

Award to honour best book cover announced

Staff Reporter

NEW DELHI: We should never, according to a saying, judge a book by its cover. But the cover in question plays an role in helping sales. In recognition of the work that goes into designing book covers, the Oxford Bookstore has announced the Oxford Bookstore Book Cover Prize for brilliance in book design.

The award is an attempt to recognise and encourage extraordinary work by illustrators, designers and publishers throughout India. The prize appreciates the importance of the balance of graphics and narrative, particularly in our increasingly visual age, and believes that a book cover interprets and decodes the ensuing text in crucial ways that contribute to its ultimate success.

Apeejay Surrendra Group di-

rector Priti Paul said: "Though we say never judge a book by its cover, in reality a book cover summarises the essence of a story. We, at Oxford Bookstore, value creativity and design highly, and through this award we aim to give young graphic designers and artists exposure for the hard work they have put in."

The prize will be announced at the Jaipur BookMark 2016, following a submission process and deliberation by a panel of jurors.

Covers of titles designed by Indian designers and released between April 1, 2014, and March 31, 2015, are eligible for the prize. Shortlisted designers will be announced at the Apeejay Kolkata Literary Festival 2016 and an exhibition of book covers will be displayed at the Oxford Bookstore in Connaught Place here.