

CATEGORY 77. BOOK

# Made in Aberdeen

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PROJECT: **BOOK DESIGN**

CLIENT: **ABERDEEN CITY COUNCIL**

Sept 2016

# 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



















...buildings of  
the river Dee,  
shaped  
to mirror the  
leap of our  
salmon upstream.



...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.

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# The city will have worked through the palette

The city will have worked through the palette while you were making your way. Perhaps a passing cloud snuffed out the blush of inland crops.

Or white spume was sucked into blackness, as waves boil against the breakwater. Buildings by the sea, once crystal bright are now reddened by rain. A chequer board whose players are Neptune and Time, the spread of the city may be at once hazed by haar to the east, and silvery under a mackerel sky to the west.



