



**NEWSLETTER 3 / DECEMBER 2004**

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December is 010 Publisher's design month. From golden books to put under the Christmas tree to a competition about Droog Design and a nomination for the successful Dutch Type.

DESIGN: NEW  
ETERNALLY YOURS. TIME IN DESIGN

#### A BOOK WITH NUMEROUS GOLDEN LAYERS

010's new book, *Time in Design*, is about an ideal future product and equally about all of them. It tells the story of Vivian, a name representing any product. Vivian's story and projects are richly illustrated with examples to clarify the basic theme: design for lifespan extension and sustainability of product value.

*Time in Design* is the second book by the Eternally Yours Foundation. Their first book published in 1998 was awarded the Best of Category award in the Graphics category in the 1998 I.D. Annual Design Review. Especially for those who have always wanted to have it but couldn't get it anymore, the entire first book is included in *Time in Design*.

Another striking feature of this second book is that not only is the cover gold, but in the interior the colour yellow of the full colour has been completely replaced by a warm gold as well.

\* book details: Eternally Yours. Time in Design / Ed van Hinte (ed.) / text contributions by Ezio Manzini, Brian Eno, Gustaf Beumer and John Thackara / English / 460 pp / paperback / 17 x 24 cm / 350 colour illustrations / euro 34.50 / design Thonik / ISBN 90 6450 549 7 / For more information visit [www.010publishers.nl](http://www.010publishers.nl) and click on 'recent titles'

TYPOGRAPHY:  
DUTCH TYPE

#### NUMBER 2 IN THE TOP 10

Dutch Type has received favourable reviews from all over the world. Recently, the comprehensive book on Dutch typography received the runner up title in the top 10 of the best designed books of 2004 in the Volkskrant : "a standard book that by far surpasses the status of reference book." ( H. Hubben, November 25th 2004)

# OIO

In this best-seller Jan Middendorp presents a broad overview of old and new Dutch type design. There is probably no other country that boasts a type design culture as dense as that of the Netherlands. Middendorp traces its origins in the groundbreaking work by punchcutters, type designers and lettering artists from the 15th to the 20th century. This book also gives insight into the motives and methods of the current type design community, showing published and unpublished typefaces as well as sketches, studies and samples of unfamiliar lettering work.

From the press:

- An unusually thorough handbook, sumptuously illustrated in colour. (NRC Handelsblad, May 14th 2004).
- No question about it, Dutch Type is one of the best books on the history of type to be published in the past decades. An invaluable reference book (PRINT, september 2004).
- This is a phenomenally informative book that for the first time connects an overview of the richness and variety of current Dutch type design to a thorough sketch of its historical roots. A must for every type lover (Form, herfst 2004).

\* book details: Dutch Type / Jan Middendorp / English / 320 pp / hardcover / 22 x 27 cm / 50 b/w and 650 colour illustrations / euro 62.50 / design Bart de Haas, Peter Verheul / ISBN 90 6450 460 1 / For more information visit [www.010publishers.nl](http://www.010publishers.nl) and click on 'design'

## DESIGN: CONTEST

### WIN TWO DROOG DESIGN BOOKS

Last week, Droog Design celebrated the opening of its new premises in Amsterdam and from last Saturday on, The Hague is hosting a Droog Design overview exhibition. To mark the occasion, 010 will give away the two available 010 books (last copies) on Droog Design to the two lucky winners who know the answer to the following questions:

Who are the designers of the second and by now sold out Droog Design book published by 010 Publishers in 1999 and under which name do they now operate?

All answers can be e-mailed to [droog@uitgeverij010.nl](mailto:droog@uitgeverij010.nl) up to December 26th 2004.

\* book details:

- Droog Design. Spirit of the Nineties / Renny Ramakers and Gijs Bakker / English / 144 pp / paperback / 21 x 27 cm / euro 32.50 / design Roelof Mulder / ISBN 90 6450 301 X / For more information visit [www.010publishers.nl](http://www.010publishers.nl) and click on 'last copies'
- Less + More. Droog Design in context / Renny Ramakers / English / 240 pp / paperback / 17 x 24 cm / euro 37.50 / design Thonik / ISBN 90 6450 457 1 / For more information visit [www.010publishers.nl](http://www.010publishers.nl) and click on 'last copies'

## HOW TO ORDER

All available books can be ordered through our website [www.010publishers.nl](http://www.010publishers.nl). After receiving your order, we will send you the books as soon as possible. Naturally our books are also available from your local bookshop.

# OIO

## BARGAIN BASEMENT

On our website you will find the most recent editions at temporary prices. This month one of them is:

DESIGN: Visual Function. An Introduction to Information Design / now from euro 14.50 for 5.50  
De visie van Paul Mijksenaar op het vormgeven van visuele informatie voor bijvoorbeeld vliegvelden en verkeersborden.

## FORTHCOMING

In the next few weeks some new titles will be published. You can read more about these in our subsequent newsletters. You can already find some information about them on our website, [www.010publishers.nl](http://www.010publishers.nl), by clicking on the 'forthcoming titles' button. If you want to reserve copies of any of these titles, please send an e-mail to [office@010publishers.nl](mailto:office@010publishers.nl).

## Sneak preview:

DESIGN: Flying Lightness. Promises for structural elegance (end of January 2005)  
Air traffic is speeding up and needs to reconsider issues of transport efficiency. Richly illustrated, Flying Lightness covers all these issues.

## URBANISM: Metropolitan World Atlas (February 2005)

With its wealth of facts and clean, abstract design, the Metropolitan World Atlas is a must-buy.

## PRESS

For more information, images and/or review copies please contact Ester Martens at [ester@010publishers.nl](mailto:ester@010publishers.nl).

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