



An Apeejay Surrendra Enterprise

Oxford Bookstore Book Cover Prize' announces its second year

New Delhi, June 2016: '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 second 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.

Talking about the second edition of the Oxford Bookstore Book Cover Prize, Ms. Priti Paul, Director, Apeejay Surrendra Group, said "Oxford Bookstores has been pushing all boundaries to encourage the best in graphic design, illustration and interactive design in the world of book publishing. The second edition of the prize shall highlight some of this year's best book covers and celebrate the power of design to forge an emotional link with the reader through visual identity. It is for those who demonstrate clarity, creativity and depth while walking a tightrope between precision and enigma that a book jacket serves being the best tool in a publisher's marketing arsenal. We are excited about the second edition of the prize and I look forward to the unfurling of the long list."

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. It was announced at Jaipur BookMark, the books and publishing segment of the Jaipur Literature Festival in January 2016 at Narain Niwas. The final winner was chosen following a submission process and intensive discussions by the distinguished jury.

Post a successful first year, the 'Oxford Bookstore Book Cover Prize' opens entries for the second season and invites covers of titles designed by Indian designers and released between 1st April 2015 and 31st March 2016 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 preeminent 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-

http://www.oxfordbookstore.com/dotcom/oxford/interactive/oxford_bookstore_book_cover_prize/index.htm

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



An Apeejay Surrendra Enterprise

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 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.

For further information, please contact Neeta Sreedharan @ 099909 96123,
Email: neetasreedharan@apeejaygroup.com