



BLOOMSBURY VISUAL ARTS

RIGHTS GUIDE

July-December 2017

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Image on front cover from *Paris Fashion*, see page 1

Image on inside back cover from *Illustrating Fashion*, see page 6

Image on back cover from *Becoming a Successful Illustrator*, see page 11

www.bloomsbury.com

Paris Fashion

A Cultural History

Valerie Steele

This beautifully illustrated new edition examines the history and culture of style in the fashion capital from the 14th century through to the present day.

Paris has been the international capital of fashion for more than 300 years. Even before the rise of the haute couture, Parisians were notorious for their obsession with fashion, and foreigners eagerly followed their lead. From Charles Frederick Worth to Gabrielle "Coco" Chanel, Christian Dior, and Yves Saint Laurent, fashion history is dominated by the names of Parisian couturiers. But Valerie Steele's *Paris Fashion* is much more than just a history of great designers. This fascinating book demonstrates that the success of Paris ultimately rests on the strength of its fashion culture – created by a host of fashion performers and spectators, including actresses, dandies, milliners, artists, and writers.

First published in 1988 to great international acclaim, this pioneering book has now been completely revised and brought up to date, including a new preface and a final chapter examining Paris as a fashion centre from the mid-1980s to the present day, and encompassing the rise of fashion's multiple world cities in the 21st century. Lavishly illustrated, deeply learned, and elegantly written, Valerie Steele's masterwork explores with brilliance and flair why Paris remains the capital of fashion.

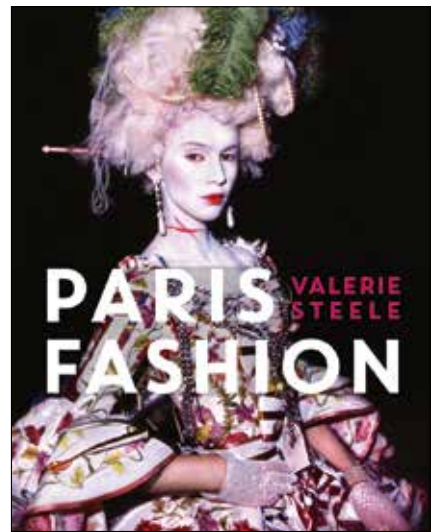
"This is an original, gracefully written study of Paris fashion, one that manages to say as much about national character, in a sense, as it does about the rise and fall of hemlines ... I would not only recommend it to anyone interested in the psychology of clothes, but to anyone planning a séjour in France - as much required reading, say, as the Green Guides of Michelin." *Los Angeles Times Book Review*

"Steele has achieved some heroic feats of compression, though without clogging her narrative ... at every stage the argument is buttressed with case histories and anecdotes." *The New York Times*

"An impressive compendium of information." *The New York Times Book Review*

"Steele's book is a richly textured analysis of sources - artistic, economic, literary, social, and it is a perfect book to recommend to students and many others beside." *Costume*

Valerie Steele is director and chief curator of The Museum at the Fashion Institute of Technology, where she has organized more than 25 exhibitions. She is also the founder and editor in chief of *Fashion Theory: The Journal of Dress, Body & Culture*, and the author of more than 20 books including *The Corset: A Cultural History*; *Fetish: Fashion, Sex, and Power*; and *Women of Fashion: Twentieth-Century Designers*. Described in *The Washington Post* as one of "fashion's brainiest women" and by Suzy Menkes as "The Freud of Fashion," Steele combines serious scholarship (and a Yale Ph.D.) with the rare ability to communicate with general audiences. As author, curator, editor, and public intellectual, Valerie Steele has been instrumental in creating the modern field of fashion studies and in raising awareness of the cultural significance of fashion.



September 2017
352 pages
197 colour illustrations
276 x 219mm
3rd edition
9781474245487

1
PARIS, CAPITAL OF FASHION?

Fluctuat nec mergitur
—Motto of the city of Paris

The rise of Paris as a fashion capital is not a simple story. It is a complex one, involving the interplay of social, economic, and cultural factors. The city's unique position as a center of power and culture, along with its long history of fashion, made it the ideal place for the fashion industry to flourish.

8
THE THEATER OF FASHION

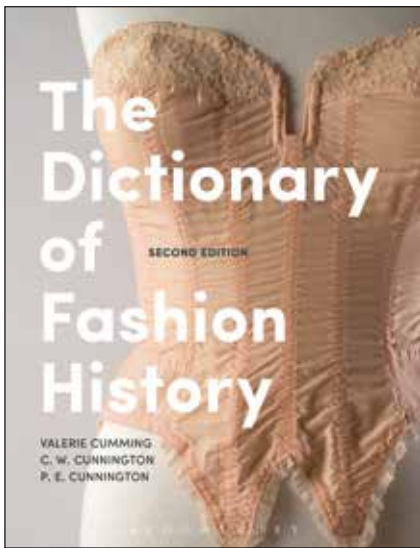
Theater and fashion have always been intertwined. The stage has been a place where new styles are often first seen, and where the public can see the latest in fashion in a dramatic and entertaining way.

FASHIONING THE FEMINE

The fashioning of the female body is a central theme in the history of fashion. It reflects the changing roles of women in society and the ways in which they have sought to express their identity through clothing.

UPS AND DOWNS OF PARIS FASHION

The history of Paris fashion is a story of cycles of innovation and tradition. It is a story of how the city has remained a global leader in fashion, despite the challenges it has faced over the centuries.



September 2017
 384 pages
 191 colour illustrations
 246 x 189mm
 2nd edition
 9781472577702

The Dictionary of Fashion History

Valerie Cumming, C. W. Cunnington and P. E. Cunnington

This book, first published in 1960, was monumental in scope, providing a comprehensive catalogue of fashion terms from 900 to 1900; this new edition completely updates this landmark work to bring it up to the present day.

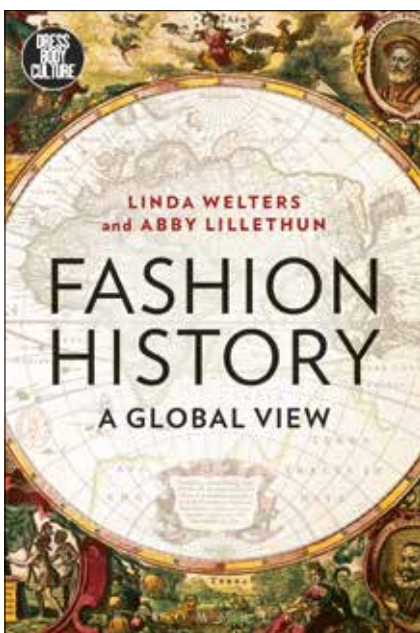
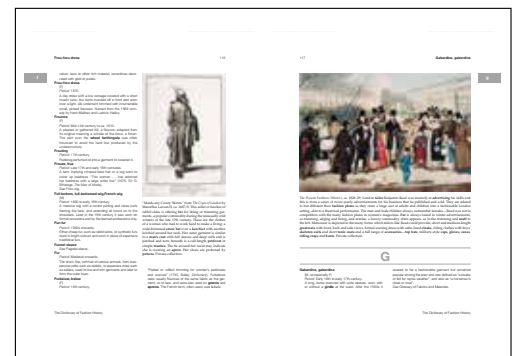
- What is an Apollo knot?
- Who wore a Welch wig?
- When were Zouave jackets the height of fashion?

This new edition of *The Dictionary of Fashion History* further updates the landmark work of C. Willett Cunnington, Phillis Cunnington and Charles Beard. With 3,300 terms, and featuring over 60 new and revised entries on diverse topics such as the Onesie, Brothel Creepers and the Birkin Bag, this edition is even more comprehensive and brings this costume historian's bible fully up to date.

With many more images to accompany the text and illustrate key fashions – including cartoons, prints and lavish colour photographs of surviving garments – this version of the dictionary brings dazzling and unusual garments to life for researchers, students, costume designers and everyone interested in the subject.

Clear, concise, and meticulous in detail, this essential reference work answers countless questions relating to the history of dress and adornment and will continue to be the definitive guide for many years to come.

Valerie Cumming is currently *Editor of Costume: The Journal of the Costume Society*. She is a former Chairman of The Costume Society (2004-2009) and has worked with museums for many years as a curator, administrator and trustee.



December 2017
 224 pages
 50 mono illustrations
 234 x 156mm
 9781474254762

Fashion History

A Global View

Linda Welters and Abby Lillethun

Explores the under-researched fashion histories of non-western cultures in one complete volume to offer a global understanding of dress and culture.

From the indigenous people of sub-Saharan Africa to Eastern trade networks dating back to the Bronze Age, fashion has occurred in cultures beyond the West throughout history. This book explores the geographic places and historical spaces that have been largely neglected by traditional fashion studies together for the first time, reversing the dominant narrative that privileges Western Europe in the history of dress.

Adopting a cross-cultural approach, Welters and Lillethun explore a vast array of non-western cultures to examine key issues such as gender, production, consumption and colonisation. Case studies include the cross-cultural trade of silk textiles in the Ottoman Empire, the indigenous dress of Hawai'i and the cosmetics of the Tang Dynasty in China and Japan. Examining the new lessons that can be deciphered from archaeological findings and theoretical advancements, the book shows that fashion should be understood as a global phenomenon, originating much before the fourteenth century European court, which is continually, and erroneously, cited as fashion's birthplace.

Providing a fresh framework for fashion history scholarship, *Fashion History: A Global View* will inspire inclusive dress narratives for students and scholars of fashion, anthropology and cultural studies.

Linda Welters is Professor of Textiles, Fashion Merchandising and Design and Director of the Graduate Program at the University of Rhode Island, USA.

Abby Lillethun is Associate Professor of Fashion Studies in the Department of Art and Design at Montclair State University, USA.

Consumptive Chic

A History of Beauty, Fashion and Disease

Carolyn Day

A uniquely interdisciplinary exploration of the intimate relationship between fashionable women's clothing, beauty, and disease and the rise of tubercular chic.

During the late 18th and early 19th centuries, there was a tubercular 'moment' in which perceptions of the consumptive disease became inextricably tied to contemporary concepts of beauty, playing out in the clothing fashions of the day. With the ravages of the illness widely regarded as conferring beauty on the sufferer, it became commonplace to regard tuberculosis as a positive affliction, one to be emulated in both beauty practices and dress. While medical writers of the time believed that the fashionable way of life of many women actually rendered them susceptible to the disease, Carolyn Day investigates the deliberate and widespread flouting of admonitions against these fashion practices in the pursuit of beauty.

Through an exploration of contemporary social trends and medical advice revealed in medical writing, literature and personal papers, *Consumptive Chic* uncovers the intimate relationship between fashionable women's clothing, female roles, beauty and disease. Illustrated with over 40 full colour fashion plates, caricatures, medical images, and photographs of original garments, this is a compelling story of the intimate relationship between the body, clothing, beauty and disease – and the rise of 'tubercular chic'.

- Connects beauty, fashion and disease in a creative and innovative way
- Genuinely interdisciplinary, combining detailed medical knowledge with fashion culture
- First book to explore connections between fashion and consumption neglected in the histories of tuberculosis

Carolyn Day is Assistant Professor at Furman University, South Carolina, USA.



October 2017

224 pages

43 colour and 64 mono illustrations

246 x 189mm

9781350009370

Fashion and Masculinity in Renaissance Florence

Elizabeth Currie

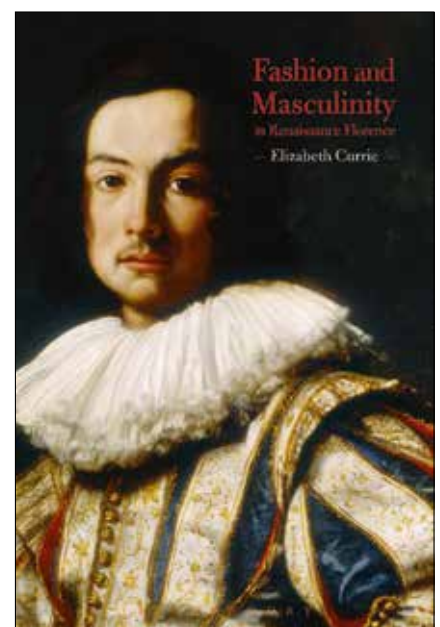
The first major study of masculinity and Italian Renaissance fashion based on exciting archival materials, such as surviving garments and personal courtier diaries.

Dress became a testing ground for masculine ideals in Renaissance Italy. With the establishment of the ducal regime in Florence in 1530, there was increasing debate about how to be a nobleman. Was fashionable clothing a sign of magnificence or a source of mockery? Was the graceful courtier virile or effeminate? How could a man dress for court without bankrupting himself? This book explores the whole story of clothing, from the tailor's workshop to spectacular court festivities, to show how the male nobility in one of Italy's main textile production centres used their appearances to project social, sexual, and professional identities.

Sixteenth-century male fashion is often associated with swagger and ostentation but this book shows that Florentine clothing reflected manhood at a much deeper level, communicating a very Italian spectrum of male virtues and vices, from honour, courage, and restraint to luxury and excess. Situating dress at the heart of identity formation, Currie traces these codes through an array of sources, including unpublished archival records, surviving garments, portraiture, poetry, and personal correspondence between the Medici and their courtiers.

Addressing important themes such as gender, politics, and consumption, *Fashion and Masculinity in Renaissance Florence* sheds fresh light on the sartorial culture of the Florentine court and Italy as a whole.

Elizabeth Currie is a lecturer and author specialising in the history of fashion and textiles. She was formerly a Research Fellow and Tutor in the History of Design at the Royal College of Art, UK and an Assistant Curator in the Furniture, Textiles and Fashion Department at the Victoria and Albert Museum, UK.



July 2017

224 pages

40 mono illustrations

234 x 156mm

9781350031630



November 2017
192 pages
30 mono illustrations
234 x 156mm
9781474240017

Indian Khadi Cloth

From National Fabric to Luxury Fashion

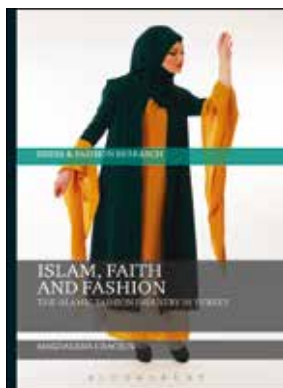
Phyllida Jay

The first study of khadi cloth to examine the politically symbolic textile's place in contemporary fashion markets since Indian independence, exploring how it developed from cloth of the nation to luxury fabric.

Historically known as the symbol of economic and political freedom at the heart of Mahatma Gandhi's struggle for Indian independence, the hand-woven and hand-spun khadi cloth has been reinvented as a global luxury textile in contemporary Indian high fashion. This is the first book to address the thriving fashion industry that surrounds khadi in India, alongside the legacy of Gandhian thought in the postcolonial era, exploring how the textile has evolved from national cloth to high fashion fabric.

Based on extensive ethnographic research, including interviews with designers, consumers and NGO advocates, Jay questions the relationship between the material and the social that continues to frame the production and consumption of khadi. How does khadi's symbolism as a "moral" cloth change against a backdrop of conspicuous consumption and display? What happens to its potential to address issues of inequality and nationhood as it moves into the realms of ready-to-wear couture and heritage luxury? Caught between its historical symbolism and emergence in luxury fashion, khadi crystallises broader questions about the role of non-western fashion in modernity, artisanal craft, ethical and sustainable fashion, and social relationships mediated through the materiality of cloth.

Phyllida Jay has a doctoral degree in anthropology from University College London, UK, and is currently an independent researcher.



September 2017
224 pages
12 mono illustrations
234 x 156mm
9781474234375

Islam, Faith and Fashion

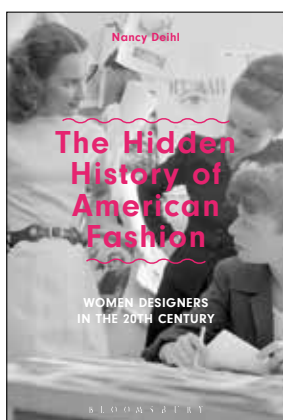
The Islamic Fashion Industry in Turkey

Magdalena Craciun

An ethnographic investigation into the Islamic fashion industry in Turkey exploring the complex relationship between dress and religious identity.

Through in-depth research into contemporary Islamic dress in Turkey, this book examines the aesthetic desirability, religious appropriateness and ethical credibility of the contemporary Turkish fashion market. Craciun tackles the delicate and often incompatible relationship between clothing worn in recognition of religious belief and clothing worn purely because it is fashionable. *Âlâ*, the first glossy magazine for pious Muslim women is used as a starting point for wider discussions of how Islamic clothing is designed, manufactured, sold and advertised in Turkey. Through case studies including an interview with the designer of the outfit that graced the first cover of the magazine and interviews with the editors, the book questions the commercialisation and normalisation of Islamic dress in contemporary Turkish society. This timely analysis of fashion, religion, ethics and aesthetics presents dress as a contested locus of modernity and will be key reading for students of fashion, anthropology and visual culture.

Magdalena Craciun obtained her PhD in Anthropology at University College London in 2010, working under Daniel Miller. She carried out fieldwork in Romania and Turkey, and her research interests include dress, fashion, Islamic fashion, materiality, authenticity, brands, fakes, markets, Eastern Europe and Turkey.



December 2017
272 pages
60 mono illustrations
234 x 156mm
9781350000469

The Hidden History of American Fashion

Women Designers in the 20th Century

Edited by Nancy Deihl

This is the first in-depth consideration of the first generation of revolutionary designers who defined American fashion in its emerging years, yet who have been largely forgotten from fashion history.

While names such as Charles James, Oscar de la Renta, Ralph Lauren and Calvin Klein are familiar, their once-eminent forebears have been largely erased from the canon of fashion history in the United States. From one of America's first couturiers, Jessie Franklin Turner, to Zelda Wynn Valdes, who dressed the likes of Josephine Baker and Ella Fitzgerald, the book captures the lost histories of the luminaries who paved the way in the world of American fashion design. Focusing on unsung female designers, the authors reclaim a place in history for the women who contributed to the rich tapestry of the industry as it stands today, including designers who dressed celebrities and socialites, and millions of fashion-conscious American women.

This lavishly illustrated collection takes us from Hollywood to Broadway, from sportswear to sustainable fashion, and explores important crossovers between film, theatre, and fashion, including couture, tailoring, millinery, costume and accessory design. Uncovering fascinating histories of the design pioneers we should know about, the book enlarges the prevailing narrative of fashion history and will be an important reference for fashion students, historians, costume curators and fashion enthusiasts.

Nancy Deihl is Director of the Costume Studies MA program at New York University, USA, specializing in the history of fashion and textiles from 1850 to the present. Deihl is co-author, with Daniel James Cole, of *The History of Modern Fashion* (2015).

Beyond Design

The Synergy of Apparel Product Development

Sandra Keiser, Deborah Vandermar and Myrna B. Garner

Takes students step-by-step through the pre-production processes of apparel product development—planning, forecasting, fabricating, line development, technical design, pricing, sourcing and distribution decisions.

This informative, full-colour text demonstrates how the various pre-production processes must be coordinated to get the right product to market, when consumers want it, and at a price they are willing to pay. It builds on the themes of sustainability, business ethics, and the impact of fast fashion and social media while seeking to address opportunities for both large and small companies, and entrepreneurs.

New to this edition

- Includes international examples and case studies that address the effects of globalisation
- Advances the discussion of the pros and cons of fast fashion versus slow fashion
- Revised, easier-to-read charts and graphs and 30% new colour photographs
- Thoroughly revised chapters on Sourcing and Costing and Pricing updated with most recent information on trade laws, changes in sourcing criteria and wages in international sourcing countries

Sandra Keiser is an Associate Professor at Mount Mary University, USA. She served as chair of Mount Mary's Fashion Department for 26 years.

Myrna B. Garner is Associate Professor in the Department of Family and Consumer Sciences at Illinois State University, USA, and a member of the Graduate Faculty.

Deborah Vandermar was previously an instructor in Apparel Design and Merchandising at the International Academy of Design and Technology in Seattle, USA, for seven years after a career of more than 30 years in Apparel Production with companies such as JH Collectibles and Nordstrom.



September 2017

512 pages

500 colour illustrations

279 x 215mm

4th edition

9781501315480



Pattern Cutting

The Architecture of Fashion

Pat Parish

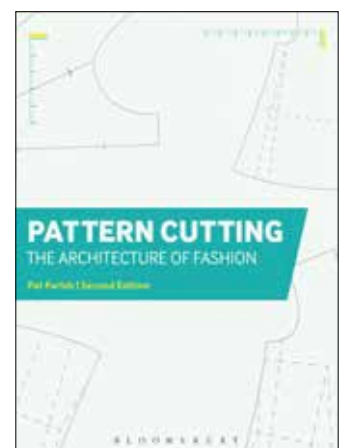
This inspirational introduction to the principles of pattern cutting includes step-by-step instructions and design activities, and includes new sections on working with different fabrics, pattern instructions for zero waste design, and exciting new interviews with practising designers.

Pattern making represents a core need-to-know skill for every budding fashion designer, but mastery of this complex part of the design process can prove tricky. *Pattern Cutting: The Architecture of Fashion* is designed to demystify the process and clearly demonstrates the pattern fundamentals, enabling readers to easily construct in both 2D and 3D, and quickly get to grips with basic blocks, shape, sleeves, collars, circles and trousers.

The author approaches the subject through an exploration of proportion, balance, line and form, identifying key shapes and structures from the catwalk and translating them into 3D through a number of cutting, draping and construction processes. This innovative approach provides readers with the inspiration, tools and confidence to interpret and adapt basic patterns and so take their designs to the next level.

Now fully revised, this popular and inspirational sourcebook for young designers has been completely updated to reflect new directions in construction design and techniques, with a renewed emphasis on the impact of sustainability on construction. Beautifully illustrated with all-new contemporary pattern flats, including more pattern instructions for zero waste design, as well as simple step-by-step instructions, this second edition includes invaluable information about working with a range of fabric types, including techno fabrics like spacer, scuba and neoprene, and explores how different fabrics change pattern cutting and affect shape. Insightful interviews with some of the most exciting practising designers from around the world provide a professional look at pattern cutting in practice, complete with handy tips, short cuts and tricks of the trade.

Pat Parish's teaching career began at the Royal College of Art, London. Alongside her teaching, she also worked as a freelance pattern cutter for designers such as Bety Jackson and Anne Tyrrell, and created collections with Amanda Wakely, Edina Ronay, Bruce Oldfield and many others. She currently teaches at Croydon University College in the UK.



December 2017

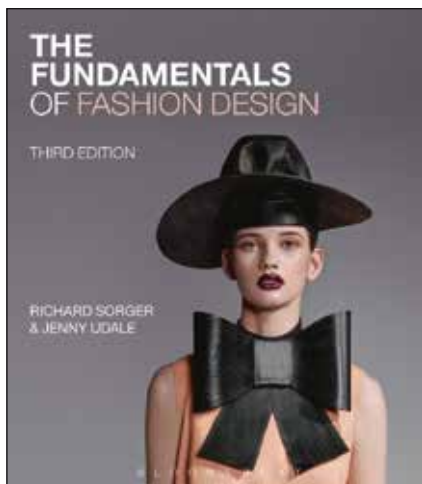
224 pages

Over 400 colour illustrations

300 x 220mm

2nd edition

9781474272384



August 2017
208 pages
200 colour illustrations
230 x 200mm
3rd edition
9781474270007

The Fundamentals of Fashion Design

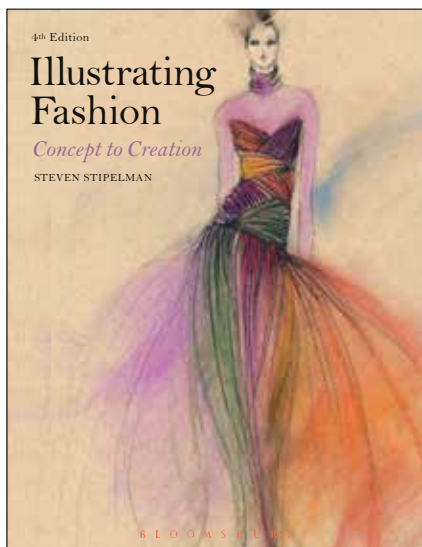
Richard Sorger and Jenny Udale

An updated version of this popular and bestselling fashion title, which provides students with a beautifully illustrated introduction to fashion design, complete with interviews and exercises.

This new edition offers a fully-illustrated introduction to the key elements of fashion design, from the initial concept of a fashion idea to realising it in 3D form. It offers 25% new interviews featuring contemporary designers such as Michele Manz and Winni Lok, which contextualise the ideas explored within the book and offer key insights into both working and succeeding within the fashion industry. New images provide up-to-date illustrations of concepts covered in the book and a new preface by fashion designer and instructor Shelley Fox introduces the edition. A range of design exercises also help readers to discover and experiment with design techniques. *The Fundamentals of Fashion Design* provides a rich and dynamic resource that inspires readers to succeed at what they are best at – designing clothes.

Richard Sorger has taught at the London College of Fashion and Central Saint Martins. He is currently the fashion design tutor at Middlesex University, UK.

Jenny Udale is a freelance textile and womenswear designer. She is currently a lecturer at Middlesex University and Ravensbourne College, UK.



November 2017
464 pages
1000 colour illustrations
279 x 215mm
4th edition
9781501322945

Illustrating Fashion

Concept to Creation

Steven Stipelman

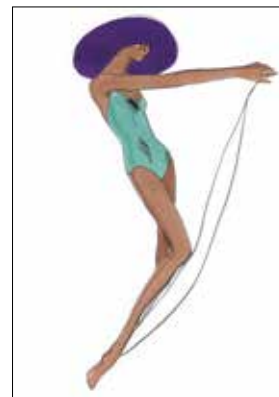
This beautifully illustrated book provides a step-by-step approach to drawing the fashion figure, garment, details and the various techniques used to render fashion illustration.

For the more advanced student or working designer, *Illustrating Fashion* explores concepts such as manipulating the figure, more complex poses and rendering techniques and concepts of fashion art. Illustrating significant historical and contemporary designer garments, Stipelman helps the student understand a specific contribution by that designer and how it applies to the lesson. Readers will explore and develop their own talents and goals, thus creating their own illustration style.

Key features

- Chapters begin with an overview of the subject, including a brief fashion history or the relationship of the garment detail to the figure
- Full colour illustrations throughout highlight rendering techniques from basic to advanced
- Explores advanced concepts and refined rendering techniques
- Includes dedicated chapters on men, children and accessories
- Features 20% new illustrations including updated fashion styles
- Shows new drawings of the side back figure and expanded sections on advanced rendering techniques

Steven Stipelman is a Professor of Fashion Design at the Fashion Institute of Technology (FIT), USA. He has taught at Parsons School of Design and has conducted workshops at colleges and universities around the country. Stipelman was a fashion artist at *Women's Wear Daily* for 25 years and his fashion illustrations have published internationally. He is a recipient of The Chancellors Award for Excellence in Teaching.



Silent Selling

Best Practices and Effective Strategies in Visual Merchandising

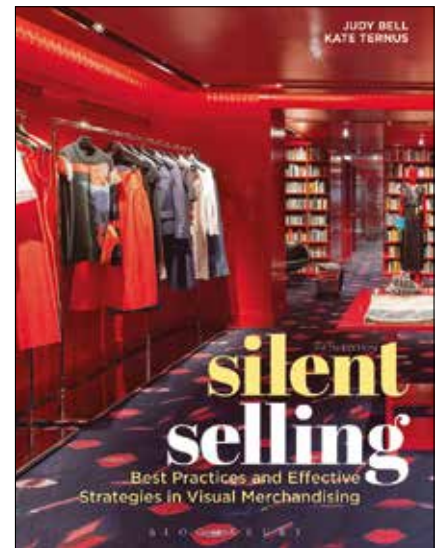
Judy Bell and Kate Ternus

This text provides an all-inclusive approach to best practices in visual merchandising.

Capturing the direction and evolution of today's retail industry, *Silent Selling: Best Practices and Effective Strategies in Visual Merchandising*, is a blend of practical activities and creative problem-solving activities to carry students well beyond the basics of visual merchandising. New features on digital tools introduce some of the most widely used resources in the retail industry today. A new "Design Gallery" feature opens every chapter with full page colour photographs that reflect the theme of the material to come and is later reintroduced with a description about the retailer, including origin of the business, mission, and interesting and unusual highlights. Readers gain an understanding of experts' recent discoveries and learn valuable techniques while being encouraged to think outside the box using Bell's "Look-Compare-Innovate" model. With these informational tools, students can learn to create and deliver professional merchandise presentations that will facilitate their move from the classroom to the workplace.

Judy Bell is the founder and CEO of Energetic Retail, a firm that collaborates with retailers and design firms to develop sales-building presentation strategies. She is the former Group Manager of Creative Merchandising Solutions for Target.

Kate Ternus is a former marketing instructor at Century College, USA, a community college where she taught for more than twenty years. Her earlier retail career included visual merchandising, sales management, and special events at Dayton's, Donaldson's, Meier & Frank, Macy's and Casual Corner, among others.



August 2017
448 pages
280 colour illustrations
279 x 215mm
5th edition
9781501315565



Fashion Curating

Critical Practice in the Museum and Beyond

Edited by Annamari Vänskä and Hazel Clark

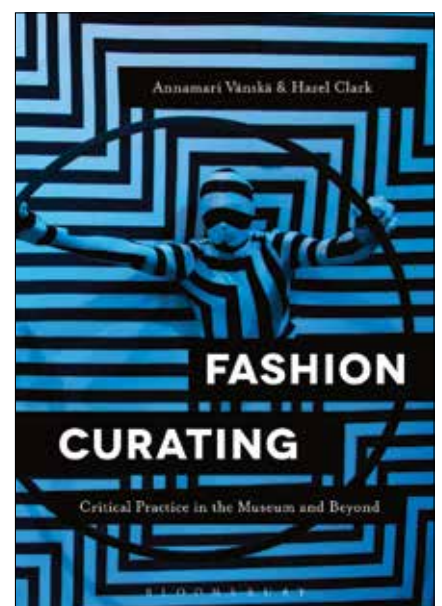
Brings together international approaches to fashion curation in the 21st century as practised in the museum, commercial spaces and online.

As the practice of fashion curation extends into commercial galleries, public and retail spaces, and even to the individual self, the professional concept of "curating" is understood less and less. Today, everyone is seemingly able to "curate", but where does this leave the old-fashioned understanding of collection and display of clothing in the museum? This thought-provoking volume explores the practice of fashion curating in the 21st century within the wider frame of the arts, bridging the gap between methods of display and notions of "the curatorial" in fashion exhibitions, commercial settings and the virtual world.

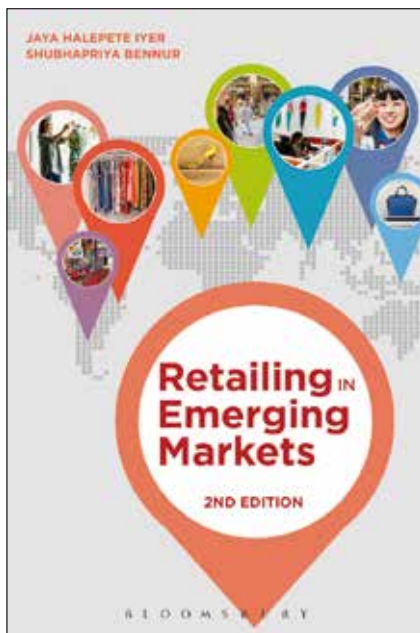
From fashion's first foray into the museum with historically orientated displays of epoch and style, to creative collaborations between luxury fashion brands and artists, this book challenges understandings of fashion curation by drawing on the palpably new spaces, places and actors in today's curating scene. Exploring museum displays in venues such as the V&A, Somerset House, MoMu and the Royal Ontario Museum, alongside the ways that brands such as Dior, Chanel and Louis Vuitton have made use of "the curatorial" in their own commercial strategies, the book asks pressing questions about controversial funding and collaboration from the commercial fashion sector, and the limitations of producing exhibitions that are at the same time critical and popular.

Annamari Vänskä is Professor of Fashion Research at the Aalto University, Finland, and Adjunct Professor of Art History and Gender Studies at the University of Helsinki, Finland. She is also a Visiting Professor at Shanghai College of Fashion, Donghua University, China.

Hazel Clark is Professor of Design Studies and Fashion Studies, and Research Chair of Fashion at Parsons School of Design, New York, USA. Her books include the co-edited *Old Clothes, New Looks* (Berg, 2005) and *Design Studies: A Reader* (Berg, 2009).



November 2017
256 pages
50 mono and 16 colour illustrations
244 x 169mm
9781474287098



October 2017
 368 pages
 95 mono illustrations
 228 x 152mm
 2nd edition
 9781501319068

Retailing in Emerging Markets

Jaya Halepete Iyer and Shubhagriya Bennur

This book covers all the factors that directly influence the apparel retail industries in select emerging markets from around the world, featuring contributions by global retail experts from each of the selected countries.

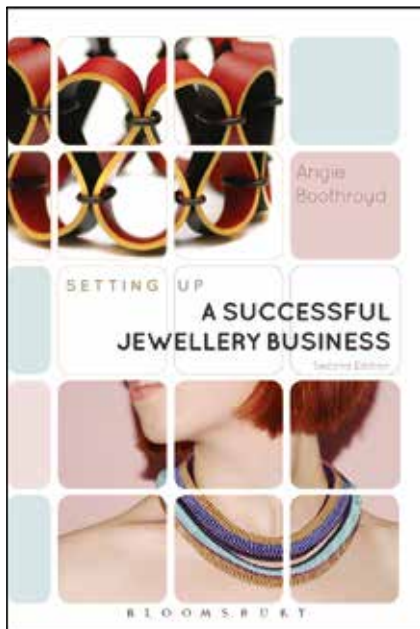
Emphasising the apparel and beauty industries *Retailing in Emerging Markets* provides an in-depth study of the retail landscape within Brazil, China, India, Russia, Turkey, Qatar, Thailand, South Korea and Mexico. Each chapter focuses on a single country, discussing the organisation of its retail industry, analysing consumer behaviour, and presenting strategies for effectively entering its market. This new edition includes fully updated data, statistics and economic perspectives on each of the countries covered. Readers will emerge armed with a deeper understanding of the political, economic, and cultural factors driving each market—an understanding essential for building and maintaining a competitive edge in today's global retail environment.

New to this edition

- Two new chapters on South Korea and Qatar investigate the current marketplace opportunities and challenges
- Increased coverage of the legislative landscapes and long-term economic outlooks for each country
- Updated and new chapter case studies analyse the expansion strategies of international retailers
- New Chapter Summaries and Critical Thinking Questions offer additional learning tools
- Includes 25% new photos and current maps to bring the chapters to life
- Expanded contributor biographies highlight the expertise of each scholar

Jaya Halepete Iyer is a retail professional with more than 15 years of experience in the global fashion industry. She was previously Assistant Professor at Marymount University, USA, where she taught a Fashion in the Global Marketplace course.

Shubhagriya Bennur is Assistant Professor in the Textiles Merchandising & Fashion Design Department at the University of Nebraska-Lincoln, USA.



October 2017
 160 pages
 234 x 156mm
 2nd edition
 9781474241960

Setting Up a Successful Jewellery Business

Angie Boothroyd

This book is a guide to setting up, running and growing a jewellery business for jewellery entrepreneurs working in all materials and at all levels.

An updated edition of the best-selling handbook, this all-encompassing guide for jewellery entrepreneurs of all levels covers key lessons for setting up, running and growing a jewellery business.

From the college graduate looking to set up a workshop, to the established maker ready to expand their business, *Setting up a Successful Jewellery Business* equips creative jewellers with the essential knowledge and tools to operate a professional jewellery business.

Encouraging individuals to define their business objectives and strategy for the future, the guide deals with topics including: presenting your brand; protecting your designs; how much to charge for your work; selling to shops, galleries and individuals; creating your website and driving traffic to it; managing your time and finances plus other essential business skills.

Updated with two new chapters, an expanded section on social media and a revised appendix, this is an indispensable jeweller's companion that provides the resources to take your business forward.

Angie Boothroyd is an independent jeweller based in London. She trained at London Guildhall University and the Royal College of Art and has exhibited her award-winning work throughout the UK and internationally, including at such prestigious events as Goldsmiths' Fair, London and COLLECT at the Saatchi Gallery, London.

Global Sourcing in the Textile and Apparel Industry

Jung Ha-Brookshire

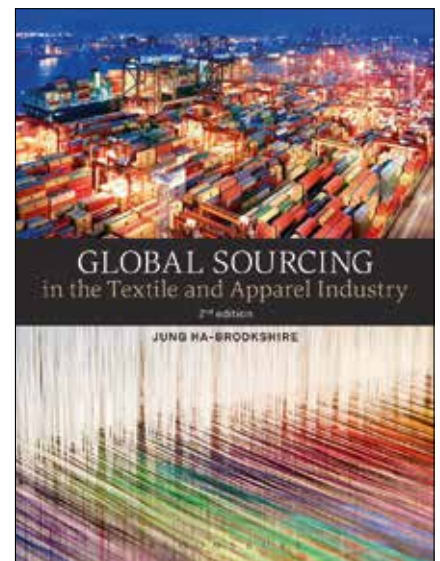
The only authoritative textbook on global sourcing, including step-by-step procedures used by today's apparel sourcing professionals.

Over 95% of today's textile and apparel products are globally sourced, making sourcing one of the most important business functions in the industry. *Global Sourcing in the Textile and Apparel Industry* examines this crucial function in the textile and apparel industries, providing practical insight into both how and why global sourcing is pursued. Chapters include step-by-step global sourcing procedures and explore the theoretical, political, economic, social and environmental implications of global sourcing decisions with an emphasis on sustainability. A real-world approach using current examples and a hypothetical company called Amazing Jean helps students see how sourcing tasks are completed in the fashion industry.

New to this edition

- New cases studies at the end of each chapter offer real-life scenarios that today's sourcers may face
- Emphasis on sustainable implications of global sourcing integrated throughout
- Current trade data, agreements and examples of industry trends throughout the book
- Added coverage of trend analysis and forecasting in sourcing
- Significant updates to the future of global sourcing section, including technology, UN's sustainable development goals, and on- or near-shoring trends
- 25% new colour images
- New glossary includes essential terms and definitions from the book

Jung Ha-Brookshire is Associate Professor in the Department of Textile and Apparel Management at the University of Missouri, USA. She is a Fulbright Scholar who teaches and researches global sourcing after eight years of apparel sourcing industry experience in New York City.



June 2017
280 pages
100 colour illustrations
279 x 215mm
2nd edition
9781501328367



Fashion Supply Chain Management

Michael Londrigan and Jaqueline M. Jenkins

The first book to explore the global fashion supply chain from fibre to consumer. Aspiring fashion professionals will gain 360 degree knowledge of how fashion is made and reaches customers.

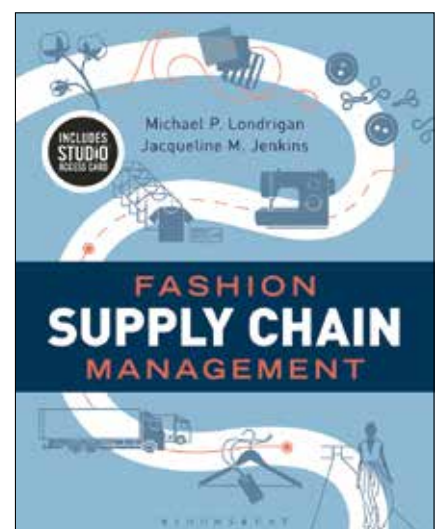
Fashion Supply Chain Management covers the key elements of the global supply chain essential to running a fashion business, including raw materials, sourcing and production, inventory, logistics, information systems and the retailer. This is the first textbook to focus on the apparel and textile industry with unique coverage of Corporate Social Responsibility (CSR) and retailing on a global scale. This practical resource gives readers an understanding of how the fashion industry supply chain relates to various roles in a fashion company – from designer to merchandiser – and ultimately creates value for the consumer.

Key features

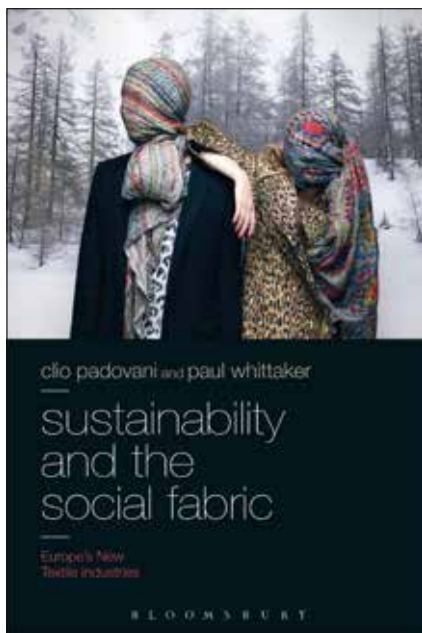
- Covers strategies for managing a global supply chain in the fashion industry
- Provides tools for complex decision-making
- Evaluates how to manage relationships in the fashion industry supply chain
- Examines the impact of technology in the "production calendar" in a fashion company

Michael Londrigan is the Dean of Academic Affairs of LIM College, USA, and former Chair of the Fashion Merchandising Department. He has over 30 years of experience in the apparel and textile industry focusing on retail, wholesale and textiles.

Jacqueline M. Jenkins is the Dean of Graduate Studies for LIM College, USA, where she leads the development of graduate-level programs including the Masters of Business Administration (MBA) and the Master of Professional Studies (MPS) programs in Fashion Merchandising and Retail Management, Fashion Marketing, Visual Merchandising, and Global Fashion Supply Chain Management.



February 2018
352 pages
80 mono illustrations
254 x 203mm
9781501317781



August 2017
208 pages
35 mono illustrations
234 x 156mm
9781474224116

Sustainability and the Social Fabric

Europe's New Textile Industries

Clio Padovani and Paul Whittaker

This book uses case studies to explore how textile designers, businesses and artisans have produced innovative business models that contribute to social sustainability.

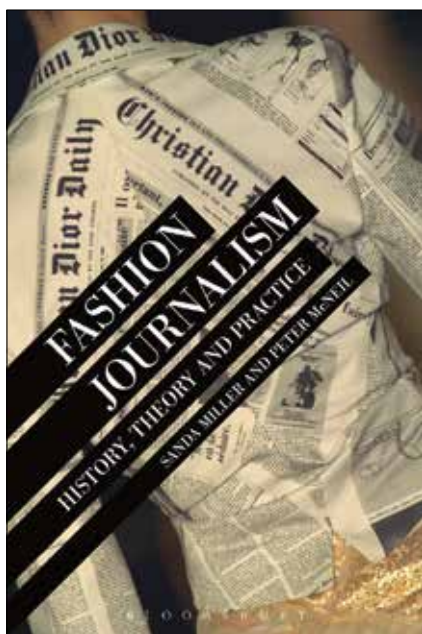
While the topic of sustainability in textile manufacture has been the subject of considerable research, much of this is limited to a focus on materials and practices and their ecological impact. Padovani and Whittaker offer a unique exploration of the textile industry in Europe from the perspective of social sustainability, shifting the focus from the materiality of textile production to the industry's relationships with the communities from which the products originate.

Featuring six in-depth case studies from design entrepreneurs, artisans and textile businesses around Europe, from Harris Tweed in Scotland to luxury woollen mills in Italy, *Sustainability and the Social Fabric* explores how new centres of textile manufacturing have emerged from the economic decline in 2008, responding creatively and producing socially inclusive approaches to textile production. Case studies each represent a different approach to social sustainability and are supported by interviews with industry leaders and comparisons to the global textile industry. Demonstrating how some companies are rebuilding the local social fabric to encourage consumer participation through education, enterprise, health and wellbeing, the book suggests innovative business models that are economically successful and also, in turn, support wider societal issues.

Essential reading for students of textiles, fashion, design and related subjects, this book will demonstrate how a business ecosystem that focuses on inclusive growth and social innovation can lead to sustained mutual benefit for textile industries and their local communities.

Clio Padovani is a Research Fellow at the University of Southampton, UK.

Paul Whittaker is Associate Dean, Faculty of Business and Law, at the University of Southampton, UK.



November 2017
160 pages
10 mono illustrations
234 x 156mm
9781472535818

Fashion Journalism

History, Theory and Practice

Sandra Miller and Peter McNeil

A complete overview of the theory and practice of fashion journalism for students.

Fashion Journalism: History, Theory and Practice is an accessible, comprehensive guide to writing about fashion in any form, from style blogging through to magazine interviews to news reportage and exhibit reviews.

The book features a wide range of global fashion case studies, from Carmel Snow's reporting on Dior's 'New Look' to 1970s responses to Yves Saint Laurent, and Diana Vreeland's role as a fashion editor. Through a series of highly engaging exercises, students will learn how to find inspiration for their writing, carry out successful research, structure their work logically, develop their visual insights, use a style appropriate to their readership and to make the leap from merely descriptive writing to informed criticism.

This text will be essential reading for students of fashion, design, cultural, journalism and media studies.

Peter McNeil is Professor of Design History at the University of Technology, Sydney, Australia.

Sandra Miller is Senior Lecturer in Media and Visual Arts at Southampton Solent University, UK.

Becoming a Successful Illustrator

Derek Brazell and Jo Davies

Prepares students to enter the working world of illustration. Combining advice and tips from practising illustrators, agents and commissioners, this is a must-have guide to working in illustration.

This edition features even more 'Spotlights on...' sections, with advice from practising illustrators as well as the people who commission them. You can enjoy added coverage in fields such as moving image, character illustration and social media. There are also new exercises to get you started planning and building your business, and over 200 inspirational examples of artwork, most of which are new to this edition.

You can expect practical tips on how to seek work, how to market yourself and how to run your illustration business in an enterprising way, with advice that will prove useful long after your first commission. Building on the resources of the first edition, this continues to be the must-have guide to practising professionally as an illustrator.

- Featured illustrators include: Millie Marotta, Mark Ulriksen, Natsko Seki, Ellen Weinstein, Stephen Collins and many more
- Featured topics include: finding clients, fields of work, financial and legal requirements, self-promotion, managing your business

Derek Brazell is a manager at the Association of Illustrators and is the Publisher of their illustration magazine.

Jo Davies is Associate Professor of Illustration at Plymouth University in the UK and an active illustrator.



November 2017

192 pages

200 colour illustrations

270 x 210mm

2nd edition

9781474284240



Reportage Illustration

Visual Journalism

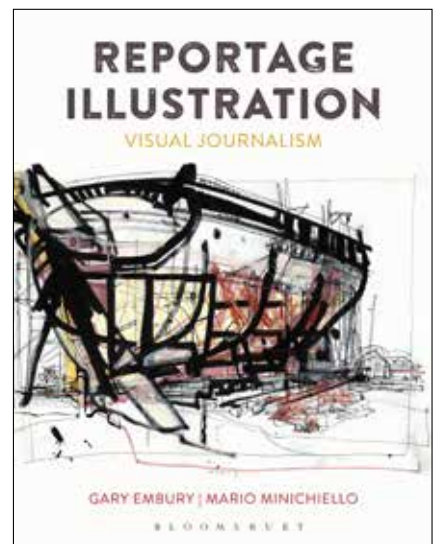
Gary Embury and Mario Minichiello

This text is the first to be published on the subject of reportage illustration for students, and is a practical and inspirational book for anyone interested in the field of observational drawing or visual journalism.

The power of reportage drawing is in the immediacy of the images that are created and the feeling of the illustrator's presence on location. Comparable in some ways to photojournalists, reportage illustrators are acting as visual journalists, proactively creating narrative work about issues and subjects, translating what they witness into handmade imagery. There is evidence that illustrations connect to people in powerful ways whether they are drawings created while embedded with troops in Afghanistan, documenting during a courtroom trial or recreating the energy of the crowd at a rock concert. This area of applied illustration also provides career opportunities for students and takes them out of the classroom and into different environments and situations. With practical information about tools, techniques and coping in various situations as well as inspirational interviews and advice from reportage artists working in the field, this book will fill a gap in this growing market.

Gary Embury is a senior lecturer at the University of the West of England, Bristol and an illustrator with over 20 years of experience. Clients include *The Guardian*, *The Daily Telegraph*, *Radio Times*, Aardman Animations, BBC, British Telecom, Barclays Bank, *The Economist*, *New Scientist*, *The Sunday Times Review*, *Sunday Times Magazine*, Microsoft, Penguin Books, Macmillan, and many other advertising, editorial and publishing clients. He is the editor of reportage.org which showcases and initiates projects in the area of drawn reportage.

Mario Minichiello is a Professor at the School of Design Communication and IT at Newcastle University, Australia. He is also Head of the Hunter Centre for Creative Industries and Technology as well as the author of *The Art of Conflict*, which contains his reportage drawings during his assignment in the Afghanistan war. Over the past 15 years, alongside his academic career, he has worked as an illustrator, primarily in the field of national and international broadcast and broadsheet media. His reportage illustration work for BBC Newsnight formed part of their BAFTA Award for news and current affairs. His work has also appeared in *The Guardian* and *Financial Times*.



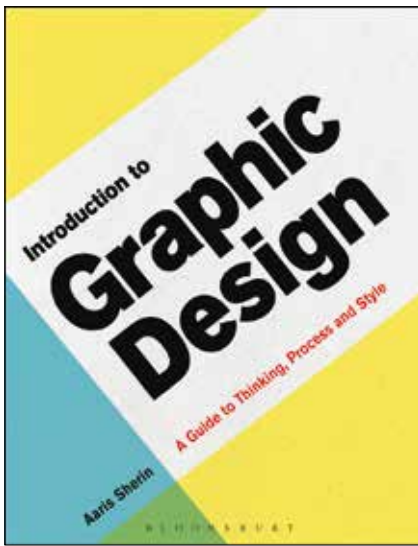
February 2018

184 pages

200 illustrations

270 x 210mm

9781474224598



November 2017
208 pages
500 colour illustrations
270 x 210mm
9781472589293

Introduction to Graphic Design

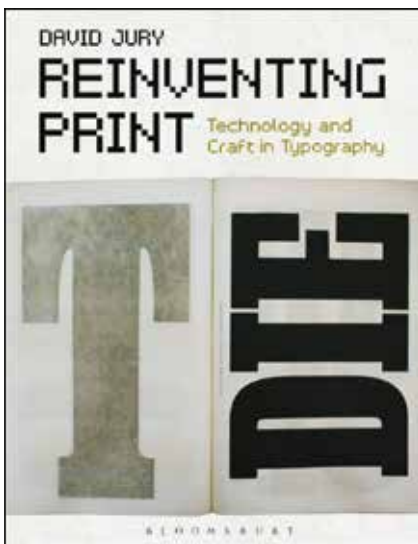
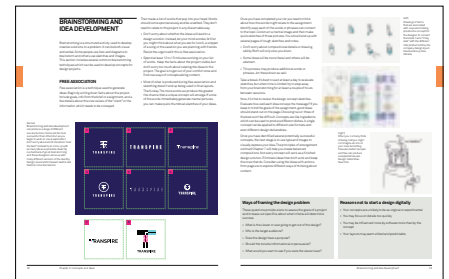
A Guide to Thinking, Process & Style

Aaris Sherin

This book introduces first year graphic design students to the fundamental elements of design and provides a solid foundation that will prepare them for the future.

Introduction to Graphic Design is a clear and engaging introduction for students who are just starting out in their studies. The concepts and terminology as well as the basic purpose of graphic design can be challenging and confusing. The goal of this book is to demystify these concepts with clear and straightforward information, answers to common problems and down-to-earth advice. Each chapter starts with a list of key terms and concepts and ends with a Chapter in Review summary to provide an easy reference so that students can start to produce competent design work more quickly. Additionally, Design in Practice case studies plus exercises and boxes highlight step-by-step methods for achieving clarity, visual impact and techniques for developing original visual solutions.

Aaris Sherin is the author of *Sustainable Thinking: Ethical Approaches to Design* and *Design Management* for Fairchild Books in 2013. She has also authored and co-authored several books with Rockport Publishers including *Colour Fundamentals* and *Using Images to Create Graphic Impact* among others and has been a guest editor for GroveArt (OUP). She is currently Assistant Chair: Department of Art and Design at St. Johns University in New York.



December 2017
208 pages
500 colour illustrations
270 x 210mm
9781474262699

Reinventing Print

Technology and Craft in Typography

David Jury

This book looks at the rise of digital technology and examines the infinite possibilities it offers and the profound cultural and technical influence it has had in all aspects of visual communication. It then focuses on our current post-digital age, in which typography embraces both the digital and the traditional craft of typography from letterpress to hand-drawn fonts.

With the rise of digital technology as a design tool and its acceptance as simply part of the tool chest for today's design studios, there has been a re-evaluation and return to exploring pre-digital typography. Design studios no longer flaunt their digital hardware, in fact quite the opposite. This attitudinal change toward digital technology has coincided with a growing fascination and re-evaluation of those pre-digital skills and processes that had been considered in recent years to be irrelevant.

Reinventing Print focuses on those skills and processes which have been re-appropriated and irreverently liberated by a new generation of typographers, designers, and artists, raised with digital technology in their pockets and forever at their fingertips. In this post-digital age, traditional typographic craft is new, different and therefore exciting, potent and culturally subversive.

David Jury teaches at Anglia Ruskin University in Cambridge, UK. He is also the author and designer of a number of books including *Graphic Design Before Graphic Designers*; *About Face: Reviving the Rules of Typography*; *Letterpress: The Allure of the Handmade*; and *What is Typography?* From 1996 to 2006 he was the editor of *TypoGraphic*, journal of the International Society of Typographic Designers. He has won Awards of Excellence from D&AD, ICOGRADA, ISTD and the New York Type Club.



Visual Communication Design

An Introduction to Design Concepts in Everyday Experience

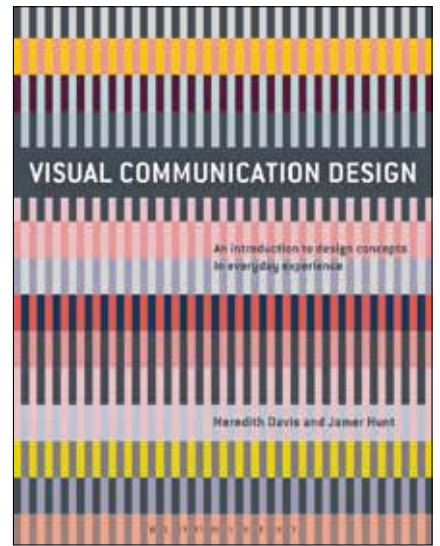
Meredith Davis and Jamer Hunt

Aimed at introductory students in visual communication and graphic design, this book introduces the concepts of design through the focus of user experience.

This is a core textbook for students of basic design and visual communication design. It follows the user experience cycle: attention, orientation, interpretation and extension and retention of meaning. Each chapter includes an introduction to the interpretive task, definitions of the elements and principles related to the task, illustrations and diagrams plus examples of professional design work that makes use of the element or principle. For example, Chapter 2 on getting attention discusses the various ways that design can capture the viewer's eye such as by using proportion, contrast, colour, pattern, etc.

Meredith Davis is an award winning educator and designer. She teaches at North Carolina State University and is the author of *Graphic Design in Context: Graphic Design Theory* as well as of numerous articles. She is the former president of the American Center for Design and the Graphic Design Education Association and is part of the accreditation commission for NASAD (National Association of Schools of Art & Design).

Jamer Hunt teaches is Associate Professor of Transdisciplinary Design at Parsons New School of Design in NYC. He has served on the Board of Design and Culture and is on the Icoграда Design Education Manifesto Steering Committee. He is the author of numerous articles.



October 2017
224 pages
200 colour illustrations
270 x 210mm
9781474221573



Designing Disability

Symbols, Space and Society

Elizabeth Guffey

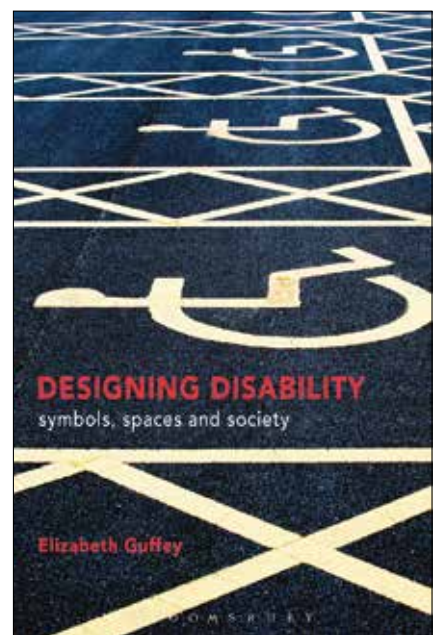
This compelling study provides a design history of disability, exploring how designers have responded to the needs of disabled people through designed products and symbols.

Designing Disability traces the emergence of an idea and an ideal — physical access for the disabled — through the evolution of the iconic International Symbol of Access (ISA).

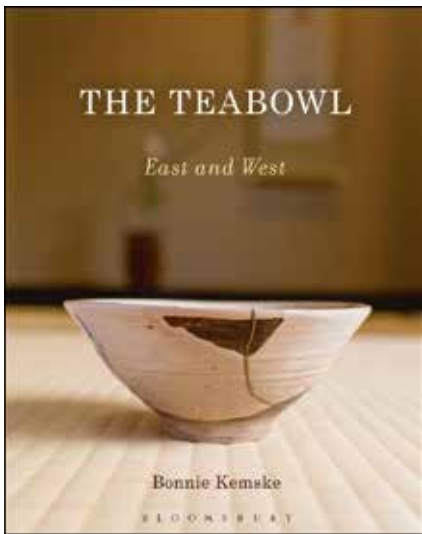
The book draws on approaches from design history, material culture and recent critical disability studies to examine not only the development of a design icon, but also the cultural history surrounding it. Infirmary and illness may be seen as part of human experience, but 'disability' is a social construct, a way of thinking about and constructing responses to human conditions.

Elizabeth Guffey's highly original and wide-ranging study addresses the period before the ISA, tracing the design history of the wheelchair, a product that spoke to the mobility needs of a growing community of veterans and polio survivors from the 1930s onwards. She examines the rise of 'barrier-free architecture' in the US, which takes shape around the modern wheelchair, and the consequent need for signage. She analyses the reception of the ISA, with the symbol becoming widely adopted and even a mark of identity, especially for the Disability Rights Movement. But ultimately, a growing debate has unfurled around this symbol; the most vigorous critique today has evolved with guerrilla art, graffiti and studio practice, and above all, it reflects a series of new challenges to design and disability in the 21st century.

Elizabeth Guffey is Professor of Art and Design History at State University of New York, Purchase. Her area of specialisation is 19th, 20th and 21st century design history. She has authored numerous books and articles on design, and was a founding editor of the leading design journal *Design and Culture*.



November 2017
224 pages
75 mono illustrations
234 x 156mm
9781350004276



August 2017
160 pages
100 colour illustrations
276 x 219mm
9781472558608

The Teabowl

East and West

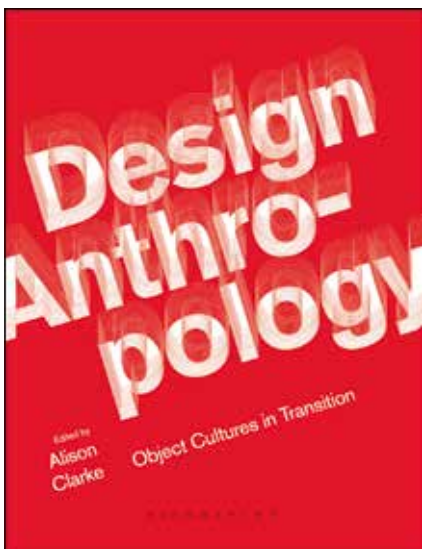
Bonnie Kemske

Teabowls have become an iconic form in ceramics, and this book considers everything from their history to their current status and use, giving examples and insights from many contemporary artists.

Having travelled from the East, where it was an inherent part of the Japanese tea ceremony, this iconic ceramic form has evolved and adapted to become something very different in the West. Revered for its oriental associations and its connotations of sophistication and simplicity, the teabowl enjoys an elevated status. Here Bonnie Kemske looks at the form as a whole, considering the history and ideas behind the original tea ceremonies, to how it travelled to the West and the way it is used today. She also explores the wide range of teabowls being made today and the contemporary, international potters making them.

The book also tackles some difficult questions, notably, how has the concept of the teabowl changed as it has been reinvented in contemporary ceramics? How does it sit in relation to its history? This book is wide in scope, thorough in detail, and essential reading for anyone involved in making or using these tactile objects.

Bonnie Kemske is a professional writer and critic, as well as a ceramic artist with a PhD from the Royal College of Art, UK. She was editor of *Ceramic Review* from 2010 to 2013, and has contributed articles to many international magazines such as *New Ceramics* and *La Ceramica*. In 2013 she curated an exhibition of teabowls at the request of the Japanese Embassy in London.



November 2017
272 pages
70 mono illustrations and a 16-page colour plate section
246 x 189mm
2nd edition
9781474259033

Design Anthropology

Object Cultures in Transition

Edited by Alison Clarke

A thoroughly revised new edition of a key text which considers the wide range of connections between design and anthropology.

Design Anthropology brings together leading international design theorists, design consultants and anthropologists to explore the changing object culture of the 21st century. Decades ago, product designers utilised basic market research to fine-tune their designs for consumer success – today the design process has been radically transformed. The user is now centre-stage in the design process. From design ethnography to cultural probing, innovative designers are employing anthropological methods to elicit the meanings, rather than the mere form and function, of objects. This important volume offers the definitive guide to the issues facing the shapers of our increasingly complex material world.

An impressive range of international contributors includes Jamer Hunt, Susanne Küchler, Harvey Molotch and Daniel Miller. This new edition includes newly-commissioned articles responding to new areas of interest and practices within the field.

Alison J. Clarke is professor of design history and theory, and director of the Victor J. Papanek Foundation at the University of Applied Arts, Vienna, Austria.

Sound Design for Moving Image

From Concept to Realization

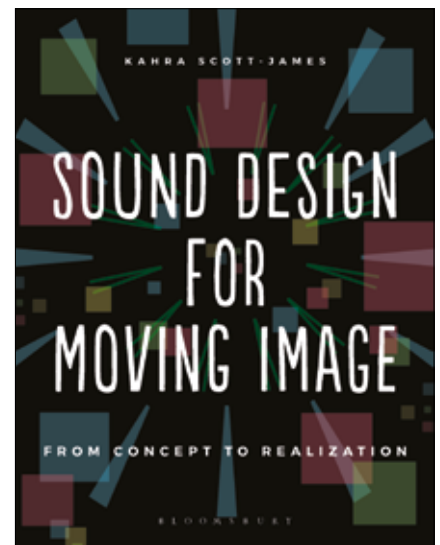
Kahra Scott-James

A hands-on guide to integrating sound into animation productions, using real-world examples to provide practical and theoretical insights into the art of sound design from script to screen.

Sound Design for Moving Image offers a clear introduction to sound design theory and practice to help you integrate sound ideas into your animation productions. Contemporary animation soundtracks are often made up of hundreds of separate tracks, and thousands of individual sounds, including elements of dialogue, music and sound effects. As a result, many budding animators find them a daunting prospect, and are tempted to leave sound to the last stages of post-production. This book, from award-winning Sound Designer Kahra Scott-James, encourages you to incorporate sound into your pre-production planning, to make the most of this powerful narrative tool.

This book includes detailed and insightful interviews with leading sound designers, including Randy Thom, Director of Sound Design at Skywalker Sound, and Glenn Kiser, Director of the Dolby Institute, as well as practical projects to help you hone your skills using video and sound files available from the companion website - making this a complete sound course to take you from novice skills to confident practitioner.

Kahra Scott-James is an Audio Producer/Sound Designer at Entirely Sound Ltd, New Zealand and she has lectured across New Zealand, Australia and Ireland in sound for film, animation, digital media and games for the last 14 years. Her screen credits range from short films to features, interactive movies, television series, animation, documentary, and PC/iPod games and her work has been screened in a number of international festivals, with film and television awards from Denmark, Singapore, Korea, NZ, Canada, USA, and Germany.



December 2017

270 pages

200 colour illustrations

270 x 210mm

9781474235112

Public Images

Celebrity, Photojournalism and the Making of the
Tabloid Press

Ryan Linkof

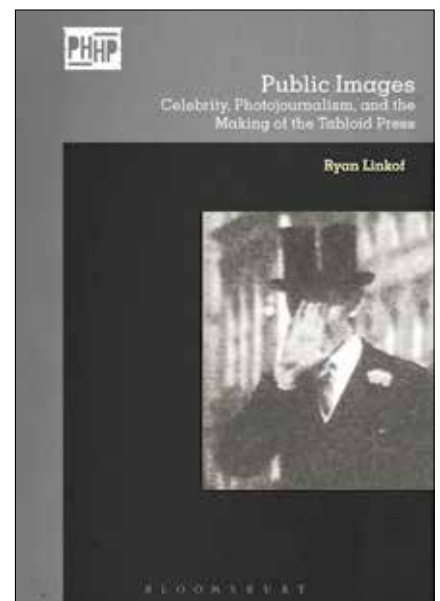
This history of British tabloid photojournalism, a globally influential cultural form, charts the origin of the unauthorised celebrity snapshot through the first half of the 20th century.

The stolen snapshot is a staple of the modern tabloid press, as ubiquitous as it is notorious. The first in-depth history of British tabloid photojournalism, this book explores the origin of the unauthorised celebrity photograph in the early 20th century, tracing its rise in the 1900s through to the first legal trial concerning the right to privacy from photographers shortly after the Second World War.

Packed with case studies from the glamorous to the infamous, the book argues that the candid snap was a tabloid innovation that drew its power from Britain's unique class tensions. Used by papers such as the *Daily Mirror* and *Daily Sketch* as a vehicle of mass communication, this new form of image played an important and often overlooked role in constructing the idea of the press photographer as a documentary eyewitness. From Edward VIII and Wallis Simpson to aristocratic debutantes Lady Diana Cooper and Margaret Whigham, the rage of the social elite at being pictured so intimately without permission was matched only by the fascination of working class readers, while the relationship of the British press to social, economic and political power was changed forever.

Initially pioneered in the metropole, tabloid-style photojournalism soon penetrated the journalistic culture of most of the globe. This in-depth account of its social and cultural history is an invaluable source of new research for historians of photography, journalism, visual culture, media and celebrity studies.

Ryan Linkof is Assistant Curator in the Wallis Annenberg Photography Department at the Los Angeles County Museum of Art (LACMA). As well as curating many exhibitions he has taught courses in film history and humanities at the University of Southern California, and the history of photography at Brooks Institute. His published work has appeared in *Photography and Culture*, *Études photographiques*, *Media History*, and the *New York Times*. He is a contributing author to the volumes *British Queer History: New Approaches and Perspectives* (2013), and *Getting the Picture: The Visual Culture of the News* (Bloomsbury, 2015).



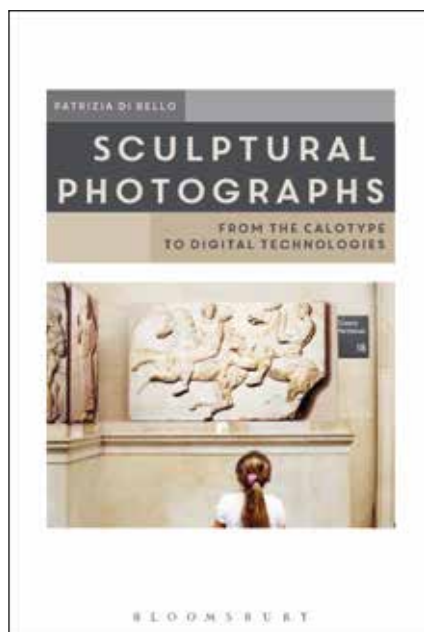
November 2017

224 pages

50 mono illustrations

244 x 169mm

9781474243964



December 2017
256 pages
50 mono illustrations
234 x 156mm
9781350028227

Sculptural Photographs From the Calotype to Digital Technologies

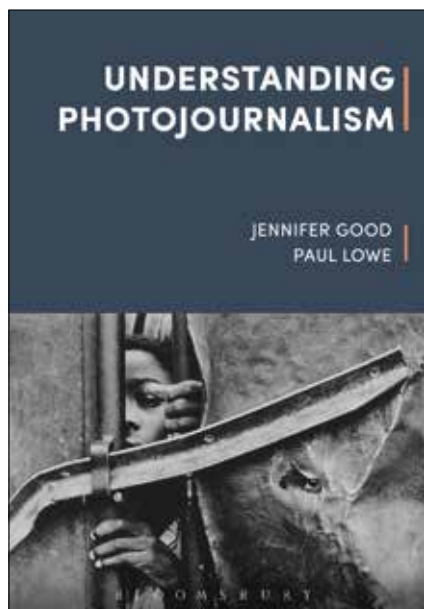
Patrizia Di Bello

Explores the role played by sculpture at key moments in the history of photography by contributing to its conceptualisation as an art of mechanical reproduction.

This is the first monographic study of the role played by sculpture at some of the key moments in the history of photography. Its central argument, that sculpture has provided a model to conceptualise photography as an art of mechanical reproduction, is developed through a close reading of case studies, from 1847 to 2011, that have been selected not only to explicate the conceptual and technological continuities in the relationship between the two media, but also because of the way in which they illuminate the materiality of photographic objects – daguerreotypes, stereoscopic cards, colour slides, different types of prints, and their reproductions in books and magazines. This analysis is rooted in an understanding of the practical, social and aesthetic implications of photographic as well as sculptural technologies, to demonstrate how photographs of sculptures, less contingent upon private affections or fugitive historical events than other types of images, are particularly useful to unpack how photography's changing materiality shapes the meaning of images as they are made, circulated, looked at and handled at different historical moments.

While there is a growing body of work related to what photography has done for sculpture by disseminating works, facilitating the study of the medium, or changing sculptural aesthetics, this study focuses on what sculpture has done for photography by providing not only beautiful and convenient subject matter, or commercial and cultural opportunities for photographers in the market for art reproductions, but also an exemplar to think about photography as a medium in its own right, based, like much sculpture, on mechanical means of reproduction.

Patrizia Di Bello is Senior Lecturer in History and Theory of Photography, Birkbeck College, University of London, UK. She is the author of *Women's Albums and Photography in Victorian England*, editor (with Colette Wilson and Shamooin Zamir) of *The Photobook from Talbot to Ruscha and Beyond*, editor (with Gilbert Koureas) of *Art, History and the Senses, 1830 to the present* and of *Illustrations, Optics and Objects in Nineteenth-Century Literary and Visual Cultures* (with Luisa Cale). She is co-director, with Lynda Nead, of the History and Theory of Photography Research Centre at Birkbeck and is on the editorial board of the journals *History of Photography*, *Art History* and *Photographies*.



September 2017
256 pages
47 mono illustrations
244 x 169mm
9781472594907

Understanding Photojournalism

Jennifer Good and Paul Lowe

An introductory textbook designed to guide students through the rich historical and theoretical debates surrounding photojournalism.

Understanding Photojournalism explores the interface between theory and practice at the heart of photojournalism, mapping out the critical questions that photojournalists and picture editors consider in their daily practice and placing these in context.

Outlining the history and theory of photojournalism, this textbook explains its historical and contemporary development; who creates, selects and circulates images; and the ethics, aesthetics and politics of the practice. Carefully chosen, international case studies represent a cross section of key photographers, practices and periods within photojournalism, enabling students to understand the central questions and critical concepts.

Illustrated with a range of photographs and case material, including interviews with contemporary photojournalists, this book is essential reading for students taking university and college courses on photography within a wide range of disciplines and includes an annotated guide to further reading and a glossary of terms to further expand your studies.

Jennifer Good is Senior Lecturer in the History & Theory of Photojournalism and Documentary Photography at London College of Communication, University of the Arts, London, UK.

Paul Lowe is Course Leader of the Masters programme in Photojournalism and Documentary Photography at London College of Communication, University of the Arts, London, UK.

Picturing the Family

Media, Narrative, Memory

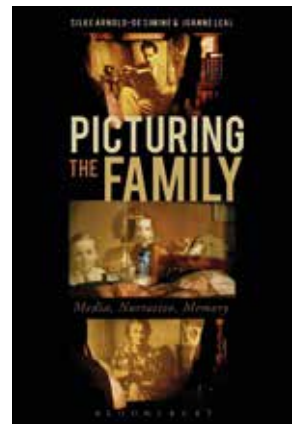
Edited by Silke Arnold-de Simine and Joanne Leal

***Picturing the Family* explores how memory and identity are performed through visual representations of the family, bringing together the perspectives of scholars, photographers and artists.**

Whether pasted into an album, framed or shared on social media, the family photograph simultaneously offers a private and public insight into the identity and past of its subject. Long considered a model for understanding individual identity, the idea of the family has increasingly formed the basis for exploring collective pasts and cultural memory. *Picturing the Family* investigates how visual representations of the family reveal both personal and shared histories, evaluating the testimonial and social value of photography and film. Combining academic and creative, practice-based approaches, this collection of essays introduces a dialogue between scholars and artists working at the intersection between family, memory and visual media. From the act of revisiting old, personal photographs to the sale of family albums through internet auction, the 12 chapters each present a different collection of photographs or artwork as case studies for understanding how these visual representations of the family perform memory and identity.

Silke Arnold-de Simine is Senior Lecturer in Memory, Museum and Cultural Studies at Birkbeck, University of London, UK, and co-organiser of the Cultural Memory Research Series at the Institute of Modern Languages Research, UK. She is author of *Mediating Memory in the Museum: Empathy, Trauma, Nostalgia* (2013).

Joanne Leal is Head of the Department of Cultures and Languages and the Programme Director of the MA in Comparative Literature at Birkbeck, University of London, UK. She is co-author of *Wim Wenders and Peter Handke: Collaboration, Adaptation, Recomposition* (2011). She teaches and researches in 20th- and 21st-century literature and film.



December 2017

256 pages

70 mono illustrations

234 x 156mm

9781474283601

Photography and the Cultural History of the Postwar European City

Tom Allbeson

An in-depth analysis of 16 case studies of the publicly-circulating urban photography in postwar France, Britain and Germany that reveal how photography shaped the reconstruction of urban spaces in Western Europe after the Second World War.

In 1945, civilians of the cities and towns of postwar Europe faced the daunting task of urban reconstruction and recovery. Through a broad range of case studies, from publicly-circulating aerial photography to press coverage of the opening of UNESCO headquarters, this book explores the impact of urban photography at a critical moment in European architectural history. Tracing how images trafficked between conceptual, media and material spaces in France, Britain and Germany, the book reveals how photography shaped the architecture of each country, reflecting each nation's attitudes to the past and vision of its future. Fascinating reading for historians of visual and urban culture, this is the first volume to analyse how official publications and the illustrated popular press pictured and promoted pivotal ideas and perspectives on the city, nationhood and Western Europe.

Tom Allbeson is a Research Fellow at the Centre for Advanced Studies at the University of Nottingham, UK. Before this he worked in the museums and heritage sector as a freelance journalist.



November 2017

288 pages

60 mono illustrations

244 x 169mm

9781474234962

Photography and Cultural Heritage in the Age of Nationalisms

Europe's Eastern Borderlands (1867-1945)

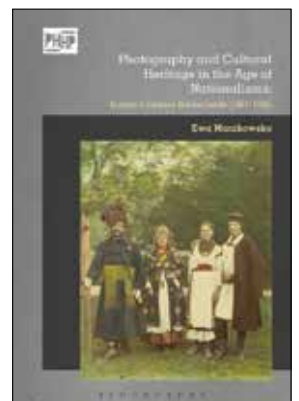
Ewa Manikowska

The first volume to explore how photographic practices have been employed in activities of nation-building and the formation of collective memory and identity in east central Europe.

This book examines the role of photography as a powerful language of expressing collective identities in Eastern Europe during the period of dramatic socio-political transformation associated with the slow rise of national and ethnic consciousness, the dawn of empire and the outbreak of the two World Wars.

From the 1867 All-Russian Ethnographic Exhibition to the war-time Nazi scientific surveys, this innovative account looks closely at how photographic practices and records were applied, borrowed, appropriated, transmitted to exert or subvert power, and used as a tool in negotiating collective identities. Discussing a wide range of little-known archives, libraries of scientific institutions, learned societies, and professional and amateur photographers, it focuses on those ambitious photographic projects which not only shaped the various national, ethnic or imperial identities but also went to the heart of the idea of Eastern Europe.

Ewa Manikowska is Professor of Art History at the Institute of Art, Polish Academy of Sciences, Warsaw. She has researched and published primarily in the areas of history of collecting, cultural transfer, survey photography and cultural heritage.



September 2017

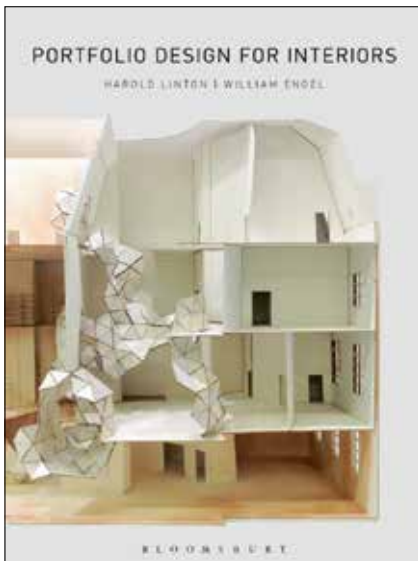
256 pages

58 mono illustrations and 16 colour illustrations

244 x 169mm

9781472585660

INTERIOR ARCHITECTURE AND DESIGN



September 2017
176 pages
140 colour and 30 mono illustrations
304 x 228mm
9781628924725

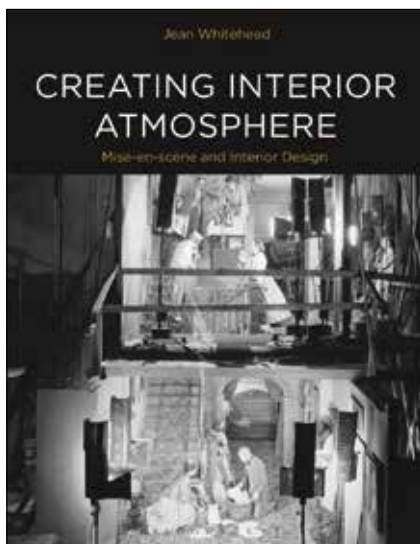
Portfolio Design for Interiors Harold Linton and William Engel

The portfolio is the single most important document that a student has to demonstrate his or her expertise. This book uses real student examples, backed by industry standards and the expertise of the authors, to prepare aspiring interior design professionals to impress.

Portfolio Design for Interiors teaches the aspiring interior designer how to create a professional quality portfolio. Using over 150 real examples of outstanding student portfolios, authors Harold Linton and William Engel demonstrate how to analyse, organise, problem-solve, and convey diverse types of visual and text information in various forms of historic, contemporary, and innovative styles. The text features a robust art program and examples of various presentation applications, including graduate study, employment, scholarships, grants, competitions, and fellowships. This is an accessible and comprehensive resource for students learning professional portfolio design.

Harold Linton is a Professor at George Mason University, USA.

William Engel is a Professor at New York School of Interior Design, USA.



January 2018
192 pages
200 colour illustrations
270 x 210mm
9781474249676

Creating Interior Atmosphere Mise en scène and Interior Design Jean Whitehead

Richly illustrated with inspiring examples taken from the world of art, design and film, this book provides a framework for understanding how interior atmosphere is created in a variety of different physical settings.

The perception of space and creation of atmosphere are central to this book. The creation of interior atmosphere is explored through the 'scenic interior' and the mise en scène, a film theory for understanding interior staging. You will learn about the principles of film mise en scène and how these principles can be applied to interior settings, to help tell the 'story' of the interior and create a complete atmosphere that is an immersive experience.

Packed with inspiring examples and case studies, ranging from film interiors, architectural and art installations, to the work of notable interior designers, stylists and architects with an interior interest, this book broadens current thinking around the design of the interior. It introduces fundamental design principles such as lighting, colour, scale and composition, as well as spatial theories relating to atmosphere and immersive environments, and includes 18 practical design exercises to allow readers to apply and contextualise the ideas presented in the book. Each chapter includes two in-depth case studies, each one accompanied by full colour visuals and a photo diagram that deconstructs the interior using text and arrows.

This book also re-addresses the balance in favour of interior decoration; many college courses and subsequent books address the architectural aspect of interior design but this book is ideal for students learning to embrace how specific effects can be achieved through the use of softer decorative techniques.

Jean Whitehead is Senior Lecturer in Interior Design BA (Hons) at Falmouth University, UK. Jean has an Interior Design degree from Glasgow School of Art, and a Masters in Interior Design from Manchester Metropolitan University, UK.

Lessons in Drawing Plans and Interiors

Patricia Potwin Ellis

Step-by-step lessons for teaching interior design students manual drafting and drawing perspective interiors.

Lessons in Drawing Plans and Interiors features step-by-step illustrated lessons for students learning manual drafting and perspective drawing for interiors. Starting with the fundamentals, the book guides new learners through complete lessons for all of the major drafting and perspective drawing projects. Each step is demonstrated by 2-colour illustration following the same order in which professionals do the work of drawing plans and interiors. Clear, concise, and above all visual, this book speaks directly to the needs of beginner students. It features a rich ancillaries program to help instructors incorporate these lessons into their curriculum and assess student work, including CAD drawings for final projects, exercises, class handouts, project evaluation sheets, sample schedules and syllabi, templates for drafting features, and test banks. *Lessons in Drawing Plans and Interiors* enables beginning students to learn manual drafting and drawing interiors in the best possible way—by guiding them through the step-by-step work.

Patricia Potwin Ellis, M.A., M.F.A., taught architectural drafting at Mississippi College, USA.

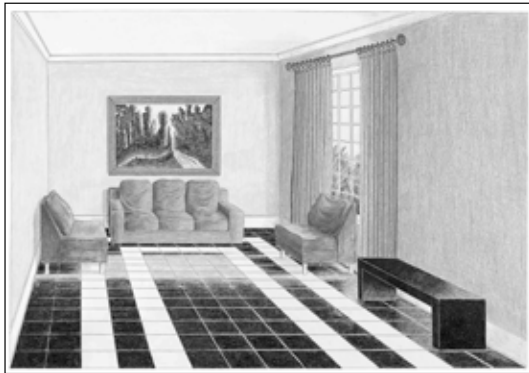


Image: Patricia Potwin Ellis



December 2017

280 pages

200 2-colour illustrations

215 x 279mm

9781501319495

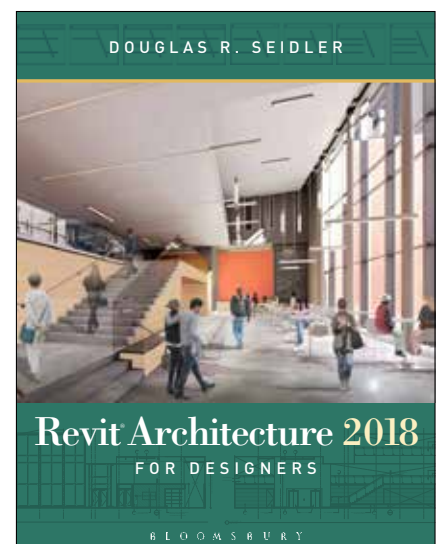
Revit® Architecture 2018 for Designers

Douglas R. Seidler

Guide to the Revit® Architecture software specifically written for interior designers.

Building information modelling (BIM) is the new AutoCAD® for architects and interior designers—and Revit® Architecture is the leading software package in the BIM marketplace. *Revit® Architecture 2018 for Designers* is written specifically for architects and interior designers as they transition from CAD to BIM. Beginning with the building blocks of BIM modelling (walls, windows and doors), the text progresses through dynamically generated 2-dimensional and 3-dimensional views to advanced features, such as photorealistic rendering, custom title blocks, and exporting drawings to AutoCAD® and SketchUp. This new edition is updated to include coverage on the latest changes in Revit® Architecture 2018. Instructions are fully illustrated, creating a smooth transition to the BIM environment for all designers. Clear, concise and above all visual, this is the essential Revit® guide written specifically for interior designers and architects.

Douglas R. Seidler, LEED AP, ASID, Associate AIA, IDEC, is Department Chair and Associate Professor of Interior Design at Marymount University, USA.



September 2017

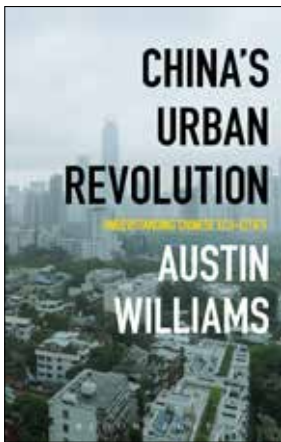
280 pages

430 2-colour illustrations

279 x 215mm

3rd edition

9781501327704



October 2017
224 pages
25 mono illustrations
216 x 138mm
9781350003255

China's Urban Revolution

Understanding Chinese Eco-Cities

Austin Williams

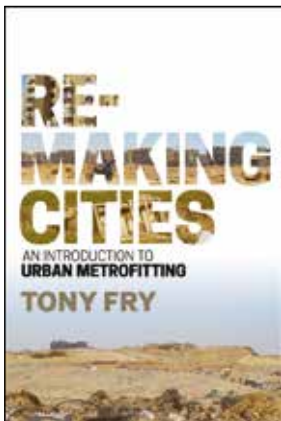
This fascinating title explores the myths and realities of China's vast eco-city programme.

By 2025, China will have built 15 new 'supercities' each with 25 million inhabitants. It will have created 250 'eco-cities' as well: clean, green, car-free, people-friendly, high-tech urban centres. From the edge of an impending eco-catastrophe, we are arguably witnessing history's greatest environmental turnaround - an urban experiment that may provide valuable lessons for cities worldwide.

This book explores the progress and perils of China's vast eco-city program, describing the complexities which emerge in the race to balance the environment with industrialisation, quality with quantity, and the liberty of the individual with the authority of the Chinese state. Lifting the lid on the economic and social realities of the Chinese blueprint for eco-modernisation, Williams tells the story of China's rise, and reveals the pragmatic, political and economic motives that lurk behind the successes and failures of its eco-cities.

This is a timely and readable account which explores a range of themes – environmental, political, cultural and architectural – to show how the eco-city program sheds fascinating light on contemporary Chinese society, and provides a lens through which to view the politics of sustainability closer to home.

Austin Williams is Associate Professor of Architecture at Xi'an Jiaotong-Liverpool University in China and Director of the Future Cities Project. He is the China correspondent for *The Architectural Review* and has written for a wide range of magazines and newspapers, from *The Economist* to the *London Review of Books*.



July 2017
256 pages
30 mono illustrations
234 x 156mm
9781474224154

Remaking Cities

An Introduction to Urban Metrofitting

Tony Fry

Renowned design theorist Tony Fry brings a conceptual design perspective to the challenge of urban sustainability, introducing ideas and actions for the new practice of metrofitting.

Unprecedented challenges await the future of the world's cities. Accelerating population pressure, climate change, food insecurity, poverty and geopolitical instability – in the face of such problems our current attempts at producing a sustainable agenda for the world's cities appear fragmented and inadequate. Fresh thinking is needed.

In *Remaking Cities*, renowned design theorist Tony Fry brings a conceptual design perspective to the challenge of urban sustainability and resilience. In a typically far-sighted and provocative work, Fry presents ideas and actions for 'metrofitting' – a new kind of practice in architecture and urban design. Metrofitting expands the technological concept of retrofit up to the city scale, placing social, cultural, political and ethical concerns at its heart. Metrofitting is not about visionary technology, it is about transforming existing cities by combining available resources with human creativity, prompted by new thinking about new and old urban problems. It requires overcoming outmoded Eurocentric assumptions of what constitutes a city, rethinking their forms and structures, and understanding their metabolic processes and social and economic functions. This book provides conceptually strong practical approaches that will ultimately change the whole way we view cities and the way the urban future is designed.

Tony Fry is Professor of Design at Griffith University, Australia and Visiting Professor at the University of Cincinnati, USA. A cultural theorist, designer, and consultant who has specialised in sustainability and cultural change, Tony has published ten books including *Becoming Human by Design* (2012) and *Design as Politics* (2011).



October 2017
272 pages
125 mono illustrations
234 x 156mm
9781472588098

Shadow-Makers

A Cultural History of Shadows in Architecture

Stephen Kite

This is the first book to explore the power and cultural significance of shadows in architecture.

The making of shadows is an act as old as architecture itself. From the gloom of the medieval hearth through to the masterworks of modernism, shadows have been an essential yet neglected presence in architectural history.

Shadow-Makers tells for the first time the history of shadows in architecture. It weaves together a rich narrative – combining close readings of significant buildings both ancient and modern with architectural theory and art history – to reveal the key places and moments where shadows shaped architecture in distinctive and dynamic ways. It shows how shadows are used as an architectural instrument of form, composition and visual effect, while also exploring the deeper cultural context – tracing differing conceptions of their meaning and symbolism, whether as places of refuge, devotion, terror, occult practice, sublime experience or as metaphors of the unconscious.

Within a chronological framework encompassing medieval, baroque, enlightenment, sublime, picturesque, and modernist movements, a wide range of topics are explored, from Hawksmoor's London churches, Japanese temple complexes and the shade-patterns of Islamic cities, to Ruskin in Venice and Aldo Rossi and Louis Kahn in the 20th century.

Stephen Kite is Professor of Architecture at the Welsh School of Architecture, Cardiff University, UK. His previous publications include *Building Ruskin's Italy: Watching Architecture* (2012), *Adrian Stokes: An Architectonic Eye* (2009), and *An Architecture of Invitation: Colin St John Wilson* (2005, co-authored with Sarah Menin). He is an Editor of the journal *Architectural Research Quarterly*.



