



Oxford Bookstore Book Cover Prize announces its third year

New Delhi, 11 July 2017: The Oxford Bookstore Book Cover Prize, an initiative of the iconic bookstore to recognize and encourage the extraordinary work of illustrators, designers and publishers throughout India, returns in its third edition to award brilliance in book design.

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. Standout cover design is an integral part of the success of a book, designers and illustrators play a vital role in helping a book become iconic and create recall.

In its first year, the prize was given to designer Bena Sareen for the book, *Talking of Justice* by author Leila Seth, published by Aleph. . In the second year, the award went to Pinaki De for the book *Kalkatta* author Kunal Basu published by Picador India

The final prize in both editions was announced at Jaipur BookMark, the books and publishing segment of the Jaipur Literature Festival in January 2016 and January 2017 respectively. The final winner was chosen following a submission process and intensive discussions by the distinguished jury. Post two successful editions, the 'Oxford Bookstore Book Cover Prize' opens entries for the third season and invites covers of titles designed by Indian designers and released between 1st April 2016 and 31st March 2017 to apply.

To maintain continuity and build strong foundations for the prize, the 2017 award will retain the distinguished jury from year one. Each of the jury members is preminent in their respective fields, and they share a collective love for books and commitment to reading. These are **Priti Paul** Director, Apeejay Surrendra Group and the creative force behind the Oxford Bookstores, **Namita Gokhale** author, publisher and festival director, **Aman Nath** India's leading heritage hotelier and architectural restorer, **Alka Pande**, leading art critic and curator and **Dayanita Singh**, prominent figure in contemporary Indian photography and bookmaking.

For application and other details please visit- www.oxfordbookstore.com

ABOUT OXFORD BOOKSTORE CONNAUGHT PLACE

Oxford Bookstore Connaught Place offers a carefully curated list of titles for booklovers to browse through and buy and perhaps the world's largest assortment of teas in the hip Cha Bar, to create a holistic experience for book lovers. The entrance leading to the bookstore houses a big Neon Wall, a cloud of words in English-Hindi-Latin that envelopes book lovers in a



An Apeejay Surrendra Enterprise

universe of emotions linked to reading. Inside, in the tranquil space, hands-on staff, knowledgeable and highly trained book specialists, offer suggestions of handpicked titles from major, independent and indie publishers: a great selection of books, some exclusive to Oxford Bookstore. The selection features both emerging and established authors from India and the world. Shelves stocked with the best in Indian Writing, International Fiction and Translations take one into a spacious, elongated Reading Room which opens onto a dedicated Events Space. Well-researched sections on Languages and New Age books address issues of addiction, relationships, unexplained phenomena, and showcase the best of thinkers and Indian gurus. A wide range of titles in Travel Writing, books that showcase the very essence of New Delhi and a specially curated section of books on tea are other highlights. Children have an exclusive space for browsing, activities and reading and parents can look forward to the Top 10 Gift Books in each age group for a quick and easy pick. Amongst the best in books for different age groups are ones that help the young ones deal with experiences relevant to their age.

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