

07 January 2017

Press Release – New Heroes & Pioneers

Subject – Font and flavour, Scandinavian moments with Nordic Bakery

January 2017



Dates and Spice Essentials in the Nordic Baker's pantry



We are a publisher of new heroes and pioneers... (Small text block on the right side of the image)

THE NEW HEROES AND PIONEERS

PRESS RELEASE - BOOK RELEASE FONT AND FLAVOUR

New Heroes and Pioneers are excited to announce to the upcoming release of **Font and flavour**, a design and lifestyle book bringing together the distinguished harmony and stylish essence of London's Nordic Bakery.

Nordic Bakery is more than a café. It's a Nordic inflected lifestyle in the middle of vibrant London and the culture rich UK. It is also a window into the highly sought after and stylish Scandinavian lifestyle, taste and aesthetic.

**Font and flavour** is the Nordic Bakery's first lifestyle book and will be released on 4th May 2017. The 18 chapters will transport the readers into what makes the Nordic Bakery such a strong brand and success story; it will give a voice and profile their customers; it will tell the tale of how products are sourced and ideas conceived; it will describe the design aesthetic and so much more.

**Font and flavour** captures the quintessential elements of coffee culture, design and the way of the Norse people that is embodied in the cafés. The book celebrates this concept and aesthetic through minimalist photography, the narrative of those behind the Nordic Bakery and the profiling some of their customers.

The book allows the reader to explore the concepts behind the Nordic Bakery and how a specific culture, a preservation of Scandinavian sensibility and a distinct sense of style has amalgamated to create a space that is more than just a coffee house.

The 'face' behind the business is Miisa Mink. Through this book, Miisa wants to share her belief of the joy that comes from simple moments of calm and how the harmony of attention to detail fusing with freshly baked cakes and the smell of cinnamon buns coming from the oven can only ever be a good thing. Miisa, comes from a successful career in branding and design but is also a passionate baker. In 2008 she left the corporate life and became a partner in Nordic Bakery.

PRESS CONTACT

Matt Porter  
Public Relations Manager  
New Heroes & Pioneers  
Tel: +44 7595049829  
matt@newheroesandpioneers.



01/02

07 January 2017

**Key information:**

Publication Date:

4th May 2017

Recommended Retail

Price: GBP 37

ISBN: 9789187815843

Page Count: 162

Book Size: W210xH300

Format: Hardcover,

Perfect bound, cut to size

Language: English

Opening its doors in 2007, the Nordic Bakery provides a space of pure escapism from the hustle and bustle of London, where Nordic baking and coffee can be sampled and where quiet moments of reflection can be enjoyed. The cafés, among many things, are loved for their Nordic cinnamon buns, distinct coffee brewing and dark rye bread.

The photography in the book reflects the essence and style of minimalist Scandinavia. For **Font and flavour**, photographer Milla Koivisto has captured the best of Nordic Bakery and scenes that encapsulate the calm and the quiet of the cafés, the culture of Nordic places and the people that enjoy this way of life. Miisa is a long-time fan of Milla and the book provided a great platform for the two to collaborate. The minimalist and Scandi quality to Milla's images being the perfect for Nordic Bakery and this project.

As we are Scandinavian based, New Heroes and Pioneers are excited to be publishing this book that is centred on the Nordic way of life. Not only does this book celebrate many of the things we love about Scandinavia, but it also has been great to work on a project with such enthusiastic and passionate people at Nordic Bakery.

We are really excited for the launch of **Font and flavour** and we hope that you too can take a moment to enjoy a book filled with style and a true sense of the Nordic lifestyle.

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

<http://thenewheroesandpioneers.com/font-flavour-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'.

**PRESS CONTACT**

Matt Porter

Public Relations Manager

New Heroes & Pioneers

Tel: +44 7595049829

matt@newheroesandpioneers.

com



02/02

MATT@NEWHOESANDPIONEERS.COM

+447595049829