

# Coffee Table Book Documents the Beauty of Sarasota's Season of Sculpture

Serbin Print Marketing & Publishing



## "Season of Sculpture"

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

Serbin Print Marketing & Publishing provides leadership marketing, development, business communications, publishing and commercial printing services. The 44-year-old firm is based in Sarasota, Florida, and has more than \$4 million in annual revenues.

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"This is another fine example of the quality of work that the Xerox® Color 1000i Press is capable of. It has helped us show many potential clients just how good our digital printing capabilities really are."

– Mark Serbin, President, Serbin Print Marketing & Publishing

## Serbin Print Marketing & Publishing—“Season of Sculpture”

After staging biennial exhibitions of monumental sculpture by internationally acclaimed artists for more than a decade, the Sarasota Sculpture Center sought to document their work in a coffee table book. Serbin designed and printed the short-run book, which has earned rave reviews, while helping the Sarasota Sculpture Center organization raise awareness and secure additional funding.

### Challenge

The Sarasota Sculpture Center is a not-for-profit organization that has produced exhibitions of monumental sculpture by internationally acclaimed artists biennially on Sarasota’s bay front since 1999. The organization stages these exhibitions and various educational programs to enrich the cultural and educational experience of residents and visitors, and to serve as an international model of—and destination for—public art. It also ties well with Sarasota’s claim to be Florida’s “Cultural Coast.”

Having showcased some 140 sculptures by 103 artists representing 18 U.S. states and 13 foreign countries since its founding, the organization sought to document the Season of Sculpture exhibitions from 1999 through 2012 in a visually appealing coffee table book.

### Solution

Serbin Print Marketing & Publishing produced the new book, performing all of the creative, layout, typesetting, scanning, photo re-touching, color correction, printing and finishing for the project. Because the print run was relatively short, digital printing offered the most cost-effective production method, so Serbin ran it on the company’s Xerox® Color 1000i Press with an EFI™ Fiery® Digital Print Server. To make the photos pop, the firm printed the inside pages on 100 lb Gloss Text. Covers were printed on 12-point C2S Cover, and the book was perfect bound in a 9" x 12" format. The finished book comprises 181 pages, showcasing 132 sculptures by 96 artists.

### Results

The four-color retrospective book of six seasons of monumental sculpture in Sarasota was well received in the community. It helped raise awareness of Sarasota Sculpture Center and has helped the organization secure additional funding to continue contributing to Sarasota’s cultural community.

For Serbin Print Marketing & Publishing, the book is a powerful sample that showcases the organization’s wide range of design and production skills, as well as the high image quality that can be achieved with the Xerox® Color 1000i Press.

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