

I had long been interested in book design, but the difficulty of finding publishers willing to assume the cost of producing high-end books eventually led me to establish my own press. **Quon Editions** has now published over 30 titles, including a number of quality design reference books, several of which have been translated into Japanese.

The first book was a great success. **Storks & Bonds** features the best of designer wedding invitations and birth announcements, selected from hundreds of submissions from around the world. Producing this cover in 1990 without the aid of sophisticated computer software was a challenge. I used Valentine heart buttons, detaching them from their backing and spray-painting them yellow.

Art Carlyle then photographed the "yolks" in a pool of glycerin.



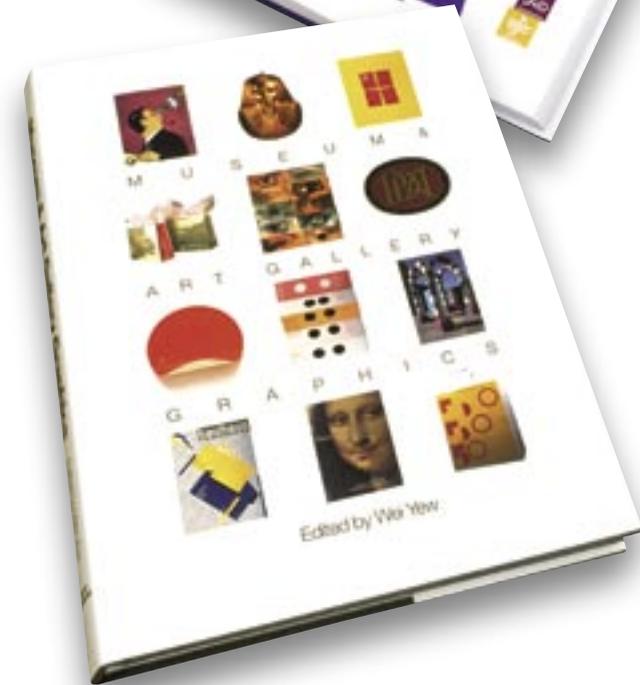
In 1989, IOC President Juan Antonio Samaranch commissioned me to produce a commemorative book celebrating the centenary of the modern Olympic Movement. This enormous project entailed 5½ years of research in several countries and numerous trips to the Olympic Archives in Lausanne, Switzerland. **The Olympic Image** was launched in the presence of members of the Olympic Congress in Atlanta, just before the 1996 Olympic Games.

With additional material gleaned from the archives I produced an interactive CD containing over 3,500 photos and illustrations, as well as an Olympics quiz.



Another best seller was **Noah's Art**, which features examples of graphic design used in some of the world's finest zoos, aquariums, aviaries, and wildlife parks.

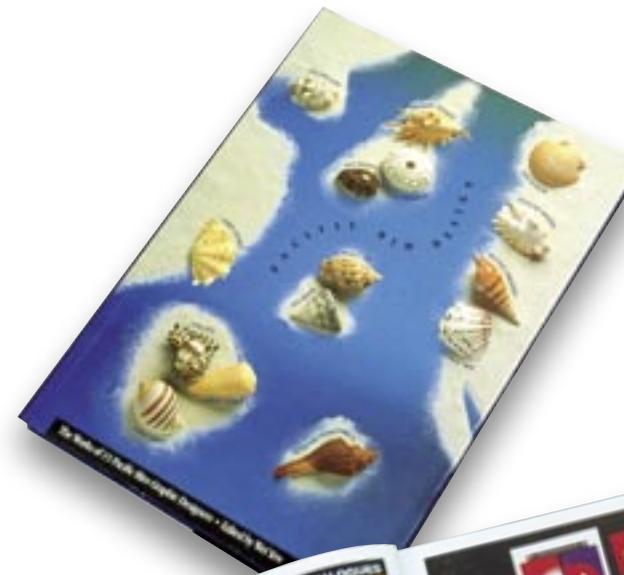
Following the success of *Noah's Art*, an obvious next project was a book on museum and art gallery graphics.



During the course of my career I have been fortunate to meet some of the world's finest graphic designers, several of whom have become mentors and friends. I published two volumes which pay homage to their work.



European Community Design features the works of 12 European graphic designers — Per Arnoldi, Pierre Bernard, Pieter Brattinga, Antero Ferreira, Gilles Fiszman, Alan Fletcher, Michael Katzourakis, Italo Lupi, Pierre Mendell, Tony O'Hanlon, Josep Pla-Narbona, and Kamen Popov.



The Works of 15 Pacific Rim Graphic Designers highlights designers Henry Steiner (Hong Kong), Eiko Ishioka, Motoo Nakanishi and Takenobu Igarashi (Japan), Koo Jung Soon (Korea), Ken Cato, Barry Tucker, and Garry Emery (Australia), Peter Haythornthwaite (New Zealand), Clarence Lee and Ryo Urano (Hawaii), Michael Vanderbyl, Douglas Wadden and Clement Mok (USA), and Don Dickson (Canada).

A billboard is one of the most challenging design projects, because its message must be seen and understood in mere seconds. I worked with the U.S. Outdoor Advertising Association, the Pattison Group and hundreds of advertising agencies around the world to assemble material for two collections of winning billboards.



Hugh Rigby from the Johns Hopkins School of Public Health phoned me one day to ask whether I would be interested in publishing a book on his collection of condom posters. I was surprised, and asked him how many posters he had collected. "More than 2,000" he said! **HardWear** presents an international selection of graphics used in the campaign to prevent sexually transmitted diseases.



Madison Daniels of Edmonton owns one of the top 20 collections of Marilyn Monroe memorabilia in the world. He approached me to publish a book on the most photographed woman in history. **Marilyn Monroe Uncovers** features Marilyn on the covers of an amazing array of publications.





Outdoor Media, Toronto commissioned **Posters Against Violence Worldwide**, a book featuring entries from an international poster competition. The submission of Pentagram Design partner Mervyn Kurlansky won first prize.



Three little collections of visual puns on the sheep, the cow and the pig. For sample illustrations, see pages 176 and 177.

From infancy we are all subject to the power of the word "NO". Whether parental injunction, school authority, corporate policy, or force of law, prohibitions tend to rule our lives. I thought that a dose of humour might prove to be good therapy and provide an antidote to this pervasive negativity. "Oh No!" contains a collection of silly stickers for every occasion!



Dr. Alexander Roncari of Ontario, the last documented descendant of Christopher Columbus, spent many years researching his theory that Columbus was the illegitimate son of King Ferdinand by a Spanish Jew. He approached me to publish his book, **The Columbus Conspiracy**, in time for the quincentenary of the discovery of America in 1992.

For the cover I designed an unusual picture-frame moulding, which housed a paperback book of text inside. The large main section of the volume contains maps and illustrations documenting the facts of history. Unfortunately, prohibitive costs prevented a timely release, and the project had to be shelved.

The Whale Watcher's Guide was intended as a reference handbook to be used at sea. This design concept remains one of my favourites, although the client's project, initiated years ago, was never completed.

