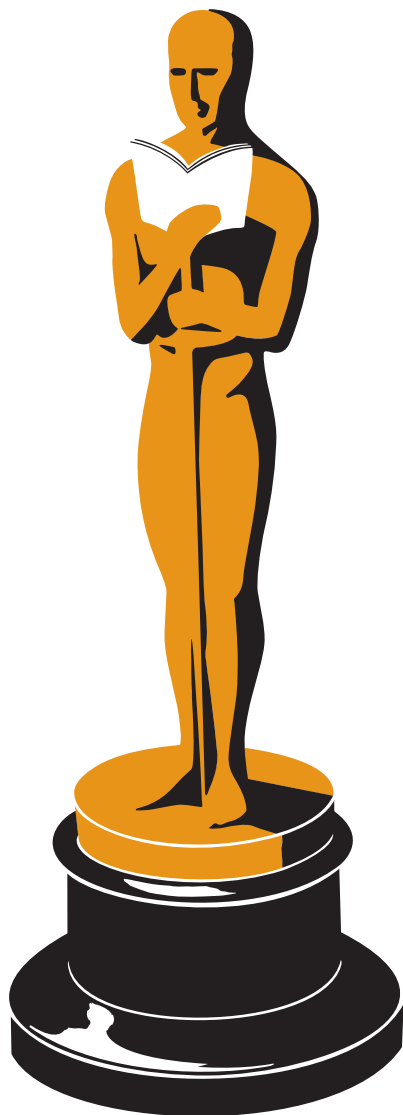


# BISPUBLISHERS

*2011/2012*



THE BOOK WAS BETTER

Dear reader,

The cover of this year's BIS Publishers' catalogue makes a clear statement: the book was better. Okay, I love the movies too, as well as all things interactive, backlit and moving, but still ... books are my first love and will always have that special place in my heart.

Books speak to our minds without making a sound. Even without external audio input, when we tune in to their wavelength, their powerful message can become very loud and resonate deep in our brains, shining with the soft light of a candle or the burning intensity of a noonday sun.

Here is my pick of five shining books from the forthcoming titles from BIS Publishers.

The image of the Oscar reading the book is taken out of the forthcoming *Never Sleep with the Director*, one of the three new titles in the bestselling *Ridiculous Design Rules* series. Author Anneloes van Gaalen continues collecting ridiculous rules and striking images that contradict them or support them. We love it - and we're not alone, given the 35,000-plus Rules books sold to date.

Gold is the color of winners. We are inexpressibly proud that our bestselling *This is Service Design Thinking* has won the Gold award in the 'Best Book Design' category in the 2011 European Design Awards. It gets even better! The book also walked away with the Best of Show Award, the best of all this year's gold winners. A huge thank-you to designer Jakob Schneider and to the 14 jury members representing the major design magazines throughout Europe.

*Inspiration* is the title of a big and exciting new book that fits in with the topics that we have covered in our growing list of small books on form-generating experiments in architecture and design. Large and proud, *Inspiration* showcases dozens of novel (often digital) design methods for architecture, with hundreds of examples as well as academic and practical

analyses. An absolute must-have for architects. By the way, Sofia Vyzoviti, whose *Folding Architecture* is in its 12th (!) printing as we go to press, adds a new title to the small book series as well. *Soft Shells*: a stunning 224 pages of form experiments with architecture and textiles, available now for only 12 euros.

Next: *Back to the Future*. Not the film! This is the title of a new memory game based on the absolutely wonderful photo series by Argentinean photographer Irina Werning. With a great eye for detail and beauty, she recreates childhood pictures with the same adults, now grown-up, using the same clothes, scenery and facial expressions. Her project was all over trend blogs and national newspaper magazines and will be great to play in the memory game format.

I cannot end this pick of five without putting the spotlight on *Sketching the Basics*, the prequel to *Sketching*, which became a huge international bestseller and has now sold over 70,000 copies worldwide. The prequel is a step-by-step drawing course which may well become the ever-friendly companion of every design student in the world who sits before a blank sheet or screen wanting to sketch, but not exactly knowing how to start. This is the book that shows you what you always wanted to know but had never had explained in a simple and efficient way.

I love that last sentence. Any book that delivers on that promise is as good as gold, if you ask me.

As ever, if you have a good idea for a new book or game, drop me an email. I would love to hear from you.

Kind regards,

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