**Press Release – The Weekender - PORTLAND**

**By Toby Mitchell**

**July 2018**

A weekend venture, in this age of travel, can be one of our greatest commodities. To explore and experience new cities and landscapes of this world is becoming all the more possible - particularly as we learn how to make the most of our precious (but limited) time at the weekend.

Photographer Toby Mitchell, through a series carefully curated images, will take the reader on a visual weekend journey of Portland, USA. This is the second in Toby's travel series where he will explore fascinating cities from around the globe. We are excited with the release of ‘The Weekender – PORTLAND’.

This volume explores one of Oregon’s best cities, Portland. A town nestled in big landscapes, full of wonderful cafes and eating spots with a host of sights to visit. From the hidden streets, to the best spots for coffee in town, the book will demonstrate the spirit of the city through Toby’s enigmatic photography. Dive into this volume of ‘The Weekender’ to get a sense of that true Pacific Northwest feel. The city vibes, the warm colours and charm of American towns that are just that bit different from the rest of the world.

Toby Mitchell, the man behind this project, is a freelance photographer based in the UK. His stylistic portfolio of work blends natural colours and uncluttered compositions to define his photography around lifestyle and travel, cityscapes and landscapes through to still life and strong editorial work.

Toby, through a carefully curated series of images, will take the reader on a visual weekend journey. The concept of this photobook series is to create a context and a shape to a visitor’s trip to some of the cool and fascinating cities across the globe. All the while ensuring that the photography is evoking a mood and feeling which does not have to be explicitly dictated but captured in striking imagery.

Whilst the flow of the book will incorporate the Friday to Sunday trajectory, the mixture of content will mean that a reader is both influenced by Toby’s imagery of the city without explicitly having to follow a specific route but allow them to adventure at will. As the series develops, more towns and cities will be explored with more from Europe on its way, always highlighting some of the best spots across the globe, whilst maintaining that clarity and earthy quality to Toby’s photography.

Previously, Toby’s has worked on editorials for Cereal Magazine, Monocle and Drift Magazine as well as extensive work for small businesses across the UK and abroad.

Striking imagery and astute suggestions make this series not only a go to for any discerning traveller and photographer, but also for those that are a fan of awesome, clean photography.

Look out for where Toby will take us next…

**BOOK INFORMATION**

Release date: July 2018

ISBN: 9789-187-81-5348

Recommended retail price: 18€/180sek/£16/$20

Details: 170mmx230mm, 116+4 pages

Website: Portland.collectiveshorts.com

Press page:  [http://thenewheroesandpioneers.com/**weekender\_press\_portland**/](http://thenewheroesandpioneers.com/weekender_press_portland/)

**PRESS CONTACTS**

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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.