



**Press Release – The Weekender –
Copenhagen | Malmö | Öresund Bundle
By Toby Mitchell
September 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.

Through a carefully curated series of images, 'The Weekender' takes 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 fascinating cities across the globe. All the while, ensuring that the photography is evoking a feeling which does not have to be explicitly dictated but captured in striking imagery.

Following the success of this Collective Shorts series to date, the next books in 'The Weekender' series include Copenhagen and Malmö. Here, we see these books discover what these two cities have to offer, famously connected across the sea by the Öresund bridge. NHP are thrilled to offer further titles for our international readership and love that we can share some more of our favourite cities in these photography books.

Copenhagen, famous for its colourful houses, historic streets and culinary treasures is the perfect destination for the city explorer. Walkable, bike-able and full of culture, the Danish city is a great place to visit, whether you want an exciting, action packed stay or a cosy, hygge filled trip where you can relax and embrace that slower way of life. This volume sees us visit the culinary establishments such as Bæst, design houses Frama and Hay and the natural delights of Copenhagen's parks, including the awesome architecture found at the aquarium and Kastrup Sea Bath.

Malmö, the next destination to be included in the series, is a relatively undiscovered gem in the Scandinavian Peninsula. A short train ride from Copenhagen, Sweden's third largest city is full of wonderful museums, delicious eating spots and imposing architecture. Discover Malmö Live, a artistic and cultural hub in the city, the delicious baked goods from Söderberg & Sara and stores such as Grandpa and also the lovely MJ Hotel.

Copenhagen and Malmö are so well connected, that a weekender might take advantage of this and explore the two cities in conjunction. With this, the two volumes will be available in a special 'Öresund bundle', the perfect companion to your trip, coffee table book or a gift to celebrate the beautiful cities.

From the hidden streets and the wonderful restaurants to the top spots for coffee or the main attractions in town, these books will showcase the spirit of the cities through Toby Mitchell's enigmatic photography. Dive into these volumes of 'The Weekender' to get a sense of that true Nordic feel. The bustling city vibes, the rich colours and Scandinavian charm.

new Heroes & Pioneers®

Whilst the flow of the book will incorporate the long weekend trajectory, the mixture of content will mean that a reader is both influenced by the 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.

Having already taken readers to Bath and Portland, we are excited to show our neighbouring city and NHP home of Copenhagen and Malmö. Watch this space for more The Weekender city guides - with London and Stockholm on the near horizon.

BOOKS INFORMATION

THE WEEKENDER COPENHAGEN

(<http://copenhagen.collectiveshorts.com>)

ISBN 978-91-87815-43-0

170mm*230mm, hardcover

128 pages

20€/200sek/18£

THE WEEKENDER MALMÖ

(<http://malmö.collectiveshorts.com>)

ISBN 978-91-87815-43-0

170mm*230mm, hardcover

112 pages

18€/180sek/16£

THE WEEKENDER ÖRESUND (MALMÖ + COPENHAGEN)

(<http://oresund.collectiveshorts.com>)

ISBN 978-91-87815-51-5

2 books X 170mm*230mm, hardcover each

112 pages + 128 pages

34€/340sek/30£

Press page: http://thenewheroesandpioneers.com/weekender_press-oresund/

PRESS CONTACTS

Matt Porter

Public Relations Manager

New Heroes & Pioneers

Tel: +447595049829

matt@newheroesandpioneers.com

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

newHeroes & Pioneers®.

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.