



THE ASSOCIATION OF AMERICAN UNIVERSITY PRESSES

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Exceptional Book Design Honored in Annual Competition

AAUP Announces 2004 Book, Jacket, and Journal Show Winners

New York, NY (June 14, 2004) — The Association of American University Presses (AAUP) announces the winners of the 2004 AAUP Book, Jacket and Journal Show. Forty-two books, one journal, and twenty-nine jackets and covers were selected by a panel of eminent designers as the finest examples of publication design from the scholarly publishing community. The complete list of selected entries can be viewed at www.aaupnet.org/programs/marketing/designshow/winners2004.html.

Since 1965, the AAUP Book, Jacket and Journal Show has fulfilled its mission to “honor and instruct”: honoring the design and production teams whose work furthers a long tradition of excellence in book design, and — through a traveling exhibit and acclaimed annual catalog of selected entries — visually teaching the tenets of good design.

The judges of the 2004 show were **Peter Cocking**, Art Director, Douglas & McIntyre Publishing Group; **Charles Nix**, Chair of Communications Design, Parsons School of Design; **Peter Buchanan-Smith**, Co-founder, Monday Morning; **Gabriele Wilson**, Book Designer, Alfred A. Knopf. The jury’s charge: to select from more than 600 entries the books, jackets, and journals that exhibit excellence in design and manufacture; consider the different types of materials published by scholarly presses and the problems they pose for designers; to write general comments on the show and selected entries for the catalog; and to take part in the 2004 AAUP Annual Meeting, featuring the initial exhibition of the Book, Jacket, and Journal Show.

“A complete book is a feat in itself. An excellent book is a miracle. At the risk of stating the obvious: great book designers are obsessed with details far beyond what is ordinary or necessary,” stated judge Charles Nix. “My congratulations and appreciation to those who had their work chosen for excellence in design and production, and every encouragement to those who did not.”

Mr. Buchanan-Smith said of the task the judges were set, “Gabriele and I whittled a towering, 6-inch pile of covers down to our 29 favorites. This was a difficult process, which is a testament to the high caliber of the work submitted.” Ms. Wilson concurred, saying, “To sell a book one must engage the viewers and then hold their attention long enough for them to pick it up and appreciate its finer details. Peter and I saw many excellent examples of university press jackets that were both exciting and innovative. The selected designers embraced challenging subjects by making them look approachable, smart, elegant, and fun!”

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The annual AAUP Book, Jacket, and Journal Show is sponsored by the Design Committee of AAUP. The 2004 members of the committee are Amy Ruth Buchanan, Chair, Duke University Press; Charles H.E. Ault, Temple University Press; Eric Brooks, University of North Carolina Press; Nicole Hayward, University of California Press; and Lisa Tremaine, The Pennsylvania State University Press.

Paper, prepress, printing and binding of the 2004 Book Show Catalog and Call for Entries were generously donated by Harperprints, Friesens Corporation, The Lehigh Press/Von Hoffmann Corporation, New Leaf Paper, and Four Colour Imports. The complete Book, Jacket, and Journal Show will be on display June 26-29, 2004, at the Fairmont Hotel Vancouver, in Vancouver, BC.

In the fall of this year, the exhibit of winning entries travels around the country. The exhibit schedule will be announced on AAUP's web site in early September. The show catalog will be available in June 2004. The complete list of selected design entries is online at www.aaupnet.org/programs/marketing/designshow/winners2004.html.

The Association of American University Presses (www.aaupnet.org) is the world's largest organization of not-for-profit scholarly publishers. Formally established in 1937, AAUP promotes the work and influence of its 125 scholarly press members.