quiggle, Kinga Britschgi, Dudi Ben Simon, Tereza Vlckova, Sami Lill, Misha Vyrtev, Conrad Roset, Stanislav Markov, Piotr Zbierski, Andreas Poupoutsis, Benjamin Bergh, Rupert Vandervell, Sebastian Magnani, Jason Tannen, Lorenzo Tugnoli, Andreas Waldschuetz, Jakob Wagner, Hans Findling, Lena Evertsson, Dimitar Lazarov, Alexey Zakharov, Akos Major, Maria Svarbova, Can Dagarslani, Duy Anh Nhan Duc, Marta Bevacqua, Heiko Waechter, Florian Mueller, Flora Borsi, Laure Fauvel, Miss Led

02/02

NEW HEROES AND PIONEERS

contact: editor@newheroesandpioneers.com