

Press Kit

— EN

Make

Books

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The Book Block



Characteristics + Technical Information

Bilingual (Portuguese and English). 17 industrial bookbinding techniques, grouped under Wire Stitching, Adhesives, Thread Sewing, Mechanical Binding, Rubber-bands and Fasteners. 100+ illustrations and schematics.

Plate cylinder offset print 2/2 spot colours; Pantones 3262 U and Blue 072 U; Endpapers printed in one 72×102cm sheet on Munken Print White 300g/m², with 2 imposition maps, 8 folios per sheet; Book block printed in 4 72×102cm sheets on Munken Print White 115g/m², 1.5 bulk with 8 imposition maps, 3 signatures per sheet; 12 signatures with 12 pages and 2 endpaper folios, smyth sewn with Petic colour 133; Grain direction parallel to the spine; Bound with water-based adhesive; Trimmed on 3 sides; Edges coloured with water-based ink.

Editor: 0. itemzero + Maiadouro; **Authors:** Rúben R. Dias, Rui Oliveira, Fábio Duarte Martins, Ricardo Philippe Dantas; **Translation:** Hugo Rocha, Maria João Cunha; **Revision:** Maria João Cunha; **Design and Infography:** Itemzero; **Typeface:** Uivo by Scannerlicker; **Prepress, Printing and Finishing:** Gráfica Maiadouro. **ISBN:** 978-989-330088; **Legal Deposit:** 464005/19

A book to make better books

The Book Block is an industrial bookbinding technique manual, developed in partnership by Itemzero and Maiadouro, the first in the *Making a Book* collection, which focuses on manuals intended for graphic book production.

Bringing together 17 of the most common industrial binding techniques in 6 categories, *The Book Block* explores each of these techniques in detail, describing them and showing what it is possible to do with each one in this day and age.

Conceived from scratch to be bilingual, in Portuguese and English, the book seeks to systematize the nomenclature in the national graphic industry, something yet to be made, without ever ignoring today's globalized market, where much of the work and learning is done online.

Developed by experienced book designers and bookbinders, the aim of the book is to bring a common language to the entire production: from publisher to bookbinder, from author to designer, as well as to share the decades of experience and know-how of the authors.

A book to make better books

The Book Block is a manual of industrial binding techniques, the first in the *Making a Book* collection, which focuses on manuals for graphic book production.

With the aim of elevating knowledge about graphic production among designers — helping them to produce better books and communicate more effectively with all those involved in the process — *The Book Block* brings together the 17 most common industrial binding techniques in 6 categories, exploring each one in detail, describing them and showing what is possible to do in this day and age.

Conceived from scratch to be bilingual, in Portuguese and English, the book seeks to systematize Portuguese terminology in the printing industry, while providing the same information in the *língua franca* of today's global market: English. In an international context, with customers, employees and producers sprinkled throughout the world, this book provides the perfect tool for an effective communication.

Developed by experienced book designers and bookbinders — Itemzero and Maiadouro — this book is a summary of decades of know-how, now easily made available.

A book to make better books

The Book Block is an industrial bookbinding technique manual, developed in partnership by Itemzero and Maiadouro, the first in the *Making a Book* collection, which focuses on graphic book production manuals.

Bringing together 17 of the most common industrial binding techniques in 6 categories, *The Book Block* explores each of these techniques in detail, describing them and showing what it is possible to do as each one in this day and age.

With the aim of making the language and knowledge of industrial binding techniques accessible to everyone: from graphic production to designers, from publishers to authors, *The Book Block* was developed by bookbinders and designers with decades of experience, focusing on efficiency and quality of content.

Conceived from scratch to be bilingual, in Portuguese and English, the book seeks to systematize the nomenclature in the national graphic industry, something yet to be done, without ever ignoring today's globalized market, where much of the work and learning is done internationally.

Authors

Rúben R. Dias

PhD in Design and Professor at ESAD — Matosinhos. Internationally, teaches workshops and is a speaker in type-related subjects. Rúben consulted and authored The Typographer's Practical Manual and Imprimere's book and exhibition, promoted by esad—idea, Matosinhos City Hall and the Portuguese National Press — Mint House. With over two decades of experience, Rúben runs Itemzero, founded the letterpress workshop Tipografia Dias and co-founded the collective Tipos das Letras.

Rui Oliveira

Gráfica Maiadouro's Director and Production Manager for over 30 years. Constantly updating his knowledge in the best industry fairs, gathering said knowledge and making it available to his company. Actively looks towards integrating his client's projects, offering technical solutions with his vast experience as a cornerstone. Regularly participates in seminars/classes in the fields of business management, production management, printing techniques and resource management.

Fábio Duarte Martins

Internationally awarded Type and Editorial Designer, Fábio works regularly with Creative and Art Directors to get the quality in type they want. He writes and teaches regularly on type-related subjects and lectures at the Masters in Design and Visual Culture at IADE. Fábio is an associate at Itemzero and creates typefaces through Scannerlicker Type Foundry.

Ricardo Philippe Dantas

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Editors

Itemzero is an interdisciplinary design studio, specializing in the intersection between technology, information design and editorial design. Developing systems of visual representation of information — from content production to communication strategy —, the studio produces physical and digital publications, identities and exhibitions.

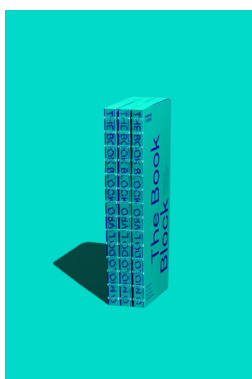
Gráfica Maiadouro has almost six decades operating in the Portuguese and international market, with a strong presence in the cultural area. Proud of its high standards in trust, excelency and quality. Based in Maia, with a 11.000 m² factory, the company takes the respect for the environment as a everyday value in its practice, whether by a low use of chemicals, green source materials or a strict compliance to environmental laws.

Images



foto-itemzero-001.jpg

Left to right: Rúben R. Dias, Fábio Duarte Martins, Ricardo Philippe Dantas



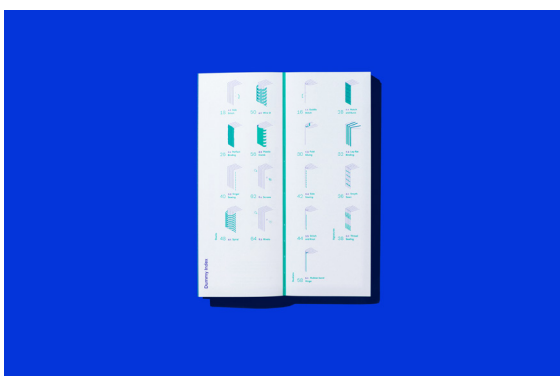
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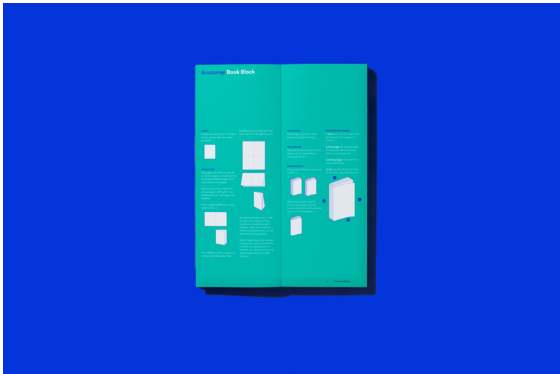
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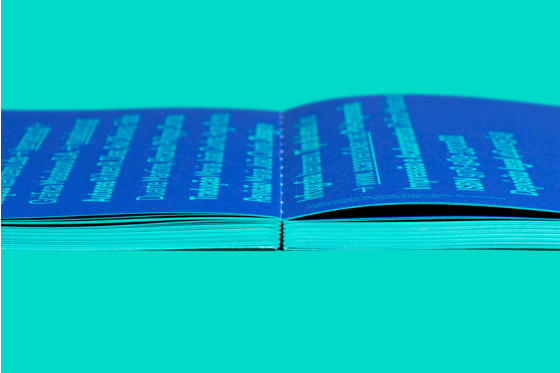
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