



**Press Release – New Heroes & Pioneers
SHARE – Case Studies by Frama | Vol. 01 book launch
MAY 2018**

New Heroes & Pioneers has collaborated with renowned Danish design studio, Frama to create a new version of one of our favourite book projects, SHARE.

SHARE - Case Studies by Frama | Vol. 01 contains 50 pieces of artwork that explores design from the Frama Studio. Each page presents some of the Frama's finest projects and work through a series of detailed photographs.

SHARE's task remains firmly on point. This edition of the book includes designs from across the Frama spheres, demonstrating the key concepts and design pieces found within the Frama spaces. This includes the St. Pauls Apotek in Copenhagen, the studio space in Stockholm and Oslo and also the Frama Studio Apartment in Copenhagen and Oslo.

As ever, SHARE remains true to the book's namesake, with every printed page perforated with the intention to be shared on your own walls or with someone else. This visual and tactile collection of prints highlights the straightforward design and creative fields established and curated from the Frama Studio.

SHARE - Case Studies by Frama | Vol. 01 draws together a curated portfolio of images to demonstrate the acutely individual style of Frama and their ability to create a certain mood and atmosphere in different spaces.

Within the different collections of: Permanent, Studio, St. Pauls and Frama Studio operates in various creative fields and directions from Furniture, Lighting, Apothecary, Books, Apparel and Kitchens. They have a common focus on natural materials, simple geometry and a general appreciation of permanency. The pieces within the collections signal a return to basics, where the design appearance aims to be honest and simplified. Working within the area of design archetypes, Frama represents a graphical and straight forward aesthetic approach to design

The joy in this book is not only its instant coffee-table appeal, but also its tactile and tangible nature. SHARE offers the observer a unique opportunity to delve into a plethora of images that reflect various aspects of Frama design. And 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.

The predominant focus of SHARE 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.

SHARE is an exciting book concept and we like that we are producing something a little different. We wanted to move away from generic ideals of artwork, whilst maintaining that very definite appreciation for photography and design. This platform offered Frama an opportunity to collate their work and present it in a new format. This allows in insight into their fascinating design studio information about how they created some of their favourite pieces and spaces.

#framacasestudies #shareframa



BOOK INFORMATION

Release date: June 2018

Recommended retail price: 65€/600sek/60GBP

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

Website: vol1.shareframa.com

PRESS CONTACTS

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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.

Over 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.