fortytwo

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CATEGORY 77. BOOK

Made in Aberdeen

PROJECT: BOOK DESIGN

CLIENT: ABERDEEN CITY COUNCIL

THE BRIEF

Aberdeen City Council commissioned FortyTwo alongside three photographers and a copywriter to work in collaboration to curate, conceive and design a coffee table book. The book was designed to showcase Aberdeen City, it's culture, heritage and inhabitants and to give as a gift to visiting dignitaries and diplomats.

- Showcase the diverse culture and heritage of the city of Aberdeen
- Utilise a specially commissioned script and the work of three selected photographers to create a dynamic and visually engaging story
- Deliver tactility and interest through print production
- Create bold and unique layouts throughout the book



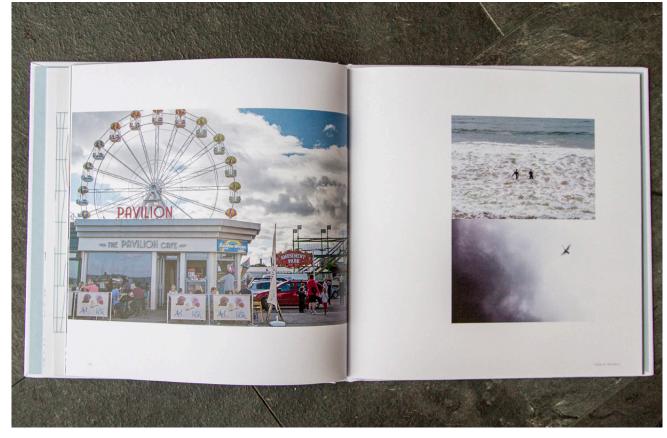


















...the heron has left the fish to its haven in the water and moved on, winging back over the city. It follows the curves of buildings by the River Dee, shaped to mirror the fresh leap of our salmon upstream.

Made in Aherdeen

salmon upstream.

