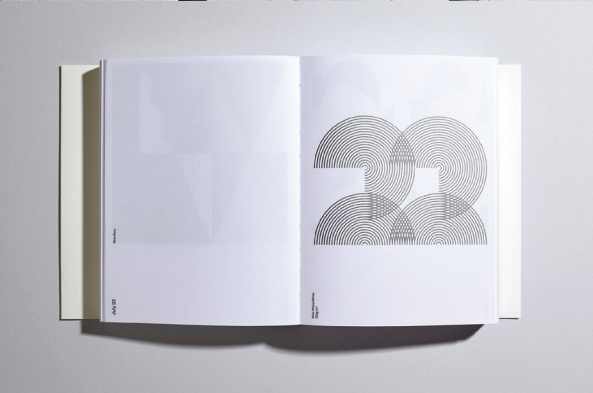
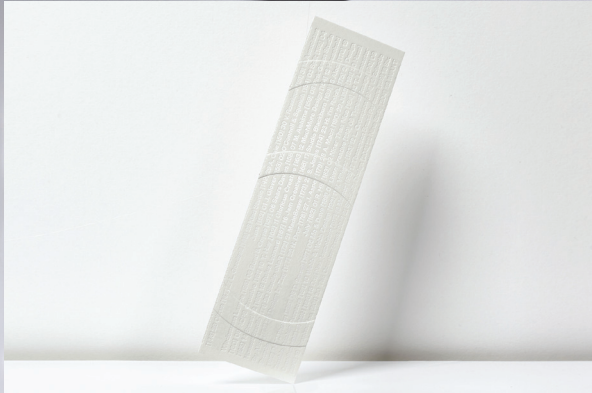
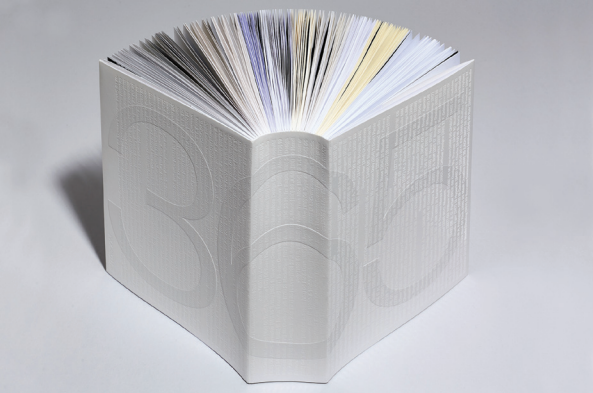


1979: The British Association of Book Designers (BABD) was founded in 1979 by a group of book designers who were concerned with the quality of book design in the UK. The association has since become a leading voice for book designers and has been instrumental in the development of book design in the UK.



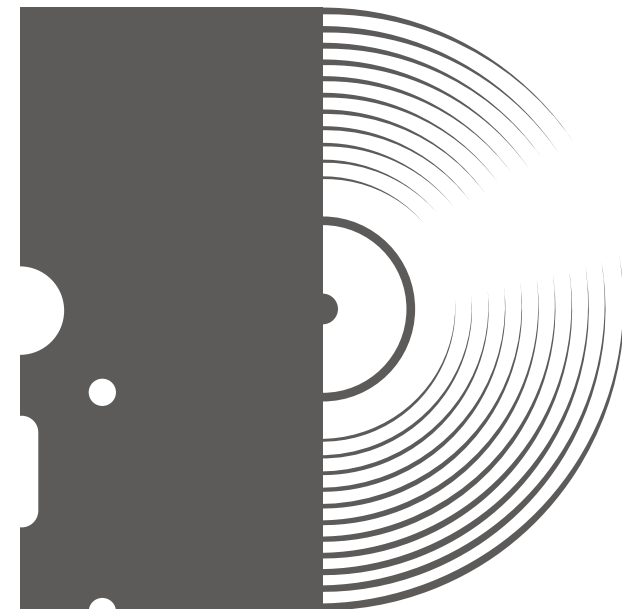
We were very pleased to be involved, in 2019, with the creation of 'Fedrigoni 365'. Designed by TM, for Fedrigoni UK, it is a collaboration involving 365 designers, illustrators and photographers from throughout the UK, gathered together by an open call for entries. Our in-house studio, MuchMore Design, headed by Ian Kear-Bertie was asked to design the Windles Group contribution.

Each participant was asked to contribute a piece of work interpreting a date provided to them at random. Confines were established to challenge each designer's creativity by restricting the book to one colour print, which forced their pieces to focus strictly on concept, shape and form. Through these parameters the Calendar has shaped into a beautiful visual story whose pace varies from page to page, and spread to spread. For the 2019 edition each design was printed to one of ten white sheets from Fedrigoni's expansive collection of papers. The resulting book has a mille-feuille-like layering, from the blueish hues of X-Per Premium White to the warm tones of Materica Gesso and Old Mill Bianco. Each date has a spread of its own, giving the designs space to breathe, and the book itself an imposing size. The resulting white tome is part numeral muse, part source of historic facts and part thing of beauty. 500 copies of the book will be sold with profits going to Shelter.



WINDLESGROUP

365 // 2019



June 12

- New Order's Blue Monday, released in 1983, became and still remains the biggest-selling 12-inch single ever. The record sleeve was die-cut to represent the 5 1/4" floppy disk. It sold over 700,000 copies, but each one made a loss of 5p due to the complex package manufacturing

- Printed on: Old Mill Bianco 130g