



Press Release – New Heroes & Pioneers
Subject – SHARE Scandinavia book launch
June 16, 2016

Sharing in the true sense – New Heroes & Pioneers is to release the second of their SHARE series. SHARE Scandinavia has arrived with art to admire, acquire and give away.

SHARE has returned - and its task remains firmly on point. But this time, we are sharing the best, artistic perspectives of Scandinavia. This new collection contains 50 pages of untapped and lesser-known artists' work, each offering an interesting taste of Nordic art.

SHARE Scandinavia draws together an eclectic mix of work to demonstrate the breadth of Scandinavian artistry, landscape, design and culture. The joy in this book is not only its instant coffee-table appeal, but also its tactile and tangible nature. SHARE Scandinavia offers the observer a unique opportunity to delve into a plethora of images that reflect various aspects of Scandinavian life. But most importantly, all the pages retain their necessary perforated edge.

Therefore, each individual piece can be teased out and torn from the book, admired and adorned on your own wall, or perhaps better still, shared with someone else.

SHARE Scandinavia is a collaboration between Swedish publishing house, New Heroes & Pioneers and co-editors JUNIQE, an online marketplace for art and design pieces. JUNIQE, the self-proclaimed 'antidote to bare walls', formed the perfect partnership to co-edit this project as they wholly share the vision and aspirations for this collection.

The predominant focus of the book is of course to admire the artwork, but to also make art present in a person's everyday life. Collating a book of this sort means that owning art becomes an accessible reality for everyone.

The process to collate this inspiring artwork was no mean feat. Over 350 artists from around the globe have been whittled down to curate a cohesive and crafted collection to represent a Nordic way of life via art. This book includes awe-inspiring landscapes to images of minimalist furniture design, delicate illustrations to striking photography of all things Scandi.

SHARE aims to unearth the artists that are doing something a little different. We wanted to move away from generic Nordic imagery, whilst maintaining that very definite Scandinavian aesthetic. This platform offered the artists, such as Tekla Evelina Severin, Isabella Ståhl and Chiara Zonca (to name but a few) an opportunity to do just that. This allows in insight into their fascinating stories and backgrounds – a factor that ultimately contributes to the viewer's connection with the art in their hands.

Beautiful, compelling, and absolutely sharable, the art in SHARE Scandinavia is a pleasure to behold. Why not experience an alternative and unknown collection of artwork that may just inspire you to visit and admire Scandinavia for yourself.

#sharescandinavia #sharethebook2016

BOOK INFORMATION

Release date: 7 July 2016

Recommended retail price: 65€/600sek

Details: 400mm*308mm, hardback, 108 pages

Website: www.sharescandinavia.com



PRESS CONTACTS

Matt Porter
Public Relations Manager
New Heroes & Pioneers
Tel: +447595049829
matt@newheroesandpioneers.com

Press information (image bank, logos ...) can be found at
<http://thenewheroesandpioneers.com/share-scandinavia-press-info/>

ABOUT THE PUBLISHER

In early 2013, the New Heroes & Pioneers publishing house – based in Malmö, Sweden – was little more than the kernel of an idea in our minds. Our plan was to develop and publish a range of coffee table books containing a smart, interesting and eclectic mixture of art, culture and fashion.

What made this concept unique was that we were, right from the beginning, dedicated to being a vehicle for discovering and promoting new and unknown artists whose singular styles and perspectives make them stand out. The concepts of ‘making human connections’ and ‘giving back’ were woven into the fabric of the corporate culture and have become a clear and conscious part of every project since the company’s inception.

Three years later, the NH&P titles can be found across four continents and the publishing house remains on a persistent trajectory in exploring and publishing extraordinary culture. This includes content from our series: the ‘Travel Photography Collection’, the ‘Subculture Collection’ and the ever-popular ‘Second Chance Collection’.

2016 is exciting for NH&P. We are now playing with the “big players” and excitedly preparing to attend the Scandinavian Book Fair in Göteborg. One of the largest and most attended book fairs in the world, here we will be launching two projects with key partners in Germany and the UK.

ABOUT THE CO-EDITOR

JUNIQUE is the Berlin based online destination for eclectic, affordable wall art, fashion and accessories. Founded in January 2014 by Lea Lange, Sebastian Hasebrink and Marc Pohl, the online store has experienced rapid growth since first going live. Today, the team consists of over 60 art obsessed and creative eCommerce professionals. Through 7 localised domains JUNIQUE delivers art and lifestyle products to 13 different countries across Europe, and is working on expanding to many more.

JUNIQUE has made it its prerogative to make exciting and affordable art available to everyone with the vision Art. Everywhere. Every week, a handpicked selection of emerging artists from around the world is invited to sell their work in the online store. The community of over 600 artists and includes names such as Ruben Ireland, Ale Giorigini and Leigh Viner.

By telling the artists’ stories and curating collections on a regular basis, JUNIQUE empowers its customers to add art to their lives and inspires them to express their individuality. In addition to premium posters, framed prints and canvas prints, the designs are also available on apparel such as swimwear and t-shirts, home accessories such as cushion covers and shower curtains, as well as tech cases and stationery.