



NEWSLETTER 39 / APRIL 2008

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Spring sale, new books, and 010 on TV. But we begin with good news about our accessibility.

EVEN MORE ACCESSIBLE: 010 WEBSITE

From now on it will be easier to find our books on internet. Just type www.010.nl and you will go straight to our website. Our email addresses have also become quite a bit shorter and now end in 010.nl (e.g. 010@010.nl). Simple, isn't it?

NEW: FRANK LLOYD WRIGHT AND THE NETHERLANDS

Van Doesburg, Oud and Duiker, Wils and Dudok were all inspired to a greater or lesser extent by the American architect Frank Lloyd Wright. And even nowadays, new housing estates are still announced with the soliciting slogan '1930s style': Wright's style. Amerikaanse dromen explains why the work of Frank Lloyd Wright was able to become so popular. In Dutch only.

* Amerikaanse dromen. Frank Lloyd Wright en Nederland / Herman van Bergeijk (ed.) / Dutch / ISBN 978 90 6450 593 5 / euro 24.50

With contributions by Anthony Alofsin, Herman van Bergeijk, Dan Naegele, Timo de Rijk, Mariette van Stralen, and Sander Woertman, Jan Wils, and J.J.P. Oud

<http://www.010.nl/catalogue/book.php?id=593>

COMING SOON: HOW THEY WORK

Everybody who is anybody attends the Salone del Mobile in Milan. And that also applies to 010. The book *How They Work* will be launched in Milan during the most important design fair in the world. Those who cannot attend the book presentation will nevertheless be able to see a TV report of it in the new VPRO (broadcasting station) programme entitled 'Trendspotting'. The book will be on sale in the shops from mid-May onward.

TV programme: Trendspotting, theme: Milan, at 22.40 on Friday 2 May, on Nederland 2 or go to <http://www.vpro.nl/programma/trendspotting/>

Always been inquisitive about the way Hella Jongerius, Job Smeets & Nynke Tynagel, Claudy Jongstra, Richard Hutten and other Dutch Design colleagues live and work? If so, you will be delighted by *How They Work. The Hidden World of Dutch Design*. You can now (literally) get a glimpse into the kitchen of the Netherlands' most renowned designers.



* How They Work. The Hidden World of Dutch Design / Inga Powilleit, Tatjana Quax / Dutch-English / ISBN 978 90 6450 662 8 / euro 39.50
<http://www.010.nl/catalogue/book.php?id=662>

MORE 010 BOOKS ON TV

The new RTL (broadcasting station) programme 'Mijn man kan niet dansen' (My husband can't dance) will begin soon. It is a programme in which women can enrol their husbands for a crash course in dancing. What has this to do with 010? The keen viewer will see that the bookshelves in the programme are filled with well-known books. 'Mijn man kan niet dansen' wanted to decorate the two apartments they use with attractive books and they immediately thought of 010.

TV programme: Mijn man kan niet dansen, from Thursday 1 May onward, at 20.30 on RTL 4.
 or go to <http://www.rtl.nl/programma/mijnmankannietdansen/>

COMING SOON: IMAGINE

The beginning of May will witness the appearance of the first two volumes of the *Imagine* series: *Façades* and *Deflateables*. *Imagine* offers insight into the latest state of the art in terms of architectonic ideas that are currently only concepts but may be reality in the future. Sketches, pictures and mock-ups with explanatory texts as well as links for future research: ideas to truly fire the imagination.

* Imagine 01. Facades / Ulrich Knaack, Tillman Klein, Marcel Bilow / English / ISBN 978 90 6450 656 7 / euro 24.50

<http://www.010.nl/catalogue/book.php?id=656>

* Imagine 02. Deflateables / Ulrich Knaack, Tillman Klein, Marcel Bilow / English / ISBN 978 90 6450 657 4 / euro 24.50

<http://www.010.nl/catalogue/book.php?id=657>

Both books will appear on 7 May 2008. The themes of the following two books are also known: *Performance-driven Envelopes* and *Rapids*. Inquisitive? You can let us know that you wish to be kept up to date with developments in this series. Email 010@010.nl.

SPRING: Sales

The sun is slowly re-establishing itself, and 010 is also getting a spring in its step. We are always pleased to unleash springtime with a spick and span warehouse, and you too can benefit from this:

W.M. Dudok: from 19.50 euro NOW euro 9.50

Paul Schuitema. Visual Organizer: from 39.50 euro NOW euro 16.50

De Haagse Stijl. Art deco in Nederland: from 39.50 euro NOW euro 16.50

Bron/Source. Erik Odijk. Drawing and photography: from 39.50 euro NOW euro 16.50

and many more wannahaves will be sold for a song. Please see www.010.nl, special offers.

HOW TO ORDER

All available books can be ordered via www.010.nl. After receiving your order, we shall send the books as soon as possible. Of course, our publications are also available from your bookshop.



PRESS

For more information, images and/or review copies, please contact Ester Martens at ester@010.nl.

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