

# N E W

# SHARE

# the SCANDINAVIA Edition

## ABOUT THE BOOK

SHARE SCANDINAVIA contains 50 Scandinavian inspired artworks carefully selected amongst the best up-and-coming first time published artists. Following the success of SHARE Vol. 1, this second installment combines the winning concept of high quality prints on perforated pages with the in-demand Scandinavian aesthetic.

R O Each featured artist presents a single piece of work along with companion text in a two page format. The grand size of the book is optimized for its intended purpose: every page's perforation encourages readers to pull them as individual works of art. Tear out your favorite images and you will have beautiful pictures to hang on your wall, and in faith with the book's namesake, share them with someone who would love also them. Because there exists not a day that would not be improved with the comfort of good art.



## BOOK FACTS

**Author Name:**  
Collaborative work

**Book title:**  
SHARE SCANDINAVIA

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

**Publisher:**  
The New Heroes & Pioneers

**Publication Date:**  
Spring/Summer 2016

**Recommended Retail Price:**  
Sek 600  
Dkk 500  
Eur 65  
Usd 75  
Gbp 52

**ISBN:**  
978-91-87815-92-8

**Page Count:**  
108

**Book Size:**  
W308xH400

**Book Weight:**  
1833g

**Paper:**  
170 grams, perforations

**Format:**  
Hardcover

**Content:**  
Color Inserts /  
Pictures With Text

**Language:**  
English

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THE NEW HEROES AND PIONEERS

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## KEY SELLING POINTS

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The focus is on giving an opportunity to unknown or unpublished artists in a book which is designed to be shared.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** A chance to offer an elegant, modern volume which transforms the pages into high quality art prints ready for hanging.

**02** The contents reflect the diverse and contemporary artwork from first time published artists whose future careers potentially prove to make the volume an excellent investment.

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**03** This is the follow up to the successful original, making it part of a growing and collectable set.

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

**05** Each photographer / illustrator presents a unique view of Scandinavia and the Nordic countries. offering great variation, making it appealing to the widest market possible for art lovers.

**06** The book makes for the perfect gift: artistic, thoughtful and of premium quality.

**07** An innovative way of publishing; the perforated pages allow for the images to be shared, but it is also a beautiful presentation of art which can be carried around

**08** From Ingmar Bergman to IKEA; Scandinavian culture, design and art has fascinated the world for decades, with its placid landscapes and liberal views. Scandinavian lifestyle is more in demand now than it has ever been.

**09** A mobile gallery with good intentions! The book will give the purchaser a feel-good factor as profits are donated to a good cause.

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**10** It's a talking piece: remarkable in concept, presentation, originality and made with taste in the same Scandinavian design with which it celebrates!

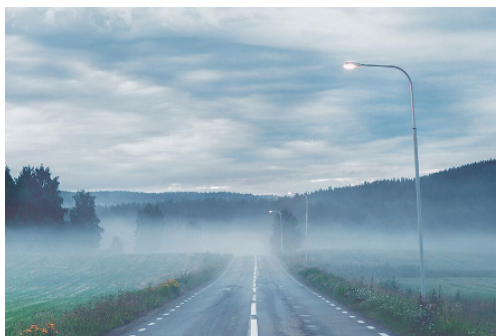
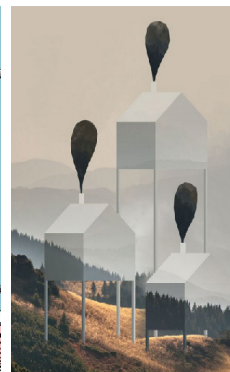
**11** It offers in a single volume 50 unique gifts for sharing

Learn more on [www.sharescandinavia.com](http://www.sharescandinavia.com)  
Use #sharethebook2016

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## WHO ARE THE ARTISTS

As the editorial work is in progress, we are currently opening the application process to artists from all over Scandinavia that would wish to participate and submit their work. We are also contacting some artists that we would like to have in the book.

So far, we are proud to have secured the participation of the following artists:

Björg-Elise Tuppen, Frida Edlund, Isabella Ståhl, Jerome Icardo, Katrin Braga, Lars Aurtande, Lukas Renlund, Maria Pohl, Mark Airs, Nina Lindgren, Sandra Blikås, Sebastian Dahl, Siri Kristiansson, Swen Sweson, Tekla Severin and Toril Baekmark