



Hurtwood press case study

AOP Photographer Awards 27th Photographers Awards Book



The Association of Photographers 27th book showing the best work of almost 4000 entries. The book accompanied the 2010 Awards Exhibition and this was the first year Hurtwood have been involved in its production. We opted for a high fidelity four colour set to best capture the exceedingly wide range of disparate colour, we used a matt paper and a gloss varnish over the images alone to help lift the photograph away from the paper. For a book with 'an awful lot of cooks' the challenge was to achieve a deceptively simple publication which satisfied the many contributors.

On receiving the book MD Kingsley Martin wrote:
'I have just opened a packet containing four copies of the Awards book, as you may have done too. If you haven't I hope you will be as pleased with it as I am. The initial reaction from all those in the office here is that it is vastly superior in all respects to the books we have produced over the last couple of years!'

What's more, there were only compliments from the contributors. A difficult audience to please and a first!