



Press Release – Saturday's Kids
Subject – Saturday's Kids launch and publication
September 2016

Illustrated, imagined and realised – Marcus Reed brings to life a compilation of the most interesting UK subcultures. Saturday's Kids showcases seven decades of style, passion and the evolution of subcultures across Britain, accompanied with the most captivating illustrations.

Saturday's Kids examines the evolution of subculture style in the UK. Minimalist illustrator Marcus Reed collates the most prominent of these subcultures and through eye-catching images and personal experience takes the reader through a visual history of style, culture and social history underpinning key trends across the past few decades.

Reed, in his exploration of the 'alternative sets', looks at those responsible for creating and engineering shifts in subculture in the UK. 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).

We are all familiar with the sense of freedom the weekend offers. It allows a space for the individual to express themselves without the constraints of their working week. Saturday's Kids assimilates fashion, music, contextual political movements and societal influences, through the eyes of Reed, to understand the underpinnings of subculture.

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 laboured Monday to Friday 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.

Drawing upon Reed's own first hand account of the UK's subcultures, Saturday's Kids is in equal measures a book for historical, cultural reference but also a striking art book in its own right. The accessible discourse and unobstructed view of subculture through evocative imagery allows the reader to approach this topic with fun with Reed's own sense of style and viewpoint expressed passionately throughout the book.

Reed (a self-confessed 'Saturday Kid') looks at the top ten subcultures that have helped to shape the aestheticism of UK culture not only nationally, but also on a global scale. The illustrative design is seminal to this book and highlights the incredible talent of the author and artist. This brand of retro-contemporary illustration is what drives the obvious and alluring visual approach to the subject of Saturday's Kids.

So delve into the stylish world of British subcultures, past and present and who knows...even the future.

A London based artist, Marcus Reed 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 at venues 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.

#saturdayskids #saturdayskidsbook



BOOK INFORMATION

Release date: September 2016

Recommended retail price: 40€/355sek/£30/\$40

Details: 308mmx240mm, 208+4 pages

Website: www.saturdayskidsbook.com

Press page: www.thenewheroesandpioneers.com/saturdays-kids-press-info/

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Press information (image bank, logos ...) can be found at:

<http://thenewheroesandpioneers.com/press-area/>

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.