

# CONTENTS

## 004 Preface

If Life Gives You Books, Make Sausages  
by Andreas Friberg Lundgren

## 006 Preface

Set Free, and Shape  
by Liu Xiaoxiang

## 008-037 What Makes a Book

- 010 The Physical Structure of Books
- 012 Knowing about Types of Paper
- 018 Page Layout and Grid Systems
- 024 Printing and Techniques
- 034 Binding

## 038-117 Meet the Designers

- 040 David Pearson
- 052 XXL Studio
- 066 Studio Joost Grootens
- 078 Hanqingtang Design
- 092 Zhang Zhiqi
- 106 Mistroom

## 118-231 Explore More Projects

- 120 Lukas/Markus
- 122 Threads through Time – Archive of Memories
- 124 Identità oltre il tempo
- 126 Buildings with cour d'honneur in Budapest
- 128 Traços de Gente
- 130 Buch der Körper
- 132 A Garden at Night
- 134 Kyiv Type: Graphic Design & Typography Visual Treasures from Kyiv
- 136 God Does Not Play Dice
- 138 Pinocchio – Storia di un Burattino
- 140 La Xarxa al Bosc. Joan Brossa i la Poesia Experimental, 1946-1980
- 142 Cinematograph
- 144 Dr. Mary's Monkey
- 146 Gesellschaft Eine Insel
- 148 The Lives of Paintings/Życie obrazów
- 150 100% Porto
- 152 Fonts SK – Digitised Type Design in Slovakia

## 154 Post-foundational Book Cover Series

- 156 Age of Union
- 158 The Bird Project 2006-2017
- 160 Makers Bible – Human Space (Black Edition)
- 162 Carcasse: The Butcher's Kitchen
- 164 Wish/Wonen in Stadshart
- 166 Wanderspace/Zwerfruimte
- 168 Építész Stúdió 1990-2020
- 170 J.D. Salinger's Works
- 172 Made in Fukushima
- 174 Arts Development Plan Hannover 2030
- 176 Pasatiempos Modernos
- 178 Inside Muses
- 180 Slash: Between Identity and Differences
- 182 Visuality of Schizophrenia
- 184 Global Climate Change
- 186 Cuenca Debajo de la Segunda Farola – Erasmus Book
- 188 Velado
- 190 Insight Independent Bookshop
- 192 Cheers Book Covers
- 194 Globe in Motion 1-2
- 196 Efforts in Aesthetic Movement
- 198 Thing-ology
- 200 I Think I'll Be Fine after Eating Ice Cream
- 202 To Say Goodbye Is to Die a Little
- 204 Possible Anatomies
- 206 Cacaform Birds
- 208 Bug's Book
- 210 Craftsman
- 212 A Study on Hong Kong Beiwei Calligraphy & Type Design
- 214 Asia-Pacific Design No. 16
- 216 Typographic Design in China
- 218 Yu-ichi Inoue/Shiko Munakata/Kazuo Yagi
- 220 Unknown
- 222 The Codices of the Masters
- 224 Pleasure of Learning
- 226 Sixty Years of Taohuawu New Year Prints
- 228 Talk about Kunqu
- 230 Mountain Ocean Poetry

## 232-237 Index

## 238-239 Credits

## 240 Acknowledgements

# INDEX

## A Black Cover Design

[www.ablackcover.com](http://www.ablackcover.com)

A Black Cover Design (ABCD) is a global branding agency established in 2015 by Guang Yu and Nod Young, based in Beijing and San Francisco. ABCD provides branding, visual identity, product package, user interface, printed matter and design strategy services. Their design concept is systematic and targeted, which won their client's recognition and numerous international and domestic awards.

P192-193

## Adrienn Császár

[www.behance.net/adrienn\\_csaszar](http://www.behance.net/adrienn_csaszar)

Adrienn Császár is a Budapest-based freelance graphic designer, aspiring to create experimental designs with clear features.

P182-183

## Ákos Polgárdi

[submachine.co](http://submachine.co)

Ákos Polgárdi is a Budapest-based graphic designer specialising in editorial design, visual identities and wayfinding. Apart from working on solo project, he is the founding member of SUBMACHINE and a guest lecturer in book design at Metropolitan University, Budapest.

P168-169, 170-171

## Alessia Oertel

[www.alessiaoertel.com](http://www.alessiaoertel.com)

Alessia has a Master's degree in Communication Design from Muthesius University of Fine Arts and Design in Kiel, Germany. Since 2020, she has been working as a freelance designer. Her goal is to make luxury brands more accessible to the public. Working with these premium brands, she creates unique visual languages that help differentiate the client and get the message across without words.

P130-131

## Alien Wu

[www.behance.net/wuhaolun](http://www.behance.net/wuhaolun)

Alien Wu is a graphic designer and an expert in translating his aesthetic experience into a unique visual language. He established Absence Lab in 2017, working on brand identity planning, event visual design, product packaging and book design. His work was included in the *Asia Pacific Design Yearbook* and won the Golden Pin Design Award.

P196-197

## Ana Resende

[www.ana-resende.com](http://www.ana-resende.com)

Ana Resende studied architecture and editorial design in Porto. She was the coordinator of the publications of the 2016 Lisbon Architecture Triennale. Since 2016, she has been running her practice on books, architecture and films in collaboration with several authors, and academic and cultural institutions.

P204-205

## Anna Bárdy

[www.annabardy.com](http://www.annabardy.com)

Anna Bárdy is a Budapest-based independent graphic designer and art director from Hungary. Her primary fields of design are branding, editorial and book design. Anna looks on her field as a playground that gives her space to do technical experimentation. Her conceptual approach stands out with straightforward visual answers.

P126-127

## Atelier d'alves

[www.atelierdalves.com](http://www.atelierdalves.com)

Located in the heart of Porto in Portugal, the studio develops identities, strategies, campaigns, websites, and editorial projects for companies and institutions that want to have an impact in their sector. The studio's grand philosophy is the intersection of methodologies and concepts, resulting in innovative approaches to each new proposal.

P128-129, 132-133

### Baillat Studio

Baillat.ca

Baillat Studio is a design studio based in Montreal. Their work is carried out in all formats – print, digital, motion and artistic installation, creating striking identities that reach far beyond the limits of traditional advertising. Their creative sensibility is driven by an emphasis on play, where every detail is carefully considered. Passion, people and determination are at the core of their practice.

P156-157

### Bureau Hardy Seiler

www.hardyseiler.de

The Bureau creates a straightforward and compelling communication design. It specialises in corporate, editorial, graphic and web design, often joining forces with other experts to solve more complex challenges.

P174-175

### Carla Cabras

carlacabrasdesign.wixsite.com/home

Carla Cabras is a graphic designer from Sardinia, Italy. She studied new art technologies at the Academy of Fine arts of Sassari. She is currently working as a freelance graphic designer.

P184-185

### CarnokyType

carnokytype.com

As the founder of CarnokyType, Samuel Čarnoký(1981) focuses on type design, typography and editorial design. He is the author and co-author of the publications about typography in Slovakia. He participated in many creative workshops and art symposia as well as individual and collective exhibitions and presentations in Slovakia and abroad. He was awarded Slovak Design Award for communication design in 2016 and 2018.

P152-153

### Daniel Zenker

zenkerdaniel.de

Daniel Zenker is a Hamburg-based designer. He focuses on analogues, digital identities and publications. In his design, visual identities and stories are brought to the point and into the world with a concept-based and typography-driven design. Passionate and with an eye for small details and the bigger picture, the design process is carried out through material advice and production handling.

P146-147

### David Pearson

www.typeasimage.com

David Pearson is a UK-based graphic designer specialising in print design where typography is the principal form of expression.

P040-051

### Desislava Danova, Susana Xavier

www.behance.net/desislavadanova  
susanaxc.com

Susana and Desislava have different cultural backgrounds and have different understandings of design. They were in the same group for their book class in their Master's study. Surprisingly, they complemented each other perfectly. Their aesthetics and needs for an intricate storytelling narrative and emotional responses from the readers were the main approaches that helped them produce the book.

P122-123

### Erik Bovio, Mauro Murano, Lorenzo Ritorto, Francesco Zivoli

www.behance.net/erikbovio  
www.behance.net/mauromurano  
www.behance.net/ritortolorenzo  
www.behance.net/francescozivoli

During the degree course in Design and Visual Communication at the Politecnico di Torino, they decided to complete the course of study with a thesis project together for their affinity and their common design vision. Their four points of view

brought them a broader vision of the whole book, allowing them to complete a project with a strong identity.

P180-181

### Flowing Design

[flowingdesign.co](http://flowingdesign.co)

Flowing Design is a design studio that pursues positive social impact by its design. They believe in the rule of 'Form Follows Function.' They believe every single element engaged in the work is not only a decoration but a modification and design responding to functional requirements.

P198-199

### Genis Carreras

[www.studiocarreras.com](http://www.studiocarreras.com)

Genis Carreras (aka Studio Carreras) is an award-winning designer and illustrator who specialises in creating ingenious, minimal and bold pieces of visual communication for brands, events and publications. His work uses geometry and abstraction to convey complex ideas in accessible and attractive ways.

P154-155

### Hanqingtang Design

[weibo.com/hanqingtangdesign](http://weibo.com/hanqingtangdesign)

Hanqingtang Design is a design company founded by Zhao Qing. Zhao Qing is the twentieth Chinese member of the Alliance Graphique Internationale (AGI). Since 2000, the company creates commercial brand identities and cultural media following marketing strategies and its corporate spirit, providing tailor-made visual communication solutions for clients.

P078-091

### Huang Wan-eng

[behance.net/WE\\_STUDIO](http://behance.net/WE_STUDIO)

Huang Wan-eng is a graphic designer and she graduated from the Department of Visual Communication Design at Chaoyang University of Science and Technology. Her

graduation design work was included in the collection of *DESIGN 100 COOL*. In 2014, WE STUDIO design house was established. The design agency is currently focusing on visual design planning for existing and new brands.

P190-191

### Kenneth Kuh

[kennethkuh.info](http://kennethkuh.info)

Kenneth Kuh is an award-winning designer based in Portland, LA, and Shanghai. He graduated from ArtCenter College of Design in 2020 and is now a designer at Nike. His work covers a wide range of disciplines from branding, editorial design, typography, to motion graphics and transmedia installations.

P136-137

### Luca Longobardi, Alessandro Latela

[www.longobardiluca.com](http://www.longobardiluca.com)

[www.behance.net/alessandrolatela](http://www.behance.net/alessandrolatela)

Luca Longobardi is a graphic designer based in Italy. His works focus on communication, editorial design and typography. Alessandro Latela is a student of Master's degree in Communication and Design and Publishing at ISIA Urbino.

P138-139

### Lundgren+Lindqvist

[lundgrenlindqvist.se](http://lundgrenlindqvist.se)

Lundgren+Lindqvist is a Sweden-based design studio founded in 2007. It is led by Andreas Friberg Lundgren and Carl-Johan Lindqvist. Their services cover visual identity design, art direction, design for print and digital applications, packaging design, signage and web development.

P120-121, 158-159

### Mak Kai-hang

[makkaihang.com](http://makkaihang.com)

Mak Kai-hang (b.1993) is a Hong Kong graphic designer who mainly focuses on an in-depth exploration of typography and printed matter. He established his design studio in 2018. His

work has received several awards including One Show, D&AD, Art Directors Club (ADC), Type Directors Club (TDC), Tokyo TDC Annual Awards and so on.

P212-215

### Marc Villalba

[www.behance.net/marcvillalba](http://www.behance.net/marcvillalba)

Marc Villalba is a Barcelona-based graphic designer. He is passionate about editorial design and photography. And he has completed projects from large runs to small editions and experimental zines. He studied graphic design at the School of Art and Design, Llotja and had his postgraduate study majoring Photography and Editorial Design at EINA, University Center of Design and Art of Barcelona.

P188-189

### Matúš Hnát

[www.behance.net/MatusHnat](http://www.behance.net/MatusHnat)

Matúš Hnát is a freelance graphic designer with a background in cultural studies. He was shortlisted in Slovak Design Award many times. His domains are mainly editorial design, posters and campaigns.

P194-195

### Melville Brand Design

[melvilledesign.de](http://melvilledesign.de)

Melville Brand Design is a Munich-based creative agency that specialises in 360-degree branding and communication. They work across all areas including visual and editorial, print and digital design, experimental and virtual design.

P160-161

### Mistroom

[www.behance.net/mistroomart](http://www.behance.net/mistroomart)

Founded in 2010 by Peng Yu-jui and Huang Jui-i, Mistroom provides services in performing arts, book design, vinyl design and packaging.

P106-117

### Moby Digg

[mobydigg.com](http://mobydigg.com)

Moby Digg is an award-winning digital design studio engaging in versatile conceptual and visual projects. Its commissions range from brand strategy, branding and visual identities to in-house web development – always focusing on connecting the best of design with technology.

P172-173

### Oscar Maia

[www.oscarmaia.com](http://www.oscarmaia.com)

Oscar Maia is a communication designer based in the city of Porto, Portugal. Specialised in developing creative strategies in print, editorial, branding, and web design projects, he is currently working with a wide range of clients. His work is recognised as aesthetically simple and bold, with a steady balance between great attention to details, typography, and composition.

P150-151

### Pan Yanrong

[weibo.com/u/1391870422](http://weibo.com/u/1391870422)

Pan Yanrong is a member of AGI and a member of the Book Design and Art Work Committee in the Publishers Association of China. He is also the creative director of T-change design studio.

P216-217, 220-223, 226-227, 230-231

### Péter Morvai

[morvaipeter.com](http://morvaipeter.com)

Péter Morvai is a European graphic designer and artist. He has a keen interest in experimenting with light and typography, and he is open to making special visual solutions.

P186-187

### Qu Minmin & Jiang Qian

qqqqdesign.com

The studio was established by Qu Minmin and Jiang Qian in 2013, focusing on book design, branding, packaging, publishing and exhibition design. Seeking the balance between experimentality and publicity in design performance is the design pursuit of the studio.

P218-219, 224-225, 228-229

### Rebeka Arce Studio

byarce.com

Rebeka Arce is a multidisciplinary designer and art director based in Madrid. Her distinct sense of rhythm and balance and passion for observation, synthesis and approach of future scenarios has led her to move through a variety of design fields, especially on the brand identity, narrative visual strategy and image creation for audiovisual media. She aims to elevate business and brand offerings by translating their core values into a significant visual form.

P176-177

### Renata Motyka

www.renatamotyka.com

Renata Motyka is a graphic designer from Warsaw, Poland. She is involved in print design, installations and painting.

P148-149

### Riccardo Savioli

www.behance.net/RiccardoSavioli

Riccardo Savioli (1996, Portomaggiore, Italy) is a graphic designer and had his Bachelor's degree in New Technologies for Arts at the Academy of Fine Arts in Venice, he is now a student of Master's degree in Communication and Design and Publishing at ISIA Urbino.

P124-125

### Sarah Schrauwen

www.sarahschrauwen.com

Sarah Schrauwen is a graphic designer who specialises in books and editing. Her work is clean, functional and content-driven. She loves projects that she can approach holistically by providing overarching guidance from the conceptual and research phase, over-content curation and editing, to design and production. Sustainability is an important aspect of her life, both professionally and personally.

P166-167

### Sebastian Schubmehl

smehl.com

Typographer and graphic designer Sebastian Schubmehl designs books, visual identities, custom typefaces and communication concepts for brands, companies and events. Target-oriented, with pragmatism, passion and precision, he takes good design seriously. He is based in Trier, Rhineland-Palatinate, Germany.

P134-135

### Studio de Ronners

www.deronners.nl

Studio de Ronners is a creative agency founded by the two brothers Arwen and Matthijs Ronner. They develop visual identities for renowned museums, cultural institutions and clients from the business and non-profit sectors. Their goal is to reach the audience in a convincing, purposeful way.

P164-165

### Studio Joost Grootens

www.joostgrootens.nl

In addition to designing digital information environments, maps, typefaces and spatial installations, SJG works primarily in the field of book design. They are constantly challenged to develop appropriate formats that justify the production of printed materials, acknowledging the growing need for the visual representation of data.

P066-077

### Tim Bisschop

[www.timbisschop.be](http://www.timbisschop.be)

Tim Bisschop studied typography and graphic design at the Luca School of Arts in Ghent (Belgium) and works as an independent graphic designer since 2011. His main work contains books, covers, posters, brochures, magazines and branding projects.

P162-163

### Toby Ng Design

[www.toby-ng.com](http://www.toby-ng.com)

Toby Ng Design is an independent branding and design studio formed by creative communicators. Their work begins with the search for essence and simplicity. They believe distilling a core idea builds the best foundation for any compelling design solution. Together with clients, they bring their philosophy to life by shaping voices of value and significance.

P178-179

### Todojuntó

[todojuntó.net](http://todojuntó.net)

Todojuntó is a design and communication studio based in Barcelona and founded in 2007. It mainly focuses on cultural projects and the dissemination of knowledge. Their work aims for a transversal, transmedia study of the communication fields, with projects that go from research with vintage printing techniques to web or exhibition design, passing through music-related or editorial design.

P140-141

### Tsai Chia-hao

[www.behance.net/tsoichiahao](http://www.behance.net/tsoichiahao)

Tsai Chia-hao is a graphic designer. He was nominated for Golden Bee Global Biennale, GDC, Golden Butterfly Award, and *Asia-Pacific Design*. Now he is mainly engaged in the business of graphic design, such as book design, movie posters, visual identities for events and exhibitions, branding and packaging design, etc.

P142-145

### Wu Chia-lin

[www.behance.net/ChiaLinWu](http://www.behance.net/ChiaLinWu)

Wu Chia-lin, born in 1991, is a graphic designer. She is engaged in book design, key visual or identity design of exhibitions and cultural performances, etc. She is good at expressing emotion, words, and individual style through printing and paper. She looks forward to developing more reading experience with varied designs of books and creating unlimited designs with limited sources.

P200-203

### XXL Studio

[www.xxlstudio.design](http://www.xxlstudio.design)

Founded by AGI member Liu Xiaoxiang, XXL studio provides services in all areas of graphic design.

P052-065

### Zhang Zhiqi

[weibo.com/u/1959938610](http://weibo.com/u/1959938610)

Zhang Zhiqi is a graphic designer dedicated to book design. His works were awarded The Beauty of Books in China and Best Book Design from All Over the World.

P092-105

### Zhu Yingchun

[www.zhuyingchun.com](http://www.zhuyingchun.com)

Zhu Yingchun is a book designer and artist based in Nanjing, China. His clever concepts and playful designs have attracted wide attention in China and abroad, particularly his two major works: *Bugs' Book* and *Cacaform Birds*. Zhu Yingchun credits nature as his sole source of inspiration and is at his happiest while studying the patterns and rituals of bugs and flowers around his studio. His creations express an inquisitive approach to the world and his belief that every part of nature has a distinctive beauty.

P206-211



Have you ever been curious about what are the basic parts of a book? And how can we possibly make a book from zero to one? *Book Design: From the Printing Basics to the Most Impressive Designs* is a book to answer all your questions in mind. This three-chapter book offers you an overview of what a book is, how it is made, and how we could elevate it with good design and print techniques. The first chapter focuses on theoretical knowledge; the second chapter includes book designs of selected book masters, followed by one-to-one interviews with these designers; the third chapter presents contemporary book designs all over the world with details that make them stand out. It is not just a 'must-have' book for designers in the field, but a 'should-have' book for those who want to know more about a book's structure, design, and manufacture.

Wang Shaoqiang is a professor at the Guangzhou Academy of Fine Arts (China) and Doctoral Supervisor at the College of Arts and Humanities of the Macau University of Science and Technology. He is a prolific editor whose titles focus on design, art and life. He is also the editor of *Design 360°* magazine and *Asia-Pacific Design* yearbook. He has been invited to lecture at numerous universities, design academies and organizations, and he has been a jury member for China's most prestigious design and illustration awards.

