

NHP PUBLISHING
PRESS KIT 2021

THE NEW HEROES AND PIONEERS

PRESS KIT 2021



01/14

PRESS@NEWHEROESANDPIONEERS.COM

WHAT IS NHP PUBLISHING?

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.

Seven years later and New Heroes & Pioneers has now more than 50 title under its belt, is distributed, globally, by three world-leading distributors (Ingram in North American, MacMillan in Europe & SendPoint for Asia & The Middle East). Our vision and passion remains true, but now we are excited to work with established artists, too. These include artists such as Maria Svarbova, Justine Tajlinks, brands in the likes of Lodestars Anthology, Framma Design Studio, and companies like Zannier Hotels, Osterberg Ice Cream.

We still, and always will, love working with new and undiscovered artists and support them to publish their first book. This stays NHP Publishing’s motto and will always be central to our publishing house.





FRANCOIS LE BLEDE, HEAD PUBLISHER

Francois Le Bled is the proud founder and managing director of New Heroes and Pioneers. Francois spent 15 years climbing the traditional, corporate ladder in the field of marketing, culminating in Marketing Director roles at a number of companies. He's managed teams of editors, and defined strategies and operations in industries, as diverse as IT, building products, and publishing.

francois@newheroesandpioneers.com - +46 7014 57716

MATT PORTER, PRESS AND SOCIAL MEDIA MANAGER

Often found in a uniform of navy blue, Matt loves exploring his city (and beyond). He's our press and PR guy here at NH&P and is your first point of call for any queries press-related. He loves architecture, live music and cooking up a storm in the kitchen. Pass him a great book, a flat white and he'll be happy.

matt@newheroesandpioneers.com - +44 7595 049829



04/14

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Distribution Europe & Asia

Macmillan Distribution, Brunel Road,
Houndsmills, Basingstoke, RG21
6XS, UK

orders@macmillan.co.uk

Sales Europe

Global Book Sales,
David Wightman
david@globalbooksales.co.uk,
T 01256 302692, T 07963 210830

Sales Asia & Middle East

SendPoints IPS Co., Ltd.
Asia (except Mainland China and
Middle East):

[Hedy - sales01@sendpoints.cn](mailto:Hedy-sales01@sendpoints.cn)

Mainland China & Middle East:

Sunniesales02@sendpoints.cn

Sales & Distribution US

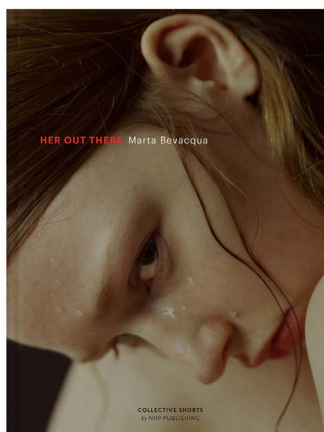
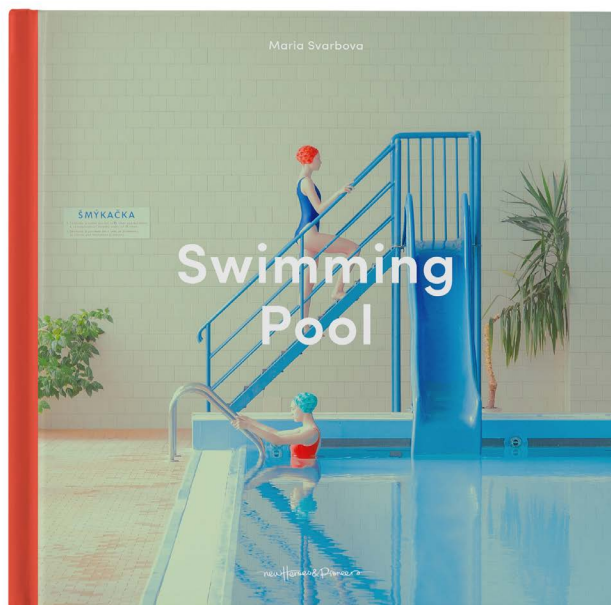
Ingram Content Group

General information

editor@newheroesandpioneers.com

Where to find our books

Our titles can be found in selected stores such as Selfridges, Waterstones, Barnes and Noble, Skandium, Alhens, AB Småland, Grandpa, Design Torget and many more.



THE WEEKENDER LONDON VOL.1

by Matt Porter

The Weekender series returns and this time we are going big and headed to London. The UK's capital is ever growing and changing and The Weekender is capturing some of those hidden spots, only an insider might know.

The book will be a mixture of iconic landmarks, interesting streets, and less wellknown places (which deserve better recognition) to showcase the enigmatic spirit of this city through a local resident, Matt Porter.



THE WEEKENDER STOCKHOLM

by Matt Porter

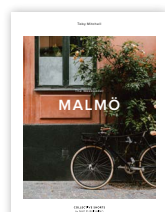
The iconic, Scandinavian city of Stockholm is where The Weekender series takes us in late Summer, 2019. Matt Porter visits the diverse and cosmopolitan capital to discover the charm of the old town, to the more modern and up and coming spots that all encapsulate that Swedish sensibility of calm and orderly sense of living. Sitting against the breathtaking backdrops of the city's archipelago, Sweden's largest city has plenty to offer on a weekend getaway.



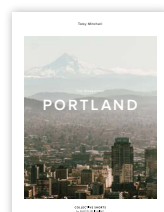
OUR OTHER WEEKENDER BOOKS



20 € / 210 SEK / 18 GBP
ISBN: 9789187815430



18 € / 180 SEK / 16 GBP
ISBN: 9789187815423



18 € / 180 SEK / 16 GBP
ISBN: 9789187815348



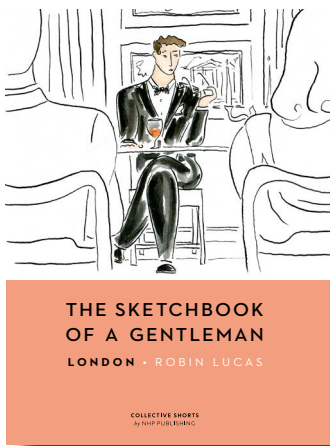
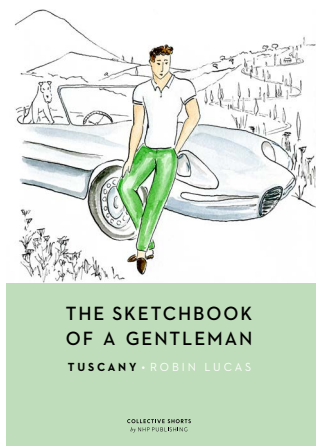
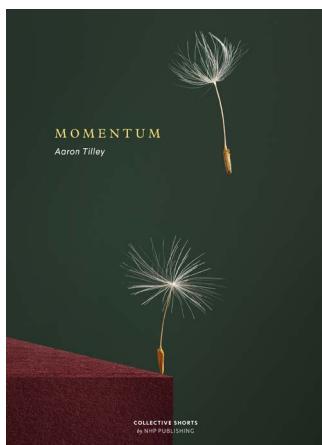
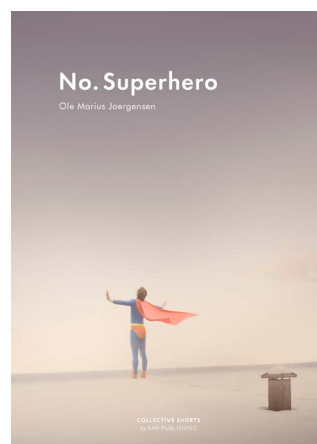
18 € / 180 SEK / 16 GBP
ISBN: 9789187815249



OUR COLLECTIVE SHORTS COLLECTION

All the books presented here are part of the New Heroes & Pioneers 'Collective Shorts', a collection of affordable hard cover books from talented artists that have never been published before. Small, light, affordable and practical. All the books of the 'Collective Shorts' collection are priced very reasonably between 12 and 24 GBP depending on the number of pages. They are all 170 X 230, hard cover 3 mm board, perfect bound.

THE NEW HEROES AND PIONEERS



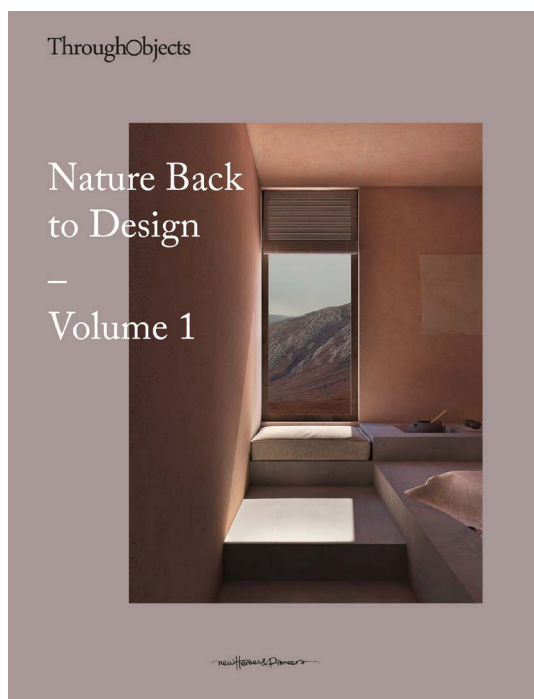
AND MANY MORE ...



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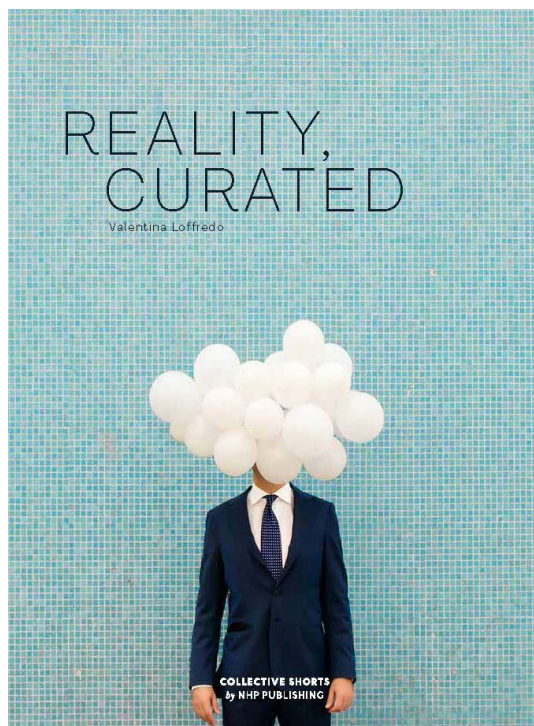
NATURE BACK TO DESIGN VOL.1

By Through Objects

This first volume of Through Objects showcases a selection of 24 design objects ranging from furniture and lighting to textiles and home accessories. Each of the stories reveals captivating items from pioneering designers and creators, such as Nienke Hoogvliet, Kaja Solgaard Dahl, Studio David Pompa and GT2P.

BOOK SPECIFICATIONS

112 pages, soft cover
Colour photographs
W170 X H230
September 2020
15 € / 150 SEK / 13 GBP
ISBN: 9789187815805



REALITY CURATED

By Valentina Loffredo

This book presents a selection of works from Valentina Loffredo's first and ongoing series "As for me, I'm very little". The photography plays on the tension between perfectly staged sets, composed through the use of geometry, blocks of colours and negative space and the constant, often ironic, presence of a little detail out of place.

BOOK SPECIFICATIONS

96 pages, hard cover
Colour photographs
W170 X H230
October 2020
16 € / 170 SEK / 14 GBP
ISBN: 9789187815553





SÖDERBERG & SARA CAFÉ
Per Söderberg & Tilde Möller

Söderberg & Sara know how to work magic in the kitchen. From their infamous baking, foraging and sourcing interesting ingredients from their kitchen garden, each element of their food is considered, full of love and intrinsically based on their Scandinavian roots.

BOOK SPECIFICATIONS

136 pages, hard cover
Colour photographs
W170 X H230
October 2020
28 € / 300 SEK / 25 GBP
ISBN: 9789187815287



QUIETUDES
Daniel Zachrisson

Scandinavian photographer and designer, Daniel Zachrisson, composes images that create a sense of tension with one another whilst encompassing a variety of subject matter. This book features a series of photographs that are unconventionally connected through their disparate themes.

BOOK SPECIFICATIONS

112 pages, hard cover
Colour photographs
W170 X H230
November 2020
28 € / 300 SEK / 23 GBP
ISBN: 9789187815607



THE WAVES BETWEEN

JAMES MIDWINTER



COLLECTIVE SHORTS
by NHP PUBLISHING



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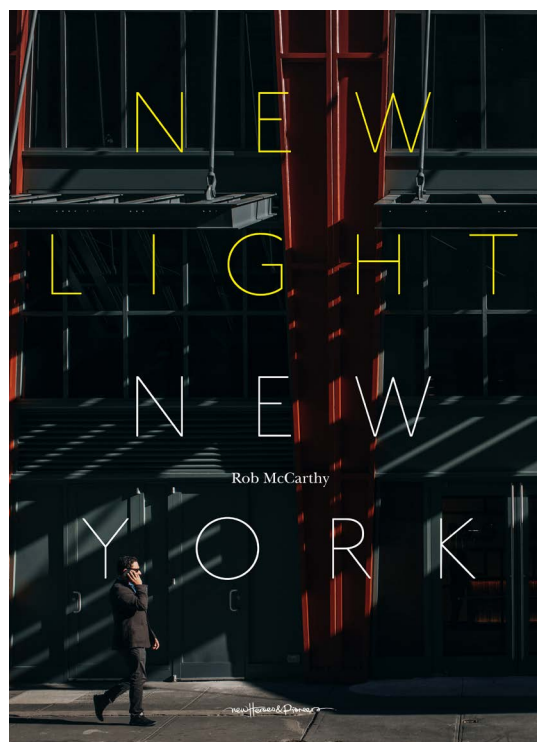
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reverie
Laurent Castellani

COLLECTIVE SHORTS
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Rob McCarthy

newHeroes & Pioneers

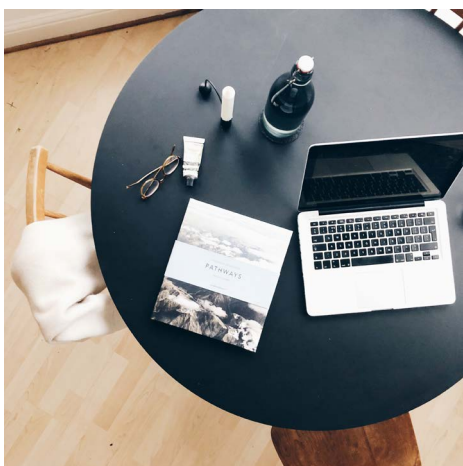


WE ARE FOREVER IN SEARCH
OF NEW AND EXTRAORDINARY
CULTURE. WE BELIEVE THAT
THIS COMES IN THE MOST
WONDERFUL FORMS, FROM
EMERGING TALENT TO THE
INNOVATIVE IDEAS FROM
SOME OF THE WORLD-
LEADING ARTISTS AND COM-
PANIES IN THEIR FIELD.

THE NEW HEROES AND PIONEERS

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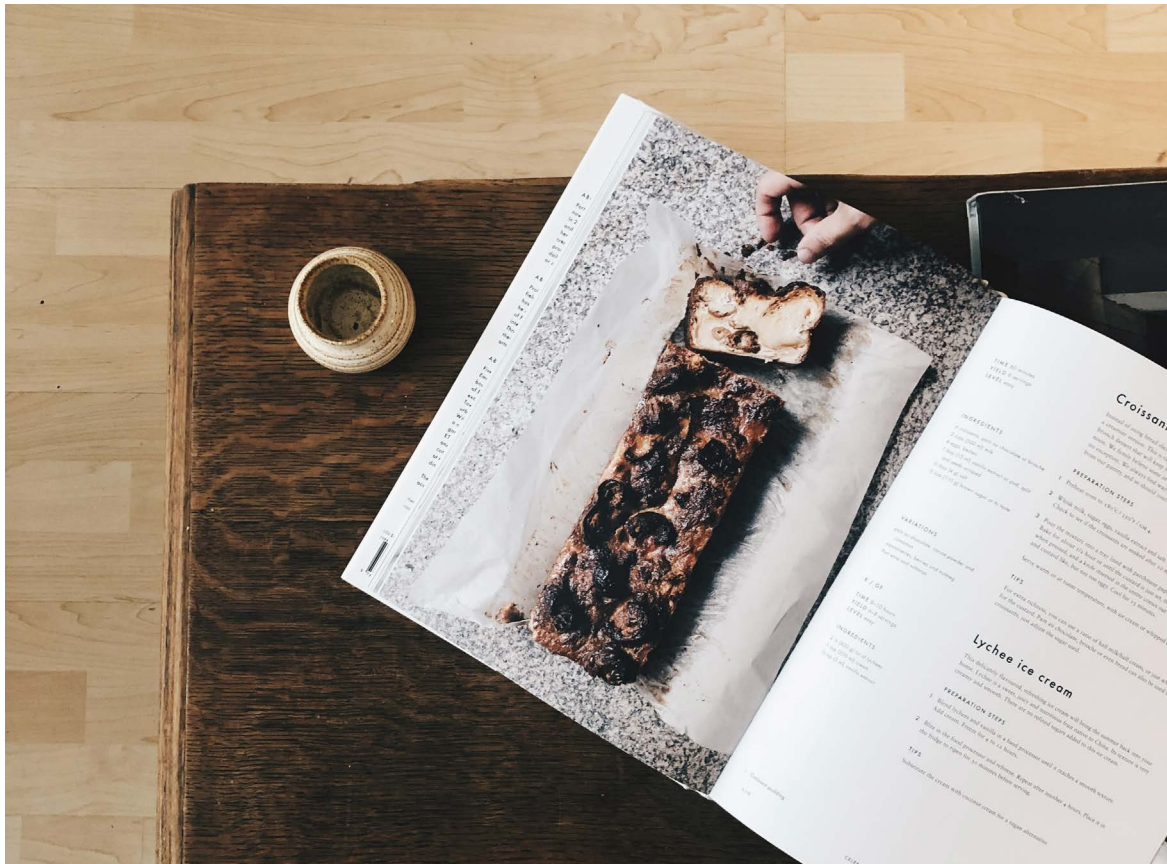




THE NEW HEROES AND PIONEERS

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MORE RECENT TITLES

SHARE FRAMA VOL.2

108 pages, cardboard cover
Colour photographs
W240 X H340
September 2020
60 € / 650 SEK / 50 GBP
ISBN: 789187815577

NO. SUPERHERO

80 pages, hard cover
Colour photographs
W170 X H230
October 2020
17 € / 170 SEK / 15 GBP
ISBN: 9789187815461

COMING SOON

OCCUPIED

160 pages, soft cover
Colour photographs
W170 X H230
November 2020
24 € / 250 SEK / 20 GBP
ISBN: 9789187815379

THE WEEKENDER STOCKHOLM

128 pages, hard cover
Colour photographs
W170 X H230
December 2020
25 € / 260 SEK / 22 GBP
ISBN: 9789187815485

PAST PRESENT

168 pages, hard cover
Colour photographs
W230 X H290
April 2020
60 € / 650 SEK / 50 GBP
ISBN: 9789187815454

REVERIE

128 pages, hard cover
Colour photographs
W170 X H230
April 2021
30 € / 300 SEK / 25 GBP
ISBN: 9789187815799

NEW LIGHT NEW YORK

160 pages, hard cover
Colour photographs
W230 X H200
April 2021
42 € / 450 SEK / 35 GBP
ISBN: 9789187815591

THE WAVES BETWEEN

112 pages, hard cover
Colour photographs
W170 X H230
March 2021
28 € / 280 SEK / 23 GBP
ISBN: 9789187815812



ALREADY IN OUR PORTFOLIO

SWIMMING POOL

108 pages, hard cover
Colour photographs
W230 X H230
September, 2017
32 € / 320 SEK / 30 GBP
ISBN: 9789187815157

HERBARIUM VITAE

96 pages, hard cover
Colour illustrations
W170 X H230
December 2019
17 € / 175 SEK / 15 GBP
ISBN: 9789187815386

HER OUT THERE

112 pages, hard cover
Colour photographs
W170 X H230
July 2019
23 € / 24 SEK / 21 GBP
ISBN: 9789187815447

THE WEEKENDER LONDON VOL.1

128 pages, hard cover
Colour photographs
W170 X H230
December 2019
25 € / 260 SEK / 22 GBP
ISBN: 9789187815478

MEASUREMENTS

96 pages, hard cover
Colour illustrations
W170 X H230
December 2019
20 € / 210 SEK / 18 GBP
ISBN: 9789187815560

ICE CREAM ACCORDING TO OSTERBERG

112 pages, hard cover
Colour photographs
W170 X H230
July 2019
29 € / 300 SEK / 26 GBP
ISBN: 9789187815614

FUTURO RETRO

256 pages, soft cover
Colour photographs
W230 X H300
December 2019
55 € / 580 SEK / 50 GBP
ISBN: 9789187815584

SHARE LAGOM

108 pages, soft cover
Colour photographs & illustrations
W210 X H300
February 2020
30 € / 310 SEK / 30 GBP
ISBN: 9789187815263

AND MANY MORE

You can access our full list of titles at our online catalogue at <https://issuu.com/tnhp> or ask us directly for a printed copy.

You can access our image bank at <https://nhppublishing.smugmug.com>
(Password : ask our Press Manager - [Matt Porter](#))

