



Press Release – New Heroes & Pioneers

Subject – **Feelings of Imperfection** is a lifestyle book exploring the importance of lost places, buildings and spaces where nostalgic feelings and memories conjure evocative imagery and reflections of those places.

Places are filled with memories and feelings. **Feelings of imperfection** highlights the ability to capture nuanced feelings through picture stories. Because it is a lifestyle book, it demonstrates that one has the power to create memories and feelings through ambiance and atmosphere. It portrays humans in their environment, and the play between the two offering a sense of intimacy – the fourth wall coming down and inviting the reader in. It also shows off the counterpoint melody created with youthful naïve creatures in old experienced environments, houses and buildings.

The book challenges the concept of melancholia and ‘sadness’ in our living lives and how this can truly capture our emotions towards certain scenes, periods of time and how we approach our lives from our past experiences. The timeless quality to the content evokes that the ‘now’ shouldn’t be contained to a specified a single moment, but rather the power of memories to have an effect on our lives.

Feelings of Imperfection is the first book from Anna Bjorkman and Anna Malmberg. Bjorkman, an interior designer and stylist, has a vast portfolio of work and captures an essence of living that is rather special. Taking influences from travels, her childhood and the calm of living her designs and interiors are places of pure tranquillity.

It was only natural that Bjorkman and Malmberg would partner up for this project. Malmberg photography holds a mysterious quality and loneliness that harks to a reflective and nostalgic method she applies when capturing her shots.

Malmberg’s style articulates the themes of the book and emphasises the narrative and scenes curated by Bjorkman. The book allows the reader to explore those lost places and their own memories with the content provoking the importance of those settings we hold close to our heart.

At the heart of the book is a contemplative and lyrical set of prose that mirrors the emotive quality of the images. Here, Anna Bjorkman has taken wording that harks back to a period of time that subsequently translates to her style and situ today.

New Heroes and Pioneers are excited to be publishing this book that is centred on a very distinct and enigmatic way of life. Not only does this book celebrate many of the things we love about design and the way we express our passions, but it also has been great to work on a project with such enthusiastic and passionate people such as Bjorkman and Malmberg.

We can’t wait for **Feelings of Imperfection** to be launched and we want you to be able to embrace the stunning photography, lyrical narrative that will conjure your own feelings of a lost place.



Key information:

Publication Date: April 2017 // Recommended Retail Price: GBP 37 // ISBN: 9789187815058
// Page Count: 136 // Book Size: W210xH300 // Format: Hardcover, Perfect bound, cut to size // Language: English

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

<http://thenewheroesandpioneers.com/feelings-imperfection-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’.