

Edgy Photo Book Raises Art House Profile for Jubels

Jubels BV



“It Takes My Mind Off Things”

Best-of-the-Best Award Winner—Photo
Xerox Premier Partners Global Network

Jubels is a print and communications company that provides expert digital and offset-based graphic services with a pragmatic problem-solving and partner-like approach. The company was founded in 1902 and is based in Amsterdam, the Netherlands.

www.jubels.nl

“Books like this one, by outstanding designers and photographers, showcase the great quality of our Xerox® iGen® presses and help build our reputation as a leading printer of specialty photo books in the Netherlands.”

– Jeroen van Druenen, CEO

Jubels BV—“It Takes My Mind Off Things”

Photographer Robin Butter wanted a distinctive design and format for a book presenting her award-winning collection of photography on Dutch gun culture, *It Takes My Mind Off Things*. Jubels worked with her and Dutch photo book designer Sybren Kuypers to produce an edgy, open-spine-bound book that helped extend the reach and appeal of her work.

Challenge

While a student at the Royal Academy of Arts in The Hague in the early 2010s, Robin Butter attended a Jubels Lunch 'n Learn session for area art students on photo books, led by a professional photo book designer and a professional bookbinder. She graduated in 2014 with a distinctive collection of photos depicting the gun clubs and culture of the Netherlands, a project she calls *It Takes My Mind Off Things*. Butter has exhibited the collection at several high-profile locations and decided to self-publish a photo book, as well. She turned to Dutch photo book designer Sybren Kuypers for the book's design, to Benjamin B. Roberts to write a brief article that puts the collection in perspective and to Jubels for the book's production.

Solution

Butter initially produced 50 hard-cover copies of the book, then decided to publish 400 copies of a new, extended first edition. Kuypers designed both. For the longer run, Kuypers's aesthetic called for printing photos of people on glossy paper using offset presses, and photos of objects and places on matte paper using the Xerox® iGen® 150. Kuypers also specified open-spine binding, which permits pages to lay flat and gives the book a rough-hewn look. To accentuate that look, the right sides of pages were left untrimmed, slightly uneven. Jubels color-corrected the photos, worked through an exacting proofing process, performed the printing and—because volumes were higher than what the Jubels bindery handles—partnered with Agia & Lith of Amsterdam to do the open-spine binding.

Results

The initial, 104-page version of *It Takes My Mind Off Things* won the Ydocbookapp prize in 2014 and was nominated for the Unseen Dummy Award that same year. Positive sales results—the book is available worldwide via online sales—led Butter to produce the second, grander 136-page book. The collection has been lauded for bringing the gun culture of the Netherlands to life and contributing to the national conversation on the topic. And it has been a popular complement to Butter's photography exhibitions.

For Jubels, the book is an intriguing sample showcasing an artistic approach to the photo book. As such, it is one of many custom photo books Jubels has produced in the last four years, helping the company build a positive reputation among photographers and designers.

For information about all of the winners, visit www.XeroxDigitalHotSpot.com/BestoftheBest

