

AWARDS WINNERS

PRINTING

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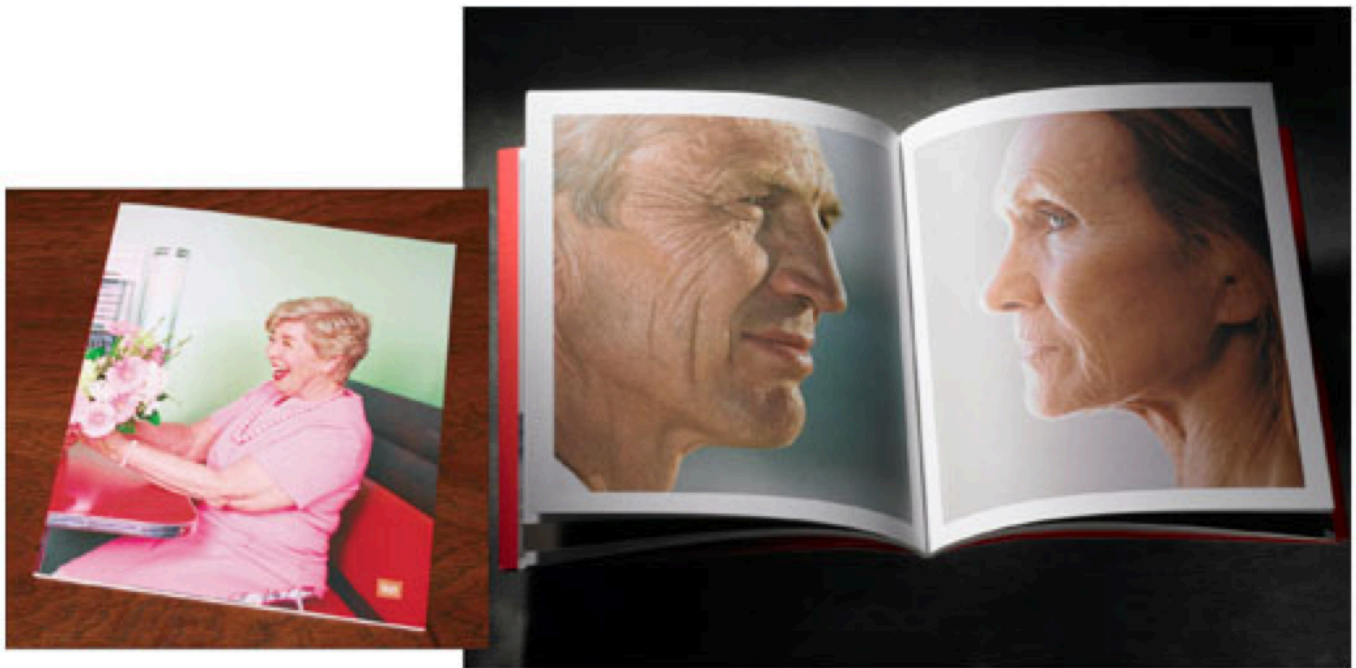
Category: PR/02 - Brochure, Catalogue, Booklet, Binder, Folder Printing

Title: Veer Catalogue

This piece was designed to showcase images shot for a growing and powerful demographic - the baby boomer. The book is titled "The New Old" and opens with the copy "We make up 30% of North America's population. Decade after decade, we changed the world. We still are. We're in our 40's, 50's, 60's, but it shows only on our bodies. In our minds and hearts, we'll always be 28." We used an uncoated felt paper to represent the aesthetic beauty in their aging skin on the cover and in the portraits section, and then contrasted it with a smooth coated sheet inside to represent how they see themselves in their minds and hearts. "

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Photography: Writer **Illustration:** Berenice Gargus