

For Immediate Release 04/25/08

Untitled: the book as object

CITIZEN: Citizen launches mass produced one off books sold sight unseen.

May 2, 2008 Media Preview and Launch Party for Untitled with Chronicle Books

Joe Gebbia's series "Untitled" is an insight and intervention into the publishing industry. Taking the blank galley proof and presenting it as a single unique object. This piece offers a way of looking, at objects, at recycling at the value of error and how artistic intervention brings insight and new value to the world we live in. To the owner, the books are uniquely one-of-a-kind, blank canvases to fill with their own values, creativity, and commentary on what constitutes art and design.

Each book is unique 1/1, devoid of all text and print, it is a pre-production draft from the publishing industry. By generating only a single book, it subverts mass production practice and becomes a craft object. These simple and beautiful series of books, with their title and authorship lost, act like an unopened present, leaving the door to your imagination ajar. By celebrating the vessel—the book as object—Untitled explores new ways of seeing our world and the objects in it, reminding us of the power and beauty of the object and its ability to represent ideas.

The product launch will take place at Chronicle Books headquarters based in San Francisco and will coincide with the launch a series of events and exhibitions highlighting progressive design with a focus on local innovators and designers working on a global scale. "We are fortunate to work in an area with an exceptionally high number of design studios and creative labs that are both sophisticated and commercially successful," says Art and Design Editor Alan Rapp. "LOCAL:GLOBAL events and exhibitions will highlight Bay Area creative individuals and companies that are influencing the design market internationally."

"We are proud to unveil our latest project with the launch of Chronicle's LOCAL:GLOBAL series," says Philip Wood founder of CITIZEN: Citizen. "It makes sense that we premiere this work in partnership with Chronicle because Chronicle is unique among publishers in its constant efforts to produce books that are valued objects."

Untitled, launches exclusively through CITIZEN: Citizen and select retailers worldwide, price USD \$95

For further information, high res images and press material please contact:

email info@citizen-citizen.com

Tel 415 695 7748

Fax 415 826 7327

3435 Cesar Chavez, Ste. 226
San Francisco, CA 94110, U.S.A.

T +1 415 695 7748
F +1 415 826 7327

info@citizen-citizen.com
www.citizen-citizen.com

CITIZEN: *Citizen* ★

CITIZEN: Citizen:

CITIZEN: Citizen's curation and production of the work of avant garde artists and designers has changed the landscape of design in North America. Under license, CITIZEN: Citizen produces and distributes its collection through the leading luxury and art retailers whilst working closely with private clients and dealers.

CITIZEN: Citizen's unique view of the merging disciplines of design, art and fashion has brought it cultural recognition across the globe. Its work is part of the permanent collection at the San Francisco Museum of Modern Art and has appeared within museums across America and Europe, including the MoMA, Cooper Hewitt and the Guggenheim Museums.

For more information about CITIZEN: Citizen, visit www.citizen-citizen.com

Chronicle Books:

Founded in 1967, Chronicle Books has developed a reputation as one of the most admired and respected publishing companies in the United States. Known for its ability to challenge conventional publishing wisdom, setting trends in both subject and format, Chronicle has built an international reputation for award-winning, distinctive publishing that is instantly recognizable for its spirit, creativity, and value.

Chronicle published Nick Bantock's groundbreaking 1991 book Griffin & Sabine, a production-intensive illustrated novel that explored the medium of the book as art form by combining a pop-up book with conceptual narrative. More recently, Chronicle has produced distinctive publishing with a number of the most innovative designers and studios around, including IDEO, Steven Heller and Louise Fili, Modern Dog, Push Pin Studios, Steven Skov Holt and Mara Holt Skov, Pentagram, Rex Ray, and Hatch Show Print. Chronicle continues to collaborate with artists, designers, and manufacturers to create sophisticated and critically acclaimed books unlike any other trade publisher.

For more information about Chronicle Books, visit www.chroniclebooks.com

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Joe Gebbia



Joe Gebbia is a designpreneur who's work is broad and eclectic, crossing over disciplines such as industrial design, print, and web-based experiences. The hybrid creative joins his creations together with an enthusiasm to regard things in ways that aren't immediately obvious.

Born in 1981 in Atlanta, Joe's lifelong fascination for art and design led him to the Rhode Island School of Design where he honed his conceptual skills, garnering degrees in product design and graphic design. His creative pursuits were complimented via business coursework at Brown University and MIT, preparing him for the launch of his first product, CritBuns. The uniquely shaped seat cushion combines a form, function, and language inspired during an uncomfortable art critique, or 'crit', while at RISD.

The curvaceous foam object led him to question the role of materials in design, and the idea of 'intellectual ecology' - how to do good through design while still providing a platform for function and commentary. The manifestation of this concept takes the form of Ecolect - a database allowing other designers to discover and find inspiration in alternative materials.

In his collaboration with CITIZEN: Citizen, Joe's work extends this thread, on a path that is concerned with ideas and their manifestation in objects. Joe's first project with CITIZEN: Citizen, the "Untitled" series, can be seen as a variety of things - an intervention into the manufacturing process, environmental recontextualization of objects and a work of art.

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Untitled

Joe Gebbia

Paper, card stock
Size varies

Unique one of a kind preproduction drafts from the publishing industry the simple and beautiful books with their title and authorship lost leave the door to our imaginations ajar. Each piece is unique and sold sight unseen leaving you to make it yours.

USD \$95

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