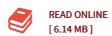




# Puffin By Design: 2010 70 Years of Imagination 1940 - 2010 (Paperback)

By Phil Baines

Penguin Books Ltd, United Kingdom, 2011. Paperback. Condition: New. UK ed.. Language: English. Brand New Book. Late in 1939 a chance meeting between Penguin founder, Allen Lane, and natural history publisher, Noel Carrington, changed the future of children's publishing with the formation of a series called Puffin Picture Books. The first four titles appeared in 1940 and the series quickly established a reputation for presenting children's non-fiction in a unique blend of editing and design. Puffin Story Books soon followed with the publication of Worzel Gummidge in 1941 and, like the original launch of Penguin itself, these story books appeared in the three horizontal stripe design. Looking back at seventy years of Puffin paperbacks, Phil Baines charts the development of Puffin and the role of illustrators and designers in creating and defining the identity of the Puffin list from the very first picture book through to modern day. Rich with stunning cover and inside illustrations, and filled with detail of individual titles, Phil discusses the changes in typography, illustration and printing techniques over Puffin's spectacular 70-year history. An extraordinary and beautiful book, this is a perfect companion to Penguin By Design.



### Reviews

Without doubt, this is the very best job by any article writer. It typically does not cost too much. You are going to like just how the blogger write this pdf. -- Jazmyn Beier II

This book can be worth a read through, and far better than other. It can be writter in easy phrases instead of confusing. You will not really feel monotony at at any moment of your respective time (that's what catalogs are for concerning if you check with me).

-- Wilber Altenwerth

### Other Books



#### The Three Little Pigs - Read it Yourself with Ladybird: Level

2

Penguin Books Ltd, United Kingdom, 2013. Paperback. Book Condition: New. 222 x 150 mm. Language: English . Brand New Book. In this classic fairy tale, the three little pigs leave home and build their own houses - one of straw, one of...



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Penguin Books Ltd, United Kingdom, 2013. Paperback. Book Condition: New. 226  $\times$  152 mm. Language: English . Brand New Book. In this classic fairy tale, a nut falls on Chicken Licken s head and he decides he must tell the king that...



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