



Press Release – Herbarium Vitae, Roses & Peonies
By Phoebe Atkey
October 12, 2019

Herbarium Vitae is a collection of colour-pencil illustrations by artist, Phoebe Atkey. This book sees Atkey produce a series of work in the style of traditional Victorian herbarium or animalium depictions, but re-imagined with a contemporary twist and presented in a modern format.

The collection takes us through a set of exquisite floral images of Roses and Peonies. Atkey's style is detailed and precise. And yet when set against a minimalist book design, this provides an alternative and fun way to showcase Atkey's fantastic artistic abilities.

In this book, alongside the whimsical and beautiful floral illustrations, Atkey also interjects the contents with fuller illustrations of the plants in situ and scenes that draw on the key theme of this book. Laden with subtle and peaceful colour tones, each image touches on the beauty of Atkey's floral subjects.

This book is part of the New Heroes & Pioneers 'Collective Shorts', a collection of affordable hard cover books from talented artists. We want to champion these artists, by making their work much more accessible to the art-book lover!

"Herbarium Vitae" is part of an exciting new book series that NHP Publishing and Phoebe Atkey are developing together - Herbarium & Animalium. Through precise illustrations, this series will encompass the world of plants, trees, and animals and will move onto minerals and other elements.

So, indulge yourself in a collection of beautiful, intricate and classic illustrations, all developed and presented in Phoebe's individual and distinctive style.

Currently living in Bournemouth, UK, Phoebe is a young, self-taught artist with a particular passion for architecture, cityscapes and natural landscapes. All of Phoebe's work is hand drawn without the use of rulers or digital software. Although the subject matter is different, Phoebe's work is inspired by her appreciation of traditional illustrators, E H Shepard, John Tenniel and Raymond Briggs. For this book she was influenced by the work of the Belgian painter and botanist, Pierre-Joseph Redouté. A large part of her architectural and city work is inspired by places she has visited. Others are a result of commissions via her Instagram page received from her many 'followers' in both the UK and overseas. Having developed her interest in flowers and plant life, Phoebe has illustrated a collection of roses and peonies for this book.

The aim of this Collective Short is to highlight some of the best work by the artist and allow the viewer to discover something and someone completely new to them. All the while, this book also maintains a wonderful quality that will be a wonderful companion to any book collection and coffee table top.



The Collective Shorts are a fun way to expand your art-book collection whilst also championing some wonderful talents from across the globe. Our previous Collective Shorts include further illustration, photography and city companions.

To find out more about this book and the series, please visit nhppublishing.com

BOOK INFORMATION

Release date: December 2019

Recommended retail price: 17€/175sek/£15/\$19.95

Details: 170mm x 230mm, 96 + 4 pages

ISBN 9789187815386

Website: <http://herbarium.collectiveshorts.com>

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

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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.

Over 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.