



Press Release – New Heroes & Pioneers

Subject – 31 days - A Veganuary Conversation

April 2017

31 days – a new and exciting book exploring and challenging the concept of social dining within the context of Veganuary. In the course of the 31 days of January 2016, 31 hosts arranged a vegan dinner in their own distinct style. See how these events came together and the surprising stories that came out of them.

Veganuary is a relatively new idea. The concept of Veganuary can be understood in the similar framework of 'Movember'. Instead, for the duration of January, people around the world take on a vegan lifestyle for the full month of January, for two weeks, a week or even just a weekend during the month.

A while back, 31 hosts across the world were invited to arrange a vegan dinner in their own way. This book showcases the 31 events that were combined with 31 photographers and 31 writers. The book discovers the recipes, stories, conversations, contexts and photos generated from this framework of social dining.

31 days provokes interesting observations around our eating habits and lifestyle and how veganism can have an impact on this - and the whole zeitgeist around our general wellbeing. This includes health, environment, ethics, business and social change. This project uses and emphasises the importance of dinner conversation as a platform to propel the dialogue around veganism.

The 'face' behind this project is Nina Børke. Nina in bringing together over 100 creatives from chefs, and amateur foodies to writers and photographers is not only bringing the reader food, but food for thought.

"I have allowed myself to subscribe to the assumption that veganism is ultimately a natural conclusion for most of us - it just takes a fair amount of days (usually a lot more than 31) to recognise our new true faces...31days can also be described as "veganism for beginners" – not at all because it covers a comprehensive introduction to veganism, rather simply because most all involved engaged with it for the first time." – Nina Børke, Werksemd

31 days, in combining the shared ethos of celebrating social dining and veganism, has seen some of the 31 events cover the most extraordinary dinner settings:

A Colombian stew was served in the middle of the snowy mountains. Whiskey fried banana gathered people on the floor in a mini NY apartment. The Food/Non-Food department of Eindhoven Design Academy set up a special kind of food kitchen. There was a bohemian Lebanese feast in Barcelona and an Italian extravaganza of no less than 31 different herbs across 9 courses for a party of 4. To be noted are also the incidents of a couple of dramas, half a thumb lost and one love found.

Through this book, Nina has partnered with fellow social dining enthusiasts, Eat in Common. Eat in Common is a movement for all of those who love food and like to meet new people.



With Eat in Common you can host an event in the comfort of your own home, or join someone else's - whether it's breakfast, brunch, lunch, dinner, picnic, potluck or dessert.

The photography in the book echoes the spirit of each of these events. For 31 days, Nina wants the audience to be fully captured by the inspiring locations and intriguing social spaces that Veganuary found itself in, the culture of veganism and the people that enjoy this way of life.

We are really excited for the launch of 31 days and we hope that you enjoy exploring the fascinating stories as a direct result of unique and delicious dinner settings.

Key information:

Publication Date: 1st April 2017 // Recommended Retail Price: GBP 40 // ISBN: 9789187815768 // Page Count: 272 // Book Size: W210xH270 // Format: cloth Hardcover, Perfect bound, cut to size // Language: English

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

<http://thenewheroesandpioneers.com/31-days-press-info/>

ABOUT WERKSEMD

Werksemd is a studio for media independent application of ideas and creative direction. By means of systematic intuition, visual discussion, intended distraction and chaotic precision, Werksemd invent, develop and renew businesses, brands, products and experiences, commissioned as well as independent work.

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.

newHeroes & Pioneers[®].

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.