



**Press Release – Currents
By IDS Vancouver
September 2018**

Pacific Northwest Design is paving a new path in the design world with a rich and varied set of designers producing outstanding pieces and trends. IDS Vancouver is the centre-point for all things design in the Pacific Northwest and we are pleased to present their first book – Currents.

Currents explores the design boom in the Pacific Northwest, the fundamental principles to this creative field and over 40 remarkable makers and designers behind this extraordinary area of design.

Set against striking photography, highlighting the best of the Pacific Northwest design, the book also navigates the landscape and settings which inspires this area of design and talks with leading designers in this industry.

IDS Vancouver launched in 2004 under the original name of Design Vancouver, as recognition to the gap in the West Coast design market, this event created a successful forum to present current, design-forward products and services to consumers and trade professionals.

Annually, the show continues to grow in size, importance, and reputation and in 2016 welcomed over 37,000+ visitors. IDS Vancouver 2017 will continue to showcase the best in international and local design, underlining the fact that Vancouver continues to be one of the strongest real estate and construction markets in North America.

Through curated photography, interviews with designers and makers, 'Currents' takes the reader on a narrative journey to those who are creating wonderful things from a beautiful and inspiring part of the world. The concept of this book, following the success of the design show to date, is to showcase the best that the PNW has to offer.

We speak with leading people in the industry, such as 'fruitsuper', 'Brent Comber', 'Molo', 'Darin Montgomery' and 'Pigeon Toe' ...and many more.

A strong connection between the material, the maker, the form, and the function has always been part of the spirit of this region and our process. With a rich history of logging, aerospace, fishing, and farming, there are ample small and large industries in the area that greatly influenced the work emanating from the region.

So to get a taste of wonderful creativity and pioneering industry and the stories behind it, take a look at 'Currents' and discover why the PNW is really a hotspot for all things design.



BOOK INFORMATION

Release date: August 2018

Recommended retail price: 35€/350sek/35GBP/65CAD/48USD

Details: 228mmx265mm, 176 pages

Website: <http://currentsbyids.com>

Press page: http://thenewheroesandpioneers.com/currents_press/

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 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.