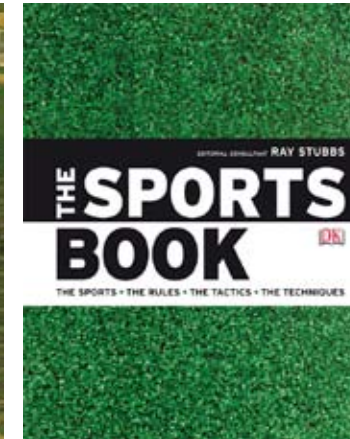
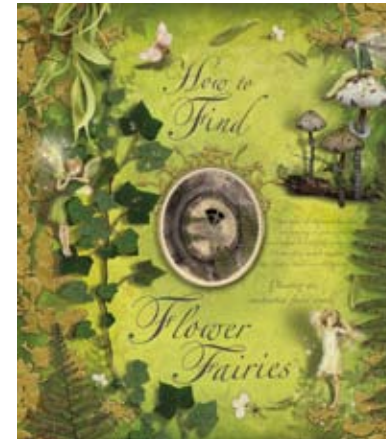
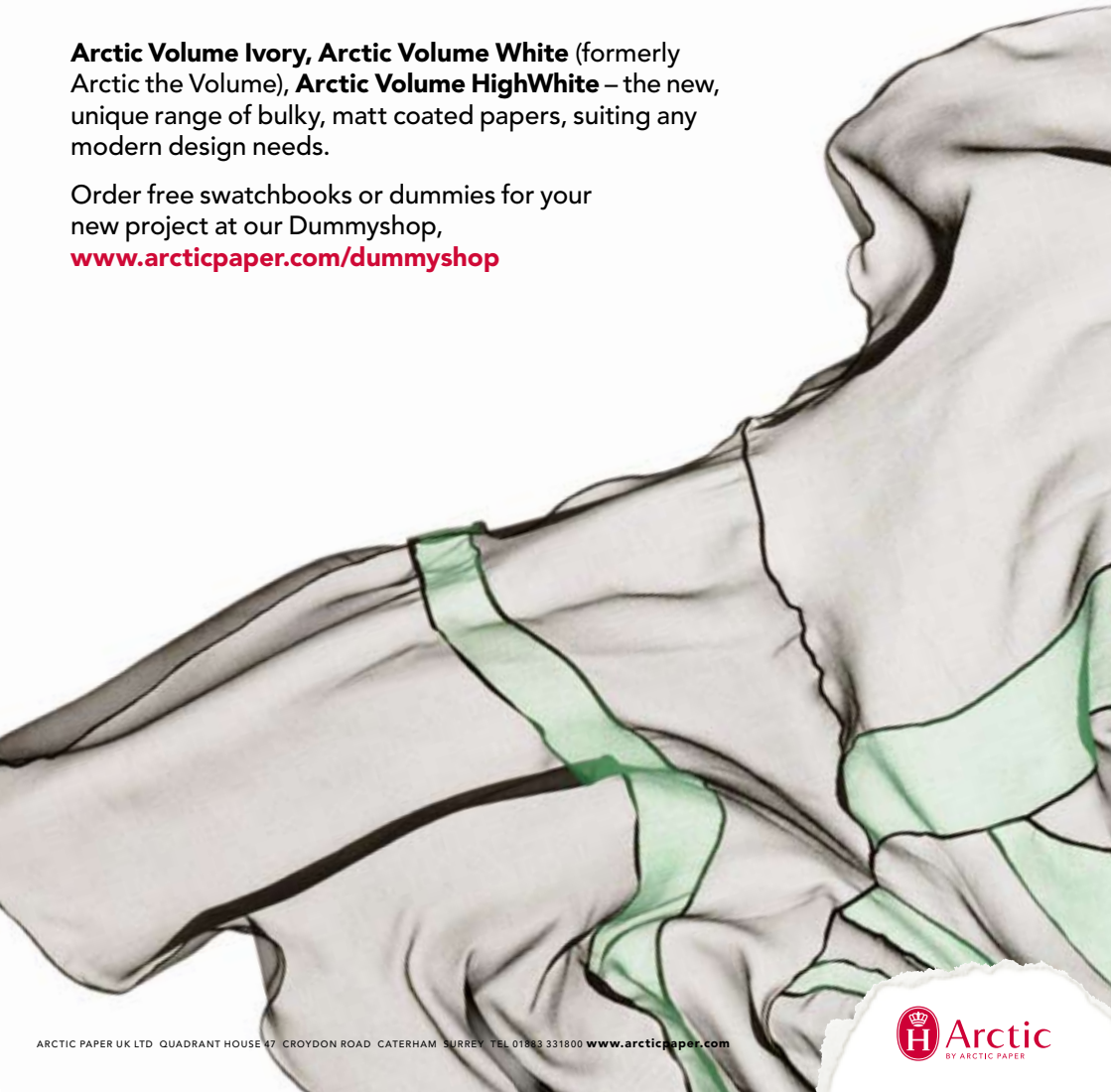


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## Joint winners: Penguin Books & Dorling Kindersley

2007 saw Penguin's brand and licensing production team undertake a savings project, but despite the focus on cost, Penguin's desire for innovation was never dampened.

One such example was Penguin's *How to Find Flower Fairies* book, which climbed new heights of complexity, marrying classic artwork with beautiful photography, all brought to life through astonishingly intricate pop ups, mechanisms and lenticulars, which took "seemingly thousands" of dummies to perfect.

Innovation was the focus for Dorling Kindersley in 2007, with a publishing programme that saw the production department tested to

produce some truly unusual and eye catching books.

Just some of Dorling Kindersley's innovative work includes *The Human Body Book*, which featured 3D digital artwork, a matt PP acetate jacket and an interactive DVD inside, and *Starfinder*, comprising a D shaped book and slipcase. A die-cut front board was used to embed a rotating "planosphere" to help locate stars. Inside, the three cavities stored a small torch and two decks of cards.

Dorling Kindersley also launched *The Sports Book* last year, where the sporting theme was emphasised through a cover finish of AstroTurf glued to the case.

## Judges' comments

**The complexity of Penguin's *How to Find Flower Fairies* book was truly amazing and the diversity of superbly printed Dorling Kindersley books, from *Starfinder* to *The Human Body Book* to *The Sports Book* were exceptional. Dorling Kindersley, last year's QIP Book Production winner, has proved again, a year on, that the quality of their production is constantly excellent.**

Client

Category

Book Production  
Team of the Year

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