

WINNER

## Zen

New World Library

AUTHOR Alan Watts

COVER DESIGNER

Tracy Cunningham

TEXT DESIGNER Tona Pearce Myers

PRINTER Friesens

MATERIALS Text: 50# offset natural;  
Jacket: Rainbow Antique Blizzard,  
red-and-black matte foil stamping  
on jacket, 2-color PMS on  
bellyband

We wanted to give a new take on an old book originally published in 1948. The bellyband uses and highlights Alan Watts's original illustration. And it prepares the fans of Alan Watts for other illustrations in the interior. We used Rainbow Antique for the cover to simulate the feltlike papers of the 40s, but with a few flecks to give it a handmade feel. The fonts and the bright-red color hearken to a modern Asian feel. When the truncated dust jacket is removed, the cover has a classic feel, and a pop of color comes from the red interior. Fans of Alan Watts will appreciate the new gift-like feel to a hard-to-find timeless classic.

