

Advance Information

Publisher

Frame Publishers

Title

We Build Drawings

Author

Mikkel Frost

Sales handle

A collection of sketches and watercolours by Mikkel Frost, co-founder of Danish architecture firm CEBRA, champions drawing as a communication tool.

Short description

An extensive collection of sketches and watercolours by architect Mikkel Frost illustrates the process of developing and sharing design concepts through drawing. In an age of computer-generated images, this book puts a spotlight on the power of hand-drawing as a lucid communication tool.

Description

'Architects do not actually build buildings,' says Mikkel Frost, co-founder of Danish architecture firm CEBRA. 'What we build is an idea. To visualize it, we build drawings.' The evolutionary process of how aphorisms develop into precise architectural concepts is illustrated through a collection of Frost's sketches and watercolours.

Over 200 drawings are organized into 20 sections, each relating to one of CEBRA's projects. An index containing colour photographs and renders of their works further illuminates how the drawings are translated into reality. Introducing the book, a written version of Frost's TEDx talk *Let your fingers do the talking* elaborates on the book's impetus: to bring a spotlight to the craft of drawing as a powerful tool for creation and communication.

About the author

Mikkel Frost is a practicing architect and one of three founding partners of the internationally recognized architecture studio CEBRA, based in Denmark and the UAE. Frost is a skilled and versatile illustrator, with a talent for spontaneously visualizing his thoughts and quirky ideas in fantastic and whimsical drawings. In 2016, two of his watercolours were accepted into the collection of The Museum for Architectural Drawing in Berlin.

Facts

Publication date 3 September 2019

Binding Softcover

Price EUR 29.00

ISBN 978-949-2311-38-2

Page count 208

First printing quantity 2500

Width (cm) 14.5

Height (cm) 20.8

Language English

Illustration quantity & type 20+ watercolours; 20+ colour photographs; 200+ b&w sketches and illustrations

Season Autumn 2019

Author Mikkel Frost

Subject areas AARC006000 ARCHITECTURE / Individual Architects & Firms / General; ARC004000 ARCHITECTURE / Design, Drafting, Drawing & Presentation; DES007040 DESIGN / Graphic Arts / Illustration

Comparable Frame titles

Sketch: Artworks by Karim Rashid (2011, Frame Publishers, 978-90-77174-61-6);



FRAME

Selling points

- A collection of 200+ sketches and watercolours by Danish architect Mikkel Frost.
- A curated selection of drawings is organized into 20 sections, each referring to one of the projects by internationally recognized architecture firm CEBRA.
- The book provides insight into the architect's creative process, illustrating how an idea develops into a well-defined concept.
- In a compact and handy format, the book champions drawing as a powerful and important communication tool for everyone.

Marketing highlights

Promotional materials

- Press release
- 1/1P full colour advertisement
- Flash banner/skyscraper
- Digital news article
- Digital newsletter

Media plan

- Advertising in *Frame* magazine
- Promotion via Frame's website: frameweb.com (130,000 users per month)
- Social media campaign via Frame's Facebook, Instagram and Twitter channel
- Digital newsletter announcing the book sent to 43,000 subscribers
- Press release issued by email to thousands of press contacts
- Promoted at many international design trade fairs
- Banners on architecture-related weblogs

Sales Markets

Professionals/researchers/students in:

- interior design
 - architecture
 - commercial industry
 - branding and communication agencies
 - marketing professionals
-

FRAME



Established in 1997, Frame is the world's leading media brand for interior-design professionals.

Our vision is that meaningful spaces enable people to work, shop, relax and live better, making them happier and healthier.

Besides the well-known magazine *Frame: The Great Indoors*, Frame has a catalogue of high quality books. The portfolio includes books on materials and their application to design and architecture, along with research-based books. A number of interior design titles form the series titles which are each published regularly, covering a broad range of sectors: trade fairs, retail, hospitality and product design, plus office interiors and design education.

Frame also offers events, branding, video productions and customized publications for architects, designers, organizations and brands.

Frame Publishers

Luchtvaartstraat 4
1059 CA Amsterdam
The Netherlands
T +31 20 4233 717
F +31 20 4280 653
frameweb.com

Publisher

Robert Thiemann, robert@frameweb.com

Creative Services Manager

Ana Martins, ana@frameweb.com