

INFORMATION SHEET

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Date: Friday 21 May 2010

Venue: Please note change of venue from previous years: Wharf Two,
Sydney Theatre Company

Time: 10.00 a.m. – 11.00 a.m.

Title: Book Design Now and Forever: Designing for different genres

Hot on the heels of the 58th Annual Australian Publishers Association's Book Design Awards, APA Professional Development will bring you three of the best Australian designers and design commentators with their inside stories, questions and issues on designing for children's series, young adult, fiction and non-fiction. The session will be chaired by Deborah Brash, award winning designer and Art Director at Penguin Group Australia with panelists Sandy Cull, Tony Palmer and Anna Walker.

Biogs

Panel Chair

Deborah Brash has worked in the publishing industry for 28 years. Within that time she has worked for a variety of leading publishers predominantly designing, project managing and packaging as Brash Design. Since 2003 she has been the Art Director at Penguin and was the recipient of the Joyce Thorpe Nicholson Design Hall of Fame Award in 2007.

Panelists:

Anna Walker has worked as an illustrator/designer for 18 years. Within that time she has illustrated and designed for clients in a broad range of areas such as corporate identities, gift cards, editorial work, and packaging. In 2007 she began illustrating and designing picture books, one of her first books winning Best Children's Series Design in the 57th Book Design Awards of Australia 2009.

Sandy Cull has been working in publishing for more than twenty years. After spending twelve of those in-house at Penguin, she left in 2005 to start her own book design company, gogoGingko. In 2004 Sandy won the APA Best Designed Book of the Year for Gay Bilson's *Plenty: Digressions on Food*. She won this award again the consecutive year with *Italian Joy* by Carla Coulson. Designing now for many Australian publishers, Sandy has a particular interest in adult fiction and non-fiction.

Tony Palmer has worked as a book designer for various publishers since 1987 designing and crafting beautiful books for children and adults. He also worked as a teacher with Victoria University, teaching typography and design and in 2007 had his first novel for teenagers published, *Break of Day*. Tony is Executive Designer, Penguin Group (Australia).