

**WINNER**

## **GeoEx: To the Ends of the Earth**

Geographic Expeditions

COVER DESIGNER Nancy Koerner /  
Wilsted and Taylor

TEXT DESIGNERS Nancy Koerner /  
Wilsted and Taylor

PRINTER

Artron Printing America Inc.

MATERIALS Recycled paper with  
soy-based inks by FSC-certified  
printer

Geographic Expeditions is known for its high level of attention and care to trips to unusual and remote places. The charge to the designer of the Geographic Expeditions catalog was to produce a catalog that would not be out of place on a coffee table with art books and that would demonstrate a typographic craft that would complement the care with which GeoEx handcrafts its expeditions. The interior of the GeoEx catalog, *GeoEx: To the Ends of the Earth* (2020), is therefore typographically restrained and harmonious, while dramatically showcasing the beautiful photography. Several thousand photographs were reviewed to find



the 200 or so illustrations that fit with the planned trips. The maps were created especially for this publication with a handmade look by Evan Winslow Smith.