 Title: THE BOOK

Subtitle: A Celebration of the Book

Author(s): Julius Friedman, author/designer

Foreword by: Pico Iyer

Essay by: Jill Gage, PhD

Essay by: Dianne Aprile

Art/Design/Photography: Julius Friedman

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Imprint: Old Stone Press

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ISBN13: 978-1-938462-19-1

Format: Casebound with jacket - coffee table

VIP Limited edition clam-shell case

Trim Size: 12 X 10

Page Count: 132

Carton Qty: 12

Illustrations: (130) images/sculpture/photography

Audience: General

Previous Edition ISBN: none

Retail Price: $75 US

BISAC Category: ART016010 / Individual artists / Artists’ Books

ART006020 / Collection, Catalogs, Exhibitions / Permanent Collections

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**Title Description**

*The Book* project was inspired by Gail Gilbert, the art librarian at the University of Louisville Library, when she gave me a bag of books she was discarding. She thought I could tear them up and make collages or an art project. I told her I was not a collage artist and, being a book designer, I could not tear them up. After months of them sitting in my basement and Gail saying, “Do something with them,” I made my first deconstruction and collage.

I continued making them for fun and it grew into a body of work. I looked at the book from its beginnings to the current and emerging world of the Kindle and other electronic tablets, intuitively keeping in mind the sacred word, censorship, holding an object, its tactile way, even the smell of a book, etc. That is how it began.

Then I decided to make a limited edition of 20 books, all by hand—hand-sewn and hand-bound, using hand-set type, letterpress, and tipped-in photographs—and a box made of cherry wood to house the book. That sold out at once. After that project, I continued to make collages and decided to do a coffee table book that people from all walks of life could afford, enjoy, and experience.

## Author/Designer Bio (short version)

JULIUS FRIEDMAN is a graphic designer, photographer, and artist specializing in cultural, nonprofit, and corporate design.

His work is included in the permanent collections of the Museum of Modern Art, New York City; The National Gallery of Art, Washington, DC; the National Museum of Poster Art, Warsaw, Poland; The Dansk Plakatmuseum, Aarhus, Denmark; The Brown-Forman Corporation; 21C Museum; PNC Bank; and NTS Corporation.

He was selected by the Special Assistant to President Ronald Reagan to create work for inclusion in an exhibition of 100 posters advocating peace. This exhibition was presented to the government of Japan on August 6, 1985, to commemorate the 40th anniversary of the bombing of Hiroshima, and was held at the Hiroshima Museum of Art.

Charles Michael Helmken of the Washington, DC, Shoshin Society chose him as one of 100 American and Korean artists to create a poster for the book *Images for Survival* to further the understanding and prevention of AIDS.

## Author/Designer Bio (long version)

JULIUS FRIEDMAN is a graphic designer, photographer, artist, and owner of the design firm *Images*, specializing in cultural, nonprofit, and corporate design.

His work has been featured in the following periodicals and publications: Communication Art; Print Magazine;

Art Direction; STA 100 Show; Graphis; Idea Magazine (Japan); Printers Industry of America; Photo Design;

Kodak’s International Photography Magazine; Nikon World; Letterheads: A Collection from Around the World;

American Photography; World Graphic Design; Now, The Language of Visual Art (Holt, Rinehart & Winston);

Creative Typography (Phaidon Press); How Magazine; Typography: The Annual of the Type Directors Club; Great

Ideas by Charles Helmken; Print’s Best Letterheads and Business Cards; Mead Top 60 Show; Simpson Printed

Papers Awards; James Rivers the Best and B&W Photo magazine.

Public Works, a book of posters by Julius Friedman and Nathan Felde, was published in 1980 by Hawley

Cooke and Orr. Images and Ideas: Julius Friedman, a 256 page book, was published in 2008 by Butler Books.

His work has been exhibited at the Museum of Modern Art, New York; the National Gallery of Art, Washington,

DC; in a one-person show at the National Museum of Poster Art, Poland; the American Institute of Graphic Arts,

New York; the Speed Art Museum, Louisville; the Ryder Gallery, Chicago; the Maryland Institute of Art, Baltimore;

the Contemporary Arts Museum, Cincinnati; Turman Gallery, Terre Haute; in the collection of Margaret M. Bridwell

Art Library, University of Louisville; Art Museum Association, American Design Center, Chicago; Marshall

University, West Virginia; the University College Design Association, Chicago; the McDonough Museum of Art;

Garanti Galleri, Istanbul; and New York Art Directors Show, New York. KET, the Kentucky public television network, has featured a segment on Friedman and his work.

One of Friedman’s posters was included in the exhibition American Posters in the 20th Century, curated by

J.Stewart Johnson of the Museum of Modern Art, New York. The exhibition was held at the National Museum of

Modern Art in Tokyo and Kyoto and included 213 posters from the museum’s permanent collection to illustrate the American poster as an art form. One of his posters was selected for the UNESCO International Poster Exhibition held in Paris and San Francisco, and another was chosen for The Graphic Imperative Show,

1965–2005, a traveling international poster show for peace, social justice, and the environment.

Friedman was selected by the Special Assistant to President Ronald Reagan to create work for inclusion in an exhibition of 100 posters advocating peace. This exhibition was presented to the government of Japan on

August 6, 1985, to commemorate the 40th anniversary of the bombing of Hiroshima, and was held at the

Hiroshima Museum of Art. Charles Michael Helmken of the Washington, DC, Shoshin Society chose Friedman as one of 100 American and Korean artists to create a poster for the book Images for Survival to further the understanding and prevention of AIDS.

Friedman’s works are included in the permanent collections of the Museum of Modern Art, New York City; the National Gallery of Art, Washington, DC; the National Museum of Poster Art, Warsaw, Poland; the Dansk Plakamuseum, Aarhous, Denmark; the Brown-Forman Corporation; and the Marriott Hotel Corporation. They also are held in the Margaret M. Bridwell Art Library at the University of Louisville.

Friedman has lectured extensively throughout the country, including at the Smithsonian Institution,

Washington, DC. In 2004 he was the recipient of the Kentucky Governor’s Award in the Arts for Business.

## Foreword by:

PICO IYER is the author of two novels and eight works of non-fiction, including *Video Night in Kathmandu*, *The Lady and the Monk*, *The Global Soul* and, most recently, *The Man Within My Head*. An essayist for *Time* since 1986, he publishes regularly in *The New York Review of Books* and the *New York Times*.

## Essay by:

JILL GAGE is Reference Librarian and Bibliographer of British History and Literature at the Newberry Library, where she has worked since 2004. She holds an MS in Library and Information Science (University of Illinois at Urbana- Champaign) and a PhD in English Literature (University of London). She has published on a variety of topics, including the 1470 edition of Eusebius’s *De Evangelica Praeparatione* printed by Nicolas Jenson; eighteen- century English schoolboy writers; and nineteenth-century extra-illustrated books.

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## Essay by:

DIANNE APRILE is an editor and writer of essays and books, including *The Eye is Not Enough,* a collaboration with visual artist Mary Lou Hess*.* A former journalist and jazz-club owner, she teaches creative nonfiction at Spalding University’s brief-residency MFA in Writing Program.

## Publicity

(to be announced)

## Awards

(coming)

## Author Appearances

(to be announced)

## Distribution

Bookmasters / Atlas Books, Baker & Taylor and Ingram

## Media Contact

John Clark, publisher

Old Stone Press

E: [john@oldstonepress.com](mailto:john@oldstonepress.com)

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## Marketing Materials

High-resolution images are available at [oldstonepress.com/library/the-book/](http://oldstonepress.com/library/the-book/)

## Websites/Social Media Links

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

juliusfriedman.com

[facebook.com/thebookjuliusfriedman](https://www.facebook.com/thebookjuliusfriedman/)

## About Old Stone Press

OLD STONE PRESS is an author services company that specializes in publishing single-authored books or multi-authored, highly illustrated coffee table books. Founded in 2012 by J. H. Clark in Louisville, Kentucky, Old Stone Press aspires to capture the stories of people, places, and things that educate and inspire good conversation. [www.oldstonepress.com](http://www.oldstonepress.com)