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# SATURDAY'S KIDS

## ABOUT THE BOOK

Saturday's Kids is a visual history book tracking and defining UK subcultures rendered by and according to, minimalist illustrator Marcus Reed. It offers a roadmap through the UK's subcultures from the early eighties through the turn of the century to today. Taking off with the Modernists born in the fifties we touch back down to present day with contemporary hipster culture, (as well as offering a hint as to what's next).

And just who are Saturday's Kids? They are the ones whose passion, curiosity and deviance were responsible for creating the gear shifts in subcultures' evolution and living the ethos behind it. And they lived for Saturday. That day of primal liberty whose guaranteed arrival would help them get through the plodding routine. And when it arrived they did it the honour by getting royally dressed up, smashed, laid, unhinged and set free before the bars of Monday came clamouring down.



## BOOK FACTS

**Author Name:**  
Marcus Reed

**Book title:**  
SATURDAY KID'S

**Subtitle:**  
10 years of subculture influences  
by illustrator Marcus Reed

**Publisher:**  
New Heroes & Pioneers

**Publication Date:**  
September 1st, 2016

**Recommended Retail Price:**  
Sek 355  
Dkk 285  
Eur 40  
Usd 45  
Gbp 30

**ISBN:**  
1978-91-87815-93-5

**Page Count:**  
208 + 4

**Book Size:**  
W240xH308

**Book Weight:**  
1800 g

**Paper:**  
130g Scandia 2000 White  
Cover: 300g Scandia 2000 White

**Format:**  
Hardcover  
Perfect bound, cut to size

**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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A Longtime London based artist, Marcus has won numerous awards for his commissioned and non-commissioned works, including the Hiii Brand International Illustration Awards (2014) and AOI Awards Shortlist. He has exhibited worldwide including Somerset House, La Gaité Lyrique, Old Truman Brewery and Stratford Fringe Festival. Having worked for powerhouse creative agencies Saatchi & Saatchi and Ogilvy before going independent, his list of international clients is as long as it is varied.



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**01** The first and only of book by illustrator Marcus Reed

**02** The only book of its kind depicting UK subcultures over the past 65 years in an illustrated minimalist format

**03** Equal parts art and historical culture reference book

**04** An enjoyable and easy to absorb edition that explains subcultures and why they evolve from one to the next (offering insight on how to improve your own trend forecasting abilities along the way!)

**05** A single volume that brings together the fashion, music, and ethos behind the top ten subcultures that have helped shaped fashion and culture globally in the UK

**06** A cool and beautiful book about identity and belonging over the ages

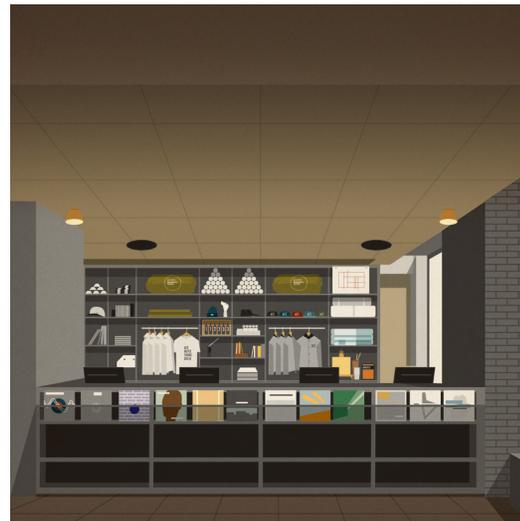
**07** Get an unobstructed view at each subculture's fashion architecture from the artist's signature minimalist style that reveals the essence of each subculture

**08** Get a high quality art book printed with luxury materials sold for a fair price that even artists, students and designers can afford

**09** A book that comes with a broad and very defined audience- lovers of minimalist art, design, illustration and fashion. Students and professionals in arts and cultures

**10** The artist shares his stories for each section that compliments the illustrations

**11** The book that makes a perfect gift for men with an opinion on music, fashion and good design



## ABOUT MARCUS REED

Getting turned on to the arts and pop culture from an impressionable young age will have consequences. For Marcus Reed, it instilled in him the drive to design a visual approach all his own and today he is sought after for his own brand of retro contemporary illustration. With a particular eye for rendering pop culture's best, his digital mixed media approach amplifies his subject's personality to perfection, layering only the barest of essential 2 and 3D elements using line, shape and color.

Learn more about Saturday's Kids on [www.saturdayskidsbook.com](http://www.saturdayskidsbook.com)

or use #saturdayskids and #saturdayskidsbook on Instagram

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