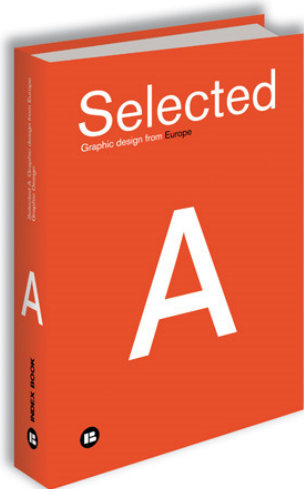


Index Book launches the 'Selected' annual showcasing a *selection* of the best European design

Call for entries now open for its first edition, 'Selected A', until 10 December 2009.



Selected is not an award, but rather, as its name suggests, it is a *selection* of interesting projects completed during the past year. These are chosen by a selection team which is annually designated by the publisher - Index Book. Following these principles, **Selected A** will compile a selection of the **best European design** completed within year 2009 by graphic studios, designers and even students from across Europe.

The idea originated in the Spanish project, **Select**, currently entering its 9th edition, **Select I. Graphic Design from Spain**. Year after year, since 2003, the annual has been showcasing a selection of the **best graphic design from Spain**. For the first time, Index Book is now taking this editorial project further by extending it to the rest of the continent with the forthcoming launch of its European edition, **Selected A. Graphic Design from Europe**.

The projects are picked out by a team of renowned professionals (known as *Selectors*) from various fields in visual communication and graphic design who meet up to make a selection of the best work pieces among all the entries received. Only the projects chosen from their expert point of view shall be ultimately included in the book.

The annual is presented with an original design and in a special format, smaller than the average yearbook. The book is divided into three different categories (*Graphic Design*, *New Media* and *Schools*) and each project is featured individually in a double page spread. Instead of being numbered, each edition of *Selected* is assigned a letter in alphabetical order. As in the Spanish version, the letter for each volume is also the initial of the font face used in the book. For instance, the first volume in the series is named *Selected A* referring to the font face *AkzidGroBe*. This is Index Book's special way of paying homage to typography as an emblematic element in design.

Entries for **Selected A. Graphic Design from Europe** are now open until **10 December 2009**. Early participants whose projects are submitted **before November 1st 2009** shall benefit of a **-10% discount in the inscription fee**.

About Index Book

Index Book is a publishing house founded in Spain in 1993, specialized in books on Graphic Design and Visual Communication. Its subject matters cover from packaging to illustration, corporate identity, logos, fashion, interiors, retail, interactive design, typography, advertising, photography, professional guidance, product design, urban art, lettering or stationery, among many others.

Index Book titles are available in bookshops and retail stores worldwide while also shipping internationally from its on-line book store at www.indexbook.com

Selectors for Selected A (2009)



Björn Kusoffsky – *Stockholm Design Lab*

Born in Stockholm in 1965. He graduated from Beckmans School of Design, worked as Art Director for several magazines and joined the experimental advertising company FGH. In 1990 established the design company Element. In 1998 he cofounded the multidisciplinary firm Stockholm Design Lab, now one of Europe's most respected design companies. His work ranges from Wetwipes, titlesequences, artbooks, aircraftlivery to packaging and total identity for international clients such as H&M, IKEA, SAS Scandinavian Airlines, Moderna Museet (Sweden) and Ustra Stadtbahn (Germany), Hyundaicard (Korea), Askul (Japan) La Biennale de Venezia (Italy).

His work is simple, innovative and powerful. Björn Kusoffsky is represented in the design collection of the National Museum of Art, Stockholm. Member of AGI (Alliance Graphique Internationale). His awarded design has been exhibited in Tokyo, Berlin, Moscow, London, Helsinki, Köln and has been featured in numerous magazines such as Wallpaper*, The Wall street journal, GQ, Creative review, Print, Esquire, Casa Brutis or IdN.



Edwin van Gelder – *Mainstudio*

The Amsterdam-based graphic design agency Mainstudio was established by Edwin van Gelder in 2005. Edwin graduated in Graphic Design at the HKU, Utrecht School of the Arts. In 2009 his work won the Golden Cube of the Art Directors Club NY 2009, for editorial design. Mainstudio loves typography, magazines, identities, illustration and books. The approach is a clear idea of form solution, always playing with the context of the information and looking for something unique in every assignment. Main designing areas are music, theatre, fashion and art. Mainstudio works together with photographers, illustrators, art directors and motion designers. The agency is a member of the BNO, Association of Dutch Designers.

Work has been published in, amongst others: The Art of Invitation (Victory, 2009); Design and Design - Book Of The Year (Index Book, 2009); Form (Sandu Cultural Media, 2009); Graphic Design in Holland (Mao Mao Publications, 2009); Around Europe Promotion (Index Book, 2008).

Some of Mainstudio's clients are: ...,staat, Arnhem Fashion Biennale, Canaux de la Mode, EMI Records, Frame Publishers, Francisco van Benthum, Lemmingfilm, Nike, Noise, Prensela Foundation, SICA (Centre for International Cultural Activities), Sony, BMG, Tommy Hilfinger, Tivoli, UCK (Utrecht Centrum voor de Kunsten), WE fashion.



Lars Harmsen – *Magma Brand Design*

Lars Harmsen is one of the two executive directors of MAGMA Brand Design in Karlsruhe (founded in 1996 with Ulrich Weiss). The focal point of his work is corporate and editorial design. He is also partner and creative director for the Munich agency Melville Brand Design (associated office with MAGMA).

He is founder of Volcano-Type, a font label which distributes over 200 fonts. In 2004 he launched the typography weblog Slanted (www.slanted.de) and a year later the quarterly published "Slanted magazine".

Harmsen is author of design and typography books. In 2004, "Versus" (DGV- Die Gestalten Verlag) received numerous awards (red dot, most beautiful german books, Berlin Type). The book "BASTARD - choose my identity" (Actar, www.bastard-project.com) published in 2006, examines cultural identities and the influence of globalization and web on culture and design. 2009 and 2010 he published Typodarium, a calendar presenting a new font each day.

Lars Harmsen teaches corporate- and editorial design at the School of Design in Pforzheim. Furthermore, he is a solicited speaker for many conferences (Face-to-Face/Stuttgart, Typo Berlin, Colophon, European Design Conference, ICTVC etc).



Agathe Jacquillat
FL@33

Agathe – together with her partner Tomi Vollauschek – runs London-based FL@33, a multi-disciplinary design studio for visual communication. The duo is also responsible for the popular and self-initiated online sound collection bzzzpeek.com, self-published trans-form magazine and their sister company Stereohype.com – graphic art and fashion boutique, that opened its online gates in 2004. FL@33 was launched in 2001 after Agathe and Tomi graduated from the postgraduate Communication Art and Design Master's class at London's Royal College of Art (RCA). Since then FL@33 won many awards, was interviewed and featured on the radio, online and in numerous newspapers, magazines and books around the world. A FL@33 monograph was published in 2005 by French Pyramid Editions as part of their design&designer series. Agathe and Tomi also conceived, compiled, edited, wrote and designed two books (Postcard, 2008 and Made & Sold, 2009, both Laurence King). Postcard was translated into French, German and Spanish (Postales. Diseño por correo, Gustavo Gili). Agathe was born and raised in Paris where she graduated from ESAG Penninghen before going to the RCA. She is a multi-disciplinary designer and artist and has a passion for Photography, Illustration, Architecture and Interior Design. She was judge for several award schemes including YCN, Flash In The Can and D&AD.



Eduardo del Fraile – *Dfraile*

Eduardo del Fraile has studied design at the Elisava School of Design in Barcelona (Spain) and the School of Design and Crafts in Gothenburg (Sweden). In 2000 he founded his own studio and carries out design work for large and small clients.

His specialties are identities, packaging and book design. In recent years, he has established connections between design and photography with the photo book *En Ruta Solidaria a Mauritania*. This year he is publishing *Abecedario Fonético*, a book that illustrates the sound made when pronouncing the same letter repeatedly.

He has been part of the jury for various national and international awards, while he has won more than 50 design awards himself, including the "Best of the Best" award (Red Dot Award, Essen), a silver nomination (D&AD London), the Gold World Award (New York Festivals), two gold medals in the Madrid Visual Awards, a platinum trophy (Graphis New York), two gold medals in the Barcelona Laus awards and an honorable mention for the best photo book (*PhotoEspaña*).



Florian Schmitt – *Hi-ReS!*

Florian is the Creative Director of Hi-ReS!, a digital agency he founded in 1999 with his partner Alexandra Jugovic, also Creative Director. While their backgrounds were in fine art, music and film, it was their first self-initiated interactive project, *soulbath.com*, that gathered unexpected worldwide attention, culminating in a prominent piece in the New York Times and led to commercial work, most importantly the site for Darren Aronofsky's, *Requiem for a Dream*.

Their current clientlist includes Dolce&Gabbana, Chanel, Jägermeister, Nokia, Channel 4 UK, Rizzolli New York as well as artists such as Beck, Massive Attack and Goldfrapp. Their first monograph *Amantes sunt Amentes* ('Lovers are Fools'), chronicling eight years of work, was released in October 2007 by the renowned German publisher, Die Gestalten.

Over the years, Hi-ReS! has won numerous awards among which a BAFTA, D&AD Silver, several Cannes Cyber Lions, numerous Clios, One Shows and Webby Awards.

Florian also runs Nanika (www.nanikawa.com) with Andreas Müller, focusing on new technologies and interactive installation work beyond traditional input and output for clients such as Nokia, Bombay Sapphire and Sony.

Alexandra and Florian live in London with their two children.



Joakim Borgström – *Wieden+Kennedy*

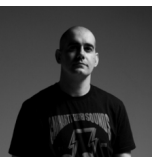
Joakim was born in Stockholm and holds a degree in Advertising from the University of Barcelona.

He spent 10 years as Creative Director and partner of DoubleYou in Barcelona, creating award-winning campaigns for brands as varied as Nike, Audi, Diageo, Nestlé, Diesel, Electrolux, Yahoo!, SEAT and Coca-Cola.

Joakim joined Wieden+Kennedy (W+K) Amsterdam in 2006 to spearhead interactive work, creating global brand campaigns. These clients include Coca-Cola, Nike, Electronic Arts, Procter & Gamble and Wyborowa Vodka.

In January 2008 Joakim became W+K's Creative Director for the Electronic Arts and Wyborowa accounts along with CD partner Edu Pou. Joakim has also been working closely with W+K's London office on the Global Nokia account.

He is the winner of over 120 awards in the last 10 years, including eight Cannes Lions and one Cannes Grand Prix, 14 One Show pencils, two Clio Awards, eight New York Festival awards and 14 FIAP awards including one FIAP Grand Prix. Joakim has sat on the jury of more than 15 award shows around the world and is a sought-after speaker at industry conferences.



Wenceslao Sanz – *Domestika*

Wenceslao Sanz is founder and general manager of Domestika.org, founded in 2001 and one of the world's largest Spanish-speaking graphic design communities.

He studied advertising and public relations at the European University of Madrid, but in his professional career he has focused on on-line and off-line graphic design.

He is also the creator and director of MADinSpain, an annual event which brings together the crème de la crème in the design and creative fields for a conference in Madrid.

He is also responsible for organizing monthly Domestika Meetings - small events held in a variety of Spanish cities in order to discuss various issues related to advertising, design, motion graphics, etc.

He has worked for advertising agencies, design studios and consulting firms, and has participated in a large number of conferences, round tables and events related to design.

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Dr. Catherine Dixon – *Central Saint Martins* (UK)



Ada Lopes Cardozo – *KABK Royal Academy of Art* (Netherlands)



Paskal Prosek – *HDK School of Design and Crafts* (Sweden)

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