cook.
design.
create.
inspire.
essential books for every reader
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This year Clarkson Potter/Publishers is proud to celebrate its semicentennial year. On February 24, 1959, when Clarkson Nott Potter, who had been an editor at Doubleday, founded his eponymous publishing company, it was in many ways a very different company than it is today. Although small, Clarkson Potter was at first a general publisher, issuing all kinds of books—fiction and nonfiction, essay collections and biographies, photography and travel books, anthologies and histories. The first Clarkson Potter book, published in 1960, was *The Annotated Alice* by Martin Gardner, which like so many bestsellers, sprang from an idea many other publishers had rejected. It became an international bestseller, with more than a half million copies in print, and set the company’s dual publishing mission of high quality and commercial success. Despite many changes over the decades, that mission is one we still embrace.

As the small independent publisher became an imprint of larger ones—Crown bought the company in 1963, and Random House acquired Crown in 1988—Clarkson Potter/Publishers found its niche as a specialist in lifestyle books: design and decorating, gardening, gift, entertaining, and cooking. In the 1970s and 1980s, under the direction of Jane West and then Carol Southern, Potter found an audience, mostly of women, who appreciated the practicality and beauty of a Clarkson Potter book. With bestsellers such as *French Style* (and numerous other Style titles by a team led by Suzanne Slesin and Stafford Cliff), *Mary Emmerling’s American Country*, *Pierre Deux’s French Country*, *Country Weekends* by Lee Bailey, *Having Tea* by Trisha Foley, and *The Scented Room* by Barbara Milo Ohrbach, Potter dominated the lifestyle category. There were still award-winning biographies and other nonfiction—*Jackson Pollock: An American Saga* by Steven Naifeh and Gregory White Smith won the Pulitzer in 1990, for example—but the overall direction of the list was driven by lifestyle.

In the 1990s, as cooking exploded in popularity, we turned our attention to publishing best-selling cookbooks in addition to the other mainstays of our list. This past year, our list included the *New York Times* bestsellers *Georgia Cooking in an Oklahoma Kitchen* by Trisha Yearwood, *Yum-O!* by Rachael Ray, *Bobby Flay’s Grill It!, Barefoot Contessa’s Back to Basics* by Ina Garten, *Giada’s Kitchen* by Giada DeLaurentiis and *Rachael Ray’s Big Orange Book*. And yes, twenty-six years after she published her first book with Potter, Martha Stewart had two bestsellers this past year, *Martha Stewart’s Cookies* and *Martha Stewart’s Cooking School*. Not that we are bragging, but those eight bestsellers make up 16 percent of our entire 2008 list.

Over these years (I have been lucky enough to experience almost half of them), we have been very grateful for the support we have had from book sellers and from readers. Based on what we can deduce from our sales figures, there are few serious cooks who do not own at least one Potter cookbook, few decorators who do not have in their libraries one of our design books, few gardeners who do not turn to Ken Druse or P. Allen Smith, for example, when looking for both information and inspiration. We hope that the legacy of these years will be the highest possible—however divergent they may be from the founder’s intentions—to serve every reader who wants to learn to live well and to hold a beautiful book in their hands while doing so.

Best,

Lauren Shakely
Senior Vice President and Publisher
Clarkson Potter, Potter Craft,
Potter Style, and Watson-Guptill

dear reader,
essential books for every reader
create. inspire.

Whether it’s cooking a feast for family and friends, designing the perfect garden escape, or finding stylish inspiration for your home, look to Clarkson Potter!
Chicken Paillards with Walnut Sauce

SERVES 4

If the cutlets are thicker than one-quarter inch, or vary in thickness, place them between pieces of plastic wrap and pound with a meat mallet to help them cook evenly.

3 tablespoons safflower oil or other neutral-tasting oil
4 chicken cutlets (each 4 to 6 ounces and 1/4-inch thick)
Coarse salt and freshly ground pepper
1/3 cup walnut halves
1/2 cup chicken stock, homemade or low-sodium store-bought
2 tablespoons sherry vinegar

Heat oil in a large (13-inch) sauté pan over medium-high heat until hot but not smoking. Season chicken on both sides with salt and pepper, and place in the pan (cook in batches, if necessary, to avoid crowding). Cook until golden brown on first side, 3 to 4 minutes; turn chicken and continue cooking until golden on the other side and cooked through, 2 to 3 minutes. Transfer to a platter.

Reduce heat to medium-low. Add walnuts and toast, stirring constantly, until golden, about 3 minutes. Raise heat to medium; add stock and vinegar. Cook, stirring the pan, until liquid is reduced by half and slightly thickened, about 1 minute. To serve, divide chicken among plates and top with sauce.
Martha Stewart’s timely cookbook features simple yet special dinners that take about an hour to prepare.

Whether you’re preparing a Sunday dinner for your family or hosting a festive evening with friends, Martha Stewart’s *Easy Dinners* offers 52 seasonal menus for nearly every occasion. In classic Martha fashion, these 200 recipes are sure to inspire and delight.

Arranged by season, each chapter features 13 menus—with starters, main courses, sides, and dessert. Each meal can be made in about an hour (and is accompanied by a practical preparation schedule), with ingredients found at the grocery store or farmers’ market. *Martha Stewart’s Easy Dinners* includes tempting dinners such as:

- Pork Chops with Sautéed Apples and Onion;
- Shaved Fennel-Celery Slaw;
- Mustard Mashed Potatoes;
- Maple Custards

- Chicken Breasts in Creamy Tarragon Sauce;
- Warm Lentils with Spinach;
- Caramelized Endive;
- Poached Pears with Chocolate Sauce

- Asparagus-Parmesan Tart;
- Shrimp in Saffron Broth;
- Couscous with Golden Raisins;
- Apricot-Almond Ice Cream Sandwiches

- Herbed Turkey Burgers;
- Tomato Salad with Toasted Garlic;
- Creamed Corn;
- Blackberry Shortbread Squares

*Martha Stewart’s Easy Dinners* makes low-key meals with family and friends feasible, fun, and delicious.

**MARTHA STEWART** is the author of bestselling books on cooking, entertaining, gardening, weddings, and decorating. She is the host of *The Martha Stewart Show*, the popular daily syndicated television show.

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**Online promotion**

- USA Today online campaign
- New York Times online holiday campaign
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- Promotion on Potter Recipe Club e-newsletter

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**MARTHA STEWART’S**

easy dinners

52 Meals to Share with Family and Friends

Cooking—Entertaining (CKB029000)

8 x 10; 272 pages; 225 full-color photographs


$35.00 hardcover (Canada: $43.00)

On Sale 10/20/09

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ED BEGLEY, JR.’S GUIDE TO SUSTAINABLE LIVING
Learning to Conserve Resources and Manage an Eco-Conscious Life

Ed Begley, Jr.

Ed Begley, Jr., Newsweek’s “star of climate change,” encourages homeowners to reach for a higher level of eco-responsibility with home projects ranging from planting native gardens to installing solar panels and wind turbines.

Through his Planet Green show, Living with Ed, and his first book, Living Like Ed, Ed Begley, Jr., has shown us all that living in a truly green way can be surprisingly easy. Now, with Ed Begley, Jr.’s Guide to Sustainable Living, Ed provides the ultimate handbook of projects to work your way toward a lifestyle completely enmeshed in conserving resources, producing power, and managing your home in an eco-responsible way.

Ed’s approach is logical: start with the basic principle of conservation and then move on from there. Not everyone can build a completely self-sufficient solar- and wind-powered home (although that might be the ultimate goal!), but we can all reduce our carbon footprint. From simple conservation tips (which lightbulbs to use in your home), to questions of water resources and management (how to establish the most efficient systems), to more intricate matters such as installing solar panels or a wind turbine that can power your home, and to even building a home only with sustainable materials, this book covers it all—with easy-to-follow instructions using Ed’s own projects as the examples.

Wherever you may be on the road to green living, Ed Begley, Jr.’s Guide to Sustainable Living is your go-to resource for making an eco-friendly lifestyle a reality for your family.

ED BEGLEY, JR. is a veteran actor, star of Living With Ed, and a committed environmentalist.

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What I Know
Uncommon Wisdom and Universal Truths from 10-Year-Olds and 100-Year-Olds

Roger Fishman

For fans of real-world advice books like Chicken Soup for the Soul and How to Live, an inspiring, humorous, and entertaining look at life from centenarians and 10-year-olds.

In What I Know, author Roger Fishman brings together the learned words of the sage elderly and the spirited wisdom of children for a heartwarming and often hilarious look at life. Fishman interviewed an extraordinary cross-section of centenarians—the art director of Alfred Hitchcock’s legendary films, Harry Houdini’s assistant, the last living man to have played on the 1927 Yankees with Babe Ruth and Lou Gehrig—and 10-year-olds from all parts of the U.S. to compile an insightful collection of life lessons and advice.

Whether it’s a 10-year-old’s take on believing in yourself (“If you fall, your courage will pick you back up”) or the secret of living to 100 as told by one who has been there (“Live each day with whatever happiness you can get from the day. Just take the best of it”), the thoughts shared by the old and the young who have seen it best (or can tell it plainly) are a gift to everyone, regardless of age.

Roger Fishman is the founder and CEO of ZiZo Group, Inc. He lives with his wife, actress Courtney Thorne-Smith, and son in Los Angeles, California.
**THE WELL-DRESSED HOME**

Fashionable Design Inspired by Your Personal Style

Annette Tatum

Sure to delight fans of *Project Runway* and *Top Design*, *The Well-Dressed Home* shows how to translate your favorite wardrobe influences into stylish home décor.

If you love fashion but would like more direction on how to decorate your home, here is a gorgeous guide on how to use fashion inspiration to create exciting new spaces.

In *The Well-Dressed Home*, Annette Tatum—creator of high-end home décor—shares her innovative design concept of drawing from your sense of fashion to create a home that expresses your own personal style. Using fashion details from clothing and accessories, Tatum shows how closely related color, texture, and fabric are between fashion and home décor.

Do you favor an eco-approach to life with an accent on all things bohemian? Do you love vintage clothes, but with a rocker’s edge? Do you think of yourself as part Marie Antoinette, part Audrey Hepburn? Tatum shows you how to blend seemingly conflicting preferences into a cohesive, thoroughly unique design aesthetic.

Illustrated with more than 300 lush, full-color photographs, *The Well-Dressed Home* is the perfect resource to creating the home of your dreams by infusing it with fashion.

ANNETTE TATUM is the creator of the multimillion-dollar interior décor lines Annett Tatum, House, and Little House, which are carried in more than 700 boutiques nationwide.

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**House & Home (HOM000000)**

7 3/8 x 9 1/4; 256 pages; 350 full-color photographs


$35.00 hardcover (Canada: $43.00)

**On Sale 9/29/09**

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THE SOUTHERN ITALIAN TABLE

Arthur Schwartz

An award-winning authority on all things Italian, Arthur Schwartz explores the cuisines of Southern Italy—from Campania to Sicily—with 200 classic recipes, full-color photography, and his own takes on the cultural and culinary landscapes along the way.

It wouldn’t be surprising if the old proverb “Necessity is the mother of invention” was coined in Southern Italy. From this historically poor land comes some of the world’s favorite foods—pizza, spaghetti, tomato sauce, meatballs, and mozzarella, to name a few—and nowadays, Southern Italian food is the most talked about and home-cooked food in America.

In The Southern Italian Table, Arthur Schwartz showcases the gastronomical history of the six regions of Southern Italy—Campania, Molise, Puglia, Calabria, Basilicata, and Sicily—with classic recipes, gorgeous photography, and headnotes and sidebars that put the recipes in historical, cultural, and personal context.

For lovers of Italian food, armchair travelers, and Arthur Schwartz fans alike, The Southern Italian Table will become a dog-eared favorite and a friendly guide to la vita italiana.

ARTHUR SCHWARTZ has written five award-winning cookbooks, including Arthur Schwartz’s New York City Food, which was named the 2005 Cookbook of the Year by the International Association of Culinary Professionals. He has owned and operated a cooking school in Southern Italy since 2001.
California has the French Laundry, Virginia has the Inn at Little Washington, and Tennessee has the sublime Blackberry Farm. More than just a resort, it offers a rare chance to enjoy luxury in a relaxed way: fishing in the bucolic creek, having a massage in a 130-year-old converted farmhouse, or chatting with the master gardener about his bean plants.

But most of all, it’s the restaurant that defines the experience. Blackberry Farm’s celebrated cuisine blends traditional Appalachian cooking with elevated techniques of the New Southern chefs. The seasonal fare ranges from delicacies such as Rye Whiskey-Cured Trout with Fresh and Pickled Fennel in spring and Chilled Corn Soup with Garlic Custard in summer, Peanut Soup in fall and Cider-Basted Venison in winter. Sophisticated in flavor yet deceptively simple for the home kitchen, the dishes are hearty, soul-warming, heavenly fare that taste better cooked in a well-loved skillet and served to a lively crowd.

Woven in among the recipes are colorful local stories about the history of the region and breathtaking photographs that capture the character of this magical place.

**SAM BEALL** grew up on Blackberry Farm. He apprenticed at the French Laundry and the Ritz-Carlton. He oversees the entire farmstead, from its heirloom gardens to its honey house. One of the most respected food writers today, **MOLLY O’NEILL** was the food columnist for the New York Times Magazine for ten years. She has been nominated twice for the Pulitzer Prize.
LIVING WITH WINE
Passionate Collectors, Sophisticated Cellars, and Other Rooms for Entertaining, Enjoying, and Imbibing

Samantha Nestor with Alice Feiring

Featuring more than 25 of the most fabulous and inventive wine cellars in America today, Living with Wine conveys what it means to be passionate about wine—to collect it, to entertain with it, and to deeply enjoy it.

Given the fact that wine is poised to surpass beer as the most popular alcoholic beverage in the country, it’s no surprise that wine drinkers are in need of a place to preserve their prized bottles. Today’s wine collectors are more sophisticated than ever, and their dream cellars are more lavish, more inventive, and more tempting to linger in.

Within these pages, top design editor Samantha Nestor and Los Angeles Times wine columnist Alice Feiring feature some of America’s most passionate collectors and show how they have reinvented the strictly utilitarian storage spaces of the past as an inviting and beautiful part of the home—a richly appointed alternative to the living room. Notable homeowners such as American Idol host Ryan Seacrest and John Lasseter, the head of Pixar Studios, share their distinctive spaces, created with the help of some of the best designers in the field. A delight for any techophile, the cellars within boast cutting-edge features such as fingerprint access, wireless monitors for temperature and humidity, systems that keep track of bottles through bar codes and offer real-time tasting notes from other collectors, and more.

From a Bordeaux-style cellar that mixes warm limestone with reclaimed oak beams to a new take on the traditional wood cellar bordered by a tony tasting bar or a hypermodern glassed-in storage room, there is something here for every taste. Living with Wine is the perfect gift for the discerning oenophile.

SAMANTHA NESTOR is the special projects editor at Metropolitan Home and the author of The Luxury Bathroom. ALICE FEIRING is the wine columnist for the Los Angeles Times.

ALSO BY SAMANTHA NESTOR

The Luxury Bathroom
978-0-307-39370-8
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(Canada: $69.00)
LAROUSSE GASTRONOMIQUE
THE WORLD’S GREATEST CULINARY ENCYCLOPEDIA

COMpletely REVISED AND UPDATED

LAROUSSE GASTRONOMIQUE
The World’s Greatest Culinary Encyclopedia

Librarie Larousse

The ultimate compendium of gastronomical knowledge—a must-have reference for culinary professionals and amateur chefs alike—completely revised and updated with modern advancements in the food world.

Since its initial publication in 1938, Larousse Gastronomique has maintained its status as the bible of culinary information, with an unparalleled index of classic and modern cooking techniques, tools of the trade, and recipes; four-color ingredient glossaries; culinary histories/biographies of the greatest chefs in the world; and more.

Never has Larousse Gastronomique been so completely overhauled as in this new revision, which includes information on the latest culinary advancements—from foams to molecular gastronomy—that have made an impact in professional and home kitchens in the last decade. Dozens of new biographies will be included, featuring such luminaries as Ferran Adrià, Daniel Boulud, Alice Waters, Thomas Keller, and Julia Child. All new four-color ingredient identification photographs give this edition a fresh, elegant look, making it more indispensable than ever. And, for the first time, it will have more than 400 reportage photos—candid images of upscale restaurants the world over—giving the reader behind-the-scenes access into where the world’s finest food is created.

This revised edition will continue the Larousse Gastronomique legacy by maintaining its authority as the leading culinary reference in the world.

The LIBRARIE LAROUSSE includes scores of writers, researchers, editors, photographers, illustrators, and translators.

ALSO BY LIBRARIE LAROUSSE

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From the foremost master of cheese in the country comes a first-of-its-kind master’s class to usher any enthusiast to the level of full-blown connoisseur, with 23 distinct lessons covering American and international cheeses.

In his first two books, The Cheese Plate and Cheese, Max McCalman laid the groundwork of cheese knowledge, discussing the basics of learning about and enjoying fine cheeses. Mastering Cheese is his ultimate book on cheese, developed out of his years teaching classes at the Artisanal Premium Cheese Center.

Delve into chapters entitled “All About Cheesemaking: The Eight Basic Steps and Beyond,” “Around the Barnyard: Species and Breeds,” “Raw Milk and Real Cheese,” and “Taking the World Stage: American Artisans.” Lessons culminate in suggested tasting plates that illustrate the information in each section deliciously. McCalman also introduces readers to many celebrated cheesemakers and their cheeses, even devoting a chapter to visiting a cheese farm for a behind-the-scenes look at the people who make premium cheeses. And, while his previous works focused primarily on international cheeses, Mastering Cheese emphasizes the great American artisanal cheeses that have burst onto the scene in recent years.

Complete with a cheese index and appendixes of wine and beer pairings, cheese appellations, and resources for buying cheese, Mastering Cheese is the most comprehensive book on artisanal cheese, and one that every cheese lover should own.

MAX McCALMAN, who was awarded the Garde de Jure by France’s Guilde des Fromagers, is the Maître Fromager for the Artisanal Restaurant Group. He is dean of curriculum at the Artisanal Premium Cheese Center in New York and is a frequent lecturer at the Institute for Culinary Education and the Culinary Institute of America.
The highly anticipated first cookbook from the hottest, most respected culinary star today, Momofuku sheds light on the phenomenon of David Chang's food and his four wildly popular restaurants.

In the past few years, David Chang has been elevated from the status of ordinary cook to that of superstar chef by his legions of fans and the numerous culinary honors awarded to him. From the opening of his first cult restaurant, Momofuku Noodle Bar, in Manhattan's East Village, to Momofuku Ko, whose 12 seats are the most difficult to acquire in the country, Chang's revolutionary dishes have rocked the food scene.

Though he calls his cuisine American, it is unlike anything you've eaten before. Based on a few height-of-season ingredients to which he adds select Asian accents (and typically some form of pork), he creates otherworldly flavor combinations. His quick pickled dishes, one-pan vegetable sautés, intensely flavorful noodle soups, and myriad of pork dishes (including Momofuku's famous pork buns) are accompanied by lavish color photographs and insightful narrative essays on the founding of Chang's restaurants and his culinary inspirations.

DAVID CHANG is the chef and owner of New York City's Momofuku Noodle Bar, Momofuku Ssäm Bar, Momofuku Ko, and Momofuku Bakery & Milk Bar. Among his many awards, he was named Best Chef: New York City 2008 by the prestigious James Beard Foundation, a year after he won its Rising Star Chef Award. Chang was named Bon Appétit's Best Chef of the Year 2007 and one of GQ's Men of the Year in 2007. He has appeared on Charlie Rose and The Martha Stewart Show and was profiled in The New Yorker in 2008. PETER MEEHAN writes about food for the New York Times and has coauthored two books.
It's weird to be “famous” for something. Can you imagine being Neil Diamond and having to sing “Cracklin’ Rosie” every time you get on stage for the rest of your life? Neither can I. But if Momofuku is “famous” for something, it's these steamed pork buns. Are they good? They are. Are they something that sprang from our collective imagination like Athena out of Zeus's forehead? Hell no. They're just our take on a pretty common Asian food formula: steamed bread + tasty meat = good eating.

And they were an 11th hour addition to the menu. Almost a mistake. No one thought they were a good idea or that anyone would want to eat pork belly sandwiches.

I got into the whole steamed bread thing when I stayed Beijing; I ate char siu bao—steamed buns stuffed with dark and sweet roast pork meat—morning, noon, and night from vendors on the street who did nothing but supply that city's voracious appetite for steamed buns. When I lived in Tokyo, I'd pick up a niku-man—the Japanese version of char siu bao, with a more mildly flavored filling—every time I passed the local convenience store. They're like the 7-Eleven hot dogs of Tokyo, with an appeal not unlike that of the soft, meatiness of White Castle hamburgers.

And in the early days of my relationship with Oriental Garden—the restaurant in Manhattan's Chinatown where I've eaten more meals than anywhere else on the planet—I'd always order the Peking duck, which the restaurant serves with folded-over steamed buns with fluted edges, an inauthentic improvement on the more common accompaniment of scallion pancakes. Though the char siu bao and niku-man were influential, the Peking duck service at Oriental Garden was the most important, if only because it was here in the city and I could go back and study what made their buns so good, and also because the owner of the restaurant was willing to help me out.

After I'd eaten his Peking duck about a million times, I asked Mr. Choi, the owner of Oriental Garden (whom I call Uncle Choi, because he's the Chinese uncle I never had), to show me how to make the steamed buns. For as many times as I had eaten steamed buns, I had never thought about making them, but with Noodle Bar about to open, I had the menu on my mind. He laughed me off for weeks before finally relenting. (He likes to remind me that I am the kung-fu—the student, the seeker, the workman—and he is the si-fu—the master.) But instead of taking me back into the kitchen, he handed me a scrap of paper with an address, the name “John” on it, and a note scribbled in Chinese that I couldn't read. He told me to go to that address and hand it over to John, who would teach me how to make the buns.

Have you ever seen the blaxploitation martial arts movie The Last Dragon from the '80s, where the dude is in constant search for some type of master who can provide some wisdom, and in the end it turns out to be a hoax—that the master's place is this fortune cookie factory? Probably not. Anyway, that's how I felt when the place I was sent to learn the secret of steamed bread turned out to be May May Foods, a local company that supplied dozens of New York restaurants with pre-made dim sum items, including buns, for decades before it closed in 2007. The guy there, John, showed me the dead-simple process: a little mixing, a little steaming—presto!—buns. It turns out mantou is a simple white bread dough (not at all different from, say, Wonder Bread) that is steamed instead of baked. Much easier than pie.

But when I saw the flour everywhere and tried to imagine that mess in the already-overcrowded tiny kitchen we were working in, I immediately placed an order. We didn't have the space to attempt them then, and we continued to buy them from Chinatown bakeries even after May May closed.

If you have that option—a Chinese bakery or restaurant where you can easily buy them, or a well-stocked freezer section at a local Chinese grocery store—I encourage you to exercise it without pangs of guilt. How many sandwich shops bake their own bread and grind their own mortadella? Right. Don't kill yourself. But don't be put off by making them either. They're easy as hell and they freeze perfectly, which means that a couple hours spent making buns will yield many meals from frozen ones just waiting in the freezer.
Here’s the recipe for our pork buns, which you can repeat, ad infinitum, to make more to share.

1 steamed bun
About 1 tablespoon hoisin sauce
3 or 4 slices quick cucumber pickles
1 scant tablespoon thinly sliced scallion, green and white
3 thick slices pork belly

1. Heat the bun in a steamer on the stovetop. It should be hot to the touch, which will take almost no time with just-made buns and 4 to 5 minutes with frozen buns.

2. Nab the bun from the steamer and flop it open on a plate. Slather the inside of the bun with hoisin sauce using a pastry brush or the back of a spoon. Arrange the pickles on one side of the fold in the bun and the thick slices of pork belly on the other. Scatter the belly and pickles with sliced scallion, fold closed, and voila: pork bun.
THE LEE BROS. SIMPLE, FRESH, SOUTHERN
Knockout Dishes with Down-Home Flavor
Matt Lee and Ted Lee

Authors of the award-winning The Lee Bros. Southern Cookbook, Matt and Ted Lee revolutionize Southern cooking with this collection of 110 fresh and quick-to-prepare recipes that have all the soul of traditional, slow-cooked dishes.

From two South Carolina-bred brothers comes the groundbreaking cookbook for new Southern cooking: The Lee Bros. Simple, Fresh, Southern. Matt and Ted Lee were raised on long-simmered greens, slow-smoked meats, and deep-fried everything. But after years of traveling as journalists and with farm-fresh foods more available than ever, Matt and Ted have combined the old with the new, infusing family recipes with bright flavors. Using crisp produce, lighter cooking methods, and surprising combinations, these are recipes to make any night of the week.

Short on prep but long on down-home flavor, favorites include: Field Pea Salad with Gingered Beets and Lemon, Easy Chicken and Dumplings, Skillet Green Beans with Orange, and Mint Julep Panna Cotta. So conjure up visions of screened-in porches and seasoned cast-iron skillets with The Lee Bros. Simple, Fresh, Southern, the new guide to Southern food for today’s home cooks.

Matt Lee and Ted Lee founded the Lee Bros. Boiled Peanuts Catalogue, America’s best source for treasured Southern foods such as boiled peanuts and stone-ground grits, in 1994. Matt and Ted contribute to the New York Times, are the wine columnists for Martha Stewart Living, and are contributing editors for Travel + Leisure. Their first cookbook, The Lee Bros. Southern Cookbook, received the IACP Julia Child Award for 2007 and the James Beard Award for Cookbook of the Year 2007.
jade shrimp cocktail

serves 6 • TIME: 15 minutes prep; 15 minutes refrigeration

We’re always seeking new recipes to flatter the sparklingly fresh local shrimp we buy in South Carolina, at docks in Shem Creek and Rockville. Recently we became restless with the red ketchup sauce typically served with shrimp cocktail, and decided to spin it in the direction of a green ketchup, made from the tart green tomatoes and tomatillos we’re using more and more in our cooking. This shrimp cocktail is tropically inclined, but still familiar, an intriguing new take on an old favorite.

**Ingredients:**
- 4 1/2 teaspoons kosher salt, plus more to taste
- 1 teaspoon ground cayenne pepper
- 1 pound headless large shell-on shrimp (26 to 30 per pound)
- 1 pound tomatillos (husks removed) or green tomatoes, cored and quartered
- 2 scallions, green tops only
- 1 ripe avocado, halved, pitted, and peeled
- 2 tablespoons prepared horseradish, drained
- 1 teaspoon honey
- 2 tablespoons fresh lemon juice
- Freshly ground black pepper

**Instructions:**
1. Bring 2 quarts water, 2 teaspoons of the salt, and the cayenne pepper to a boil in a 4- to 6-quart pot. Remove from the heat, add the shrimp, and cook (off the heat) for 1 minute, until they’re bright pink-orange and slightly firm. Drain, and rinse with cold water to keep the shrimp from cooking further and to make peeling easier. Peel the shrimp, leaving the tails on for grasping (this takes about 8 minutes). Refrigerate the shrimp for 15 minutes to cool them further.
2. While the shrimp are chilling, place the tomatillos in a food processor and pulse to form a smooth puree. Drain the puree through a medium-mesh strainer, reserving the strained tomatillo water. Return the puree from the strainer to the food processor (you need not wash the bowl), and add the scallion tops, avocado, horseradish, honey, lemon juice, remaining 2 1/2 teaspoons salt, and 1 tablespoon of the reserved tomatillo water. Process to a smooth puree. Season to taste with salt and black pepper, and adjust the consistency of the sauce as needed with more of the reserved tomatillo water. Transfer the sauce to a ramekin or a small serving bowl. (The sauce will keep for 3 days in the refrigerator.)
3. Serve the chilled shrimp with the sauce.
THE CRAFT OF BAKING
Cakes, Cookies, and Other Sweets with Ideas for Inventing Your Own
Karen DeMasco and Mindy Fox, Photographs by Ellen Silverman

Salty, caramely cashew brittle and crispy-creamy peanut butter sandwich cookies—the secrets of award-winning pastry chef Karen DeMasco’s celebrated treats are now out.

Pastry chef of Tom Colicchio’s craft, craftbar, and ‘wichcraft restaurants from their opening through 2008, Karen DeMasco is a master at coaxing rich, complex flavors out of pure ingredients. In The Craft of Baking—her first cookbook—DeMasco shares 115 recipes as well as favorite techniques and tricks of her trade.

Known for combining the bounty of local markets with the simple treats of her Midwestern roots, DeMasco creates delicious seasonal desserts. With recipes for muffins, cookies, brownies, pies, cupcakes, ice creams, and other desserts, The Craft of Baking satisfies every sweet tooth.

DeMasco also provides a window into her craft by offering numerous variations and creative combinations that make everyday desserts spectacular. Begin with a simple recipe for old-fashioned gingersnaps, then “vary your craft” by crushing them for the crust of Butterscotch Cream Pie. “Combine your craft” by serving complementary desserts together for a dessert such as Apple Fritters with Caramel Ice Cream and Apple Cider Caramel Sauce.

DeMasco’s easy home baking techniques and inspired recipes, combined with stunning photos, are sure to inspire beginner and seasoned bakers alike.

KAREN DEMASCO was the creative genius behind the desserts of Tom Colicchio’s craft, craftbar, and ‘wichcraft from 2001 to 2008. Winner of the 2005 James Beard Award for Best Pastry Chef, she will be the pastry chef of the new restaurant in Robert DeNiro’s Greenwich Hotel in New York City.
Rachael Ray

More Rachael—just when you need her most!

Rachael has never been bigger: her syndicated daytime talk show, *Rachael Ray*, won an Emmy this year and her magazine, *Everyday with Rachael Ray*, is soaring with a circulation of 1.8 million. Rachael’s fans love all that she stands for: effortless, inexpensive meals that are packed with flavor and made from ingredients found in any supermarket. Now, as we eat more dinners at home, who could be better to turn to for value and inspiration than Rachael?

Rachael always has new tricks up her sleeve, and in this book, she shares a trove of all-new ideas and recipes for delish meals that can be stretched from one meal to the next. No one is better at not only turning Monday’s tacos into Tuesday’s “stoup,” but also at transforming any meal into a kid friendly dish just by sneaking healthy ingredients into family favorites. From twists on comforting crowd pleasers to healthy versions of the hearty foods we all crave, no one is as inventive or as fun as Rachael.

**RACHAEL RAY** is a bestselling author and the host of Food Network’s popular 30-Minute Meals and Tasty Travels as well as her daytime syndicated show, *Rachael Ray*. She is also the founder of Yum-o!, a charitable foundation dedicated to helping parents and children develop a healthy relationship with food. This is her fifteenth book.

Rachael Ray

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*Cooking—American (CKBO02000)*

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Michael Symon’s Live to Cook

Recipes and Techniques to Rock Your Kitchen

Michael Symon with Michael Ruhlman
Foreword by Bobby Flay

The newest Iron Chef and one of the hottest stars on Food Network, Michael Symon shares secrets to the boldly flavored, seasonal cuisine that has catapulted him to fame.

Michael Symon leapt to culinary stardom in the fall of 2007 when he joined Bobby Flay, Mario Batali, Masahuru Morimoto, and Cat Cora as one of America’s Iron Chefs. Yet while he holds rank with the culinary elite, he creates food based on a philosophy of simple, two-pan techniques and fresh ingredients. In Michael Symon’s Live to Cook, Michael shares his favorite recipes, cooking methods, and tips, all while recounting the personal and professional influences that have made him the chef he is today.

A Midwestern boy of Mediterranean and Eastern European roots, Michael cooks what he calls “heritage food”: hearty pastas, slowly simmered braised meats, soulful vegetables. Learn to make his Shaved Fennel Salad with Oranges, Lemon, Dill, and Watercress; Sheep’s Milk Ravioli with Brown Butter and Pine Nuts; Braised Short Ribs with Pickled Green Tomatoes; and Grilled Radicchio with Orange and Balsamic Vinegar.

With instructional sidebars and personal essays, Michael Symon’s Live to Cook will give you insight into the life of this celebrity chef and the tools to cook the food he’s known for.

MICHAEL SYMON is the host of Food Network’s Dinner: Impossible and is an Iron Chef who regularly appears on Iron Chef America. He is the chef and co-owner of the acclaimed restaurants Lola and Lolita, located in Cleveland, Ohio, as well as the newly opened Roast in Detroit, Michigan. MICHAEL RUHLMAN is the author of twelve nonfiction books, including The Soul of a Chef. He has also coauthored The French Laundry Cookbook with Thomas Keller, as well as other cookbooks.

Cooking (CKB0000000)
7 7/16 x 9 1/4; 288 pages; 50 full-color photographs
$35.00 hardcover ($43.00)
On Sale 11/3/09
British: Elizabeth Kaplan Literary Agency
Translation: Elizabeth Kaplan Literary Agency
First Serial: Crown
RED POTATOES WITH ARUGULA

This dish of potatoes seasoned with mustard and spicy arugula and enriched with cream is an excellent, easy way to enliven basic potatoes and goes well with most meats and fish.  

**Serves 4 to 6**

- 2 pounds red potatoes
- Kosher salt
- 2 tablespoons unsalted butter
- 1/2 cup heavy cream
- 2 tablespoons whole-grain Dijon mustard
- Freshly ground black pepper
- 1/4 to 1/2 pound arugula

Put the potatoes in a large pot and add enough water to cover by 2 inches. Season the water well with salt and bring to a boil. Cook until the potatoes are tender when pierced with a knife, 30 to 40 minutes. Drain them and let the moisture steam off. When they’re cool enough to handle, peel them if you wish. Cut into 1/2-inch-thick slices.

In a medium sauté pan, melt the butter over medium heat. Add the cream and mustard and stir to combine. Add the potatoes and toss to coat. Season with salt and pepper to taste. When the cream comes to a simmer, add the arugula. Continue to cook until the arugula is completely wilted.
For anyone who has dreamed of living large in the city, this book is a tour of truly legendary, uniquely beautiful, and always surprising urban homes without limits.

The attractions of city living abound. But so often, urbanites admit there’s a price to pay: space. They fantasize, wondering, “What would I do if there were no limits?” This book is the jaw-dropping answer to that question. An unprecedented tour of 18 limitless residences in the most happening metropolises, it offers readers an in-depth view of the soaring ceilings, one-of-a-kind furnishings, quirky collections, museum-worthy art, and envy-inducing number of rooms for every function and every whim.

From an artist’s warren of studios in New York City—crowned by a magnificent rooftop garden draped with wisteria arbors—to a 16,000-square-foot chateau in Chicago with a kids’ theater, a master bedroom created from a converted ballroom, a two-story painted-glass window, and an iron staircase that won a prize at the 1893 World’s Fair, these residences are truly mega. But they are also warm, friendly, and original. In short, they are real-life homes—just with many rooms and amenities. Decorated by some of the top interior designers today, these spaces brim with ideas that readers can translate for their own residences.

Majestic Metropolitan Living offers an intimate look at these inventive homes as well as the chance to live vicariously through—and dream about becoming one of—the urban revolutionaries who truly have it all.

SUE HOSTETLER is the national shelter editor for Niche Media Magazines, including Gotham, Hamptons, and LA Confidential. She is the style editor for Aspen magazine and hosts Plum Homes with Sue Hostetler on Plum TV. She is also the author of Oceans and Hip Hollywood Homes.
Help the Bride Shine Without Losing Your Mind

Carley Roney and the Editors of TheKnot.com

From the #1 wedding website, the must-have, comprehensive handbook of everything bridesmaids need to know about the joys, duties, and challenges of the role.

The Knot has become the source for all things wedding, with an array of helpful books for brides-to-be. But the creators behind the popular website haven’t forgotten the other VIPs in the wedding party. Well aware that being a bridesmaid is a responsibility as much as an honor, Carley Roney and the editors at The Knot have created this book to prepare those brave soldiers who act as therapists, communications coordinators, stylists, and peacekeepers to the bride.

The Knot Bridesmaid Book is the key to being the best bridesmaid ever without breaking the bank. The Knot gives readers the low-down on traditions like bridal showers and bachelorette parties; shares dos and don’ts, horror stories, and tales of success from past real-life bridesmaids; shows how to stay sane while keeping the bride happy; and provides timely tips on how to avoid ending up with the most hideous dress on the rack. The perfect gift for brides to give to their attendants, this indispensable handbook offers surefire advice on having fun while being a bridesmaid ace.

**CARLEY RONEY** is editor-in-chief of The Knot and The Nest. She writes a syndicated advice column and frequently appears on shows including The Oprah Winfrey Show and Today.

**also by carley roney and the knot**

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978-0-307-34022-1
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THE VINTAGE TABLE
Beloved Treasures and Standout Settings
Jacqueline deMontravel and the Editors of Romantic Homes Magazine

From the authors of the popular Vintage Vavoom, this charming book shows how to create unforgettable table settings with treasured finds.

All your friends are in awe of how effortlessly you can piece together an outfit that’s part Anthropologie, part Mom’s jewelry box, part antique. When you entertain, you want your table setting to express your personal flair and look timeless, unique, and utterly unforgettable too.

In The Vintage Table, you’ll find hundreds of clever, cool, or romantic ideas. Create a tablescape where mismatched teacups, heirloom silver, and embroidered napkins all come together in perfect harmony. Combine your parents’ wedding pieces with new glasses from Target, a modern glass vase of hydrangeas, and napkins made by cutting up pieces of a fabulous French-patterned apron you snagged at a yard sale.

The rules are loose, the only objective is joy, and many of the tools you’ll need are already hiding in your cabinets and closet. Also included in this book is a resource section on venues for finding special pieces and more.

A magnificent table is the perfect incentive to gather friends and family, and this beautiful, beautifully photographed book will inspire you to make entertaining a frequent pleasure.

JACQUELINE DEMONTRAVEL is the editor of Romantic Homes magazine. She and the editors of the magazine are also the authors of Vintage Vavoom.

ALSO BY THE EDITORS OF ROMANTIC HOMES MAGAZINE

Vintage Vavoom
978-0-307-38274-0
$35.00 hardcover
(Canada: $44.00)
PERFECT PALETTES

Stephanie Hoppen

Featuring more than 350 colors, complete color palettes, and an extensive resource directory, Perfect Palettes is the ultimate illustrated guide to using color in the home with confidence.

Color is both the easiest and strongest assertion of a room’s personality, and today it adorns every surface—ceilings, floors, fabrics, accessories. With all of the possible color combinations for the home, how does one choose without making a garish statement? With Stephanie Hoppen’s lovely rooms and color swatches, she shows how elegant and easy color can really be and proves that using different colors throughout the home doesn’t have to look gaudy. Just as neutrals aren’t beige and sand, neither is color merely the acquired tastes of purple and mauve.

Instead, colors can be a rich and warm base for all styles, from dramatic, stormy blues to Provençal neutrals. Hoppen helps readers identify their own unique sense of the full spectrum by taking cues from the familiar. Landscapes, food, and art all become inspiration for timeless decorating motifs, and each chapter describes the palettes derived from each natural theme.

In addition, Perfect Palettes includes information on tools and techniques, a quick tutorial on the uses of color theory, and an extensive directory of paint suppliers in the United States.

STEPHANIE HOPPEN is an art gallery owner and the author of a dozen previous decorating books, including Perfect Neutrals and Perfect Curtains.
NEW IN PAPERBACK!

THE ESSENTIAL CUISINES OF MEXICO

Diana Kennedy

For the first time ever, the bestselling cookbooks of the world’s leading authority on Mexican cuisine, Diana Kennedy, are available in one paperback volume. The Essential Cuisines of Mexico combines three classics—The Cuisines of Mexico, Mexican Regional Cooking, and The Tortilla Book—to make the definitive book on authentic Mexican cooking. The 300 recipes—organized into twenty chapters such as Soups, Tortillas and Tortilla Dishes, Light Meals, Vegetables, Meats, and Drinks—include dishes destined to delight Kennedy fans old and new. A final section on equipment, ingredients, and basic preparations rounds out this indispensable resource.

Cooking—Mexican (CKB056000)
7 ⅝ x 9 ¼; 544 pages
$20.00 paper (Canada: $24.95)
On Sale 10/20/09

PRAISE FOR DIANA KENNEDY:

“For those who love Mexican cuisine, no better resource exists.”
—Washington Post

“...If the mention of Mexican food in the United States no longer conjures up images of rubbery melted cheese, canned tamales, and taco salads, this is largely a result of [Kennedy’s] efforts.”
—New Yorker
Humongous Book of Cartooning
Christopher Hart

The world’s bestselling author of drawing and cartooning books has finally packed all of his expertise and experience into one exhaustive, enormous guide to all things cartoon.

Christopher Hart’s newest book is humongous in more ways than one: generously sized and over 200 pages long, Humongous Book of Cartooning is loaded with enough information for even beginners to master the art of cartooning. Featuring a new, cutting-edge retro style, this book truly has it all—cartoon people and animals, funny robots, and fantasy characters, as well as sections on character design, composition, backgrounds, drawing action, and more. If you want to know how to draw it, it’s in this book—the only how-to guide a cartoonist will ever need.

And at a price this low, it’s a resource that neither hobbyists nor professional cartoonists will be able to pass by.

Christopher Hart’s books have set the standard for art instruction, both nationally and internationally, with more than 2.5 million copies in print in eighteen languages. Renowned for up-to-the-minute content and easy-to-follow steps, Hart’s books have been selected by the American Library Association for special notice.

Also by Christopher Hart

- The Cartoonist’s Big Book of Drawing Animals
  ISBN: 978-0-8230-1421-7
  Price: $21.95 paper (Canada: $25.95)

- How to Draw Cartoon Animals
  ISBN: 978-0-8230-2360-8
  Price: $19.95 paper (Canada: $25.95)

- Cartooning for the Beginner
  ISBN: 978-0-8230-0586-4
  Price: $19.95 paper (Canada: $24.95)
Do you enjoy drawing, but are frustrated that you aren’t getting to the next level? Would you like to improve your drawing skills? That’s exactly what this book is designed to do. It will give you practical insights into cartooning that you can apply immediately to your drawings, so that you can see results right away.

This book is more than your average tutorial. It’s like having a personal mentor by your side while you draw. It will give you the encouragement you deserve and the benefit of my years of experience in cartooning. I cover professional techniques that I have personally distilled into easy-to-grasp lessons. I have filled the book from beginning to end with scores of visual hints, which will give you a clear concept of the techniques at a gut level. As a result, aspiring cartoonists will find that they can start to draw with a professional flair, whereas before they were often struggling. What a thrill it is to see your cartoons spring to life, and surpass even your own expectations. I believe you’ll get a real kick out of it.

There is much value in being able to successfully recreate the images in this book. Many cartoonists make a handsome living drawing other people’s characters, such as the characters you see in popular comic books, animated TV shows and movies. Virtually all cartoonists began by drawing other people’s characters first. However, if your goal is to create something totally original, then first learning to draw the characters in this book will give you all the principles you need. In fact, there are large sections devoted entirely to character design.

This book covers the widest spectrum of subjects, from cartoon people, cartoon animals, funny robots, costumed characters, layout, cartoon backgrounds, fantasy creatures, to expressions, drawing action and more.

Everyone needs a little encouragement. I got it when I was still a high school student, by attending some life drawing classes taught by animators at the Cartoonist’s Union in North Hollywood, California. Being well situated in the film capital of the world, Los Angeles, I was also ambitious. I sought out mentors in the form of animation directors and producers who looked over my portfolio and gave me advice along the way. You may not live in Los Angeles, or have any contacts in cartooning or animation. Not to worry. Because we’re about to level the playing field, and actually tilt it in solidly in your favor. Within these pages, you’ll get all of the info I wish I had when I was starting out. It’s my way of giving something back, and I’m grateful to have the opportunity to do so.
Out of print for more than 40 years, these three books bring the lost episodes of MAD magazine’s longest-running and best-loved feature back to life.

Comics & Graphic Novels—Anthologies (CGN001000)
5 x 7 1/2; 192 pages
$11.99 paper (Canada: $14.99)
On Sale 8/11/09
British: DC Comics
Translation: DC Comics
First Serial: Crown

Copyright 2009 E.C. Publications, Inc. All Rights Reserved. MAD and all related characters and elements are ®, TM, and © E.C. Publications, Inc.
On July 12, 1960, a political cartoonist named Antonio Prohias arrived at the New York offices of MAD magazine. He had come to America two months earlier, after the new Cuban dictator—a man by the name of Fidel Castro—started issuing death threats to Prohias and his family.

Prohias spoke no English, but the drawings he had with him of two pointy-nosed characters, equally silent, were more than enough to catch MAD magazine’s attention.

What followed was a prodigious career spanning decades, and at its center, the classic, world-famous cartoon Spy vs Spy. The Black Spy and The White Spy, masters of their own mutual destruction, became a cultural touchstone for generations of readers, representing the absurdity of senseless wars and the culture of deceit that is still weaved into our own societal fabric.

These three books celebrate both Spy vs Spy and its creator, showcasing Prohias’s genius as an artist, storyteller, and graphic designer, and revive episodes that have been lost to the public for more than four decades.

An award-winning and influential political cartoonist in Cuba, ANTONIO PROHIAS fled Havana when Castro seized control of the country’s free press. Prohias quickly immigrated to America, where he became one of MAD’s “Usual Gang of Idiots.” Although Prohias died in 1998, his Spy vs Spy comic strip continues to be one of the magazine’s best-loved features, as well as a pop culture hallmark. JOHN FICARRA, the editor of MAD magazine, wrote the forewords to all three Spy books. He also wrote this brief bio, which he considers his finest work to date.

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By David Shayne

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Watercolor
A Beginner’s Guide
Elizabeth Horowitz

This easy-to-follow primer helps beginning watercolorists develop basic painting skills, as well as their own personal style.

Watercolor a Beginner’s Guide is the perfect jumping-off point for potential painters of all stripes. Everyone, from young students to retirees trying their hand at art for the first time, will be drawn to the book’s logical, progressive organization and straightforward subject matter. As a veteran artist and teacher, author Elizabeth Horowitz understands the challenges that many beginners face, and her book is filled with encouraging pointers as well as examples of other beginners’ artwork. Horowitz’s unique approach promotes and emphasizes individual creativity, and her exercises help painters develop their own style, setting this book apart from the many primers that only teach readers how to copy the author. Watercolor A Beginner’s Guide is the perfect resource for aspiring artists who want to create charming paintings—with a personal touch.

Elizabeth Horowitz has been a professional artist for more than 28 years. She also teaches popular watercolor classes at the New Jersey Center for Visual Arts in Summit, New Jersey. An accomplished artist with many awards and solo shows, Horowitz’s work is in many private collections, museums, and corporations, including Merck, Cosmair-Lancome, and State Farm.

Art—Watercolor (ART029000)
7 x 10; 144 pages; 200 full-color illustrations
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Also Available
The Watercolor Artist’s Flower Handbook
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Freddie E Williams II; Foreword by Brian Bolland

New in the bestselling DC Comics Guide series—more than 100,000 sold!

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Author Freddie E Williams II is one of the industry’s leading digital artists

Artists! Gain incredible superpowers with the help of your computer! The DC Comics Guide to Digitally Drawing Comics shows how to give up pencil, pen, and paper and start drawing dynamic, exciting comics art entirely with computer tools. Author Freddie E Williams II is one of DC Comics’ hottest artists and a leader in digital pencilling and inking—and here, in clear, step-by-step directions, he guides readers through every part of the digital process, from turning on the computer to finishing a digital file of fully inked comic art, ready for print. Creating a template, sketching on the computer, pencilling, and inking digitally are all covered in depth, along with bold, time-saving shortcuts created by Williams, tested by years of trial and error. Step into the digital age, streamline the drawing process, and leap over the limitations of mere physical drawing materials with The DC Comics Guide to Digitally Drawing Comics.

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FREDDIE E WILLIAMS II, one of DC Comics’ hottest artists, has been drawing digitally since 2000. He has worked on the record-breaking Countdown, Robin, and The Flash. Visit him on the web at freddieart.com. He lives in Missouri.

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SHOUJO ART STUDIO

Everything You Need to Create Your Own Shoujo Manga Comics

Yishan Li

Manga is the world’s most popular visual art and within it, there’s a subgenre dedicated to teenage girls about teenage girls—shoujo manga. Now, creating this popular genre is easier than ever with this ultimate guide that includes a CD to help you draw your own shoujo stories!

From serialized soap operas about everyday girl drama or a high school swim team that transforms into magical warriors fighting for love and justice, in shoujo manga there’s no limit to what you can write or draw. All of the characters are supremely adorable, with the trademark big, expressive manga eyes and cool outfits.

From background scenes, speech balloons, color, accessories, tones, and effects (like speed lines), the CD offers templates you can work with in Photoshop and Illustrator and customize to your liking and your unique story. Whether you’re a beginner who prefers to work with the templates provided, or a more experienced shoujo creator who adds her own flourishes, you’ll find tips and illustrations to help you use the programs effectively. Covering topics like dreaming up an interesting story line, writing compelling dialogue, creating page layouts and drawing hairstyles, outfits, and accessories—this is the first book to distill all the elements of shoujo into one easy-to-use guidebook.

YISHAN LI is a professional manga artist whose work has been published worldwide. She draws the monthly strip for The Adventures of CGI! for CosmoGIRL, and her Beijing-based company, Yishan Studio, is made up of a small group of artists who have worked on many manga titles in the United States.
DRAWING ANIMALS
30th Anniversary Edition

Norman Adams and Joe Singer

Celebrating its 30th anniversary, this classic, bestselling book uses a sequence of studies, step-by-step drawings, and anatomical progressions to teach readers how to draw myriad animal species.

Since its publication in 1979, Drawing Animals has sold over 100,000 copies, and it is still a beloved resource for hobbyists, cartoonists, illustrators, and painters, as well as a new generation of computer and game animators. Professional and amateur artists alike all love to draw animals, and this book contains all their favorites, from domestic pets to exotic wildlife.

To help readers understand the similarities, differences, and unique characteristics of each species, each chapter focuses on a specific animal, using this formula:

• A view of the animal from three perspectives
• A breakdown of the basic shapes of the body and head
• Drawings clearly showing the animal’s skeletal, musculature, and surface anatomy
• A detailed step-by-step demonstration
• Drawings that show the animal in characteristic behaviors and poses

Trusted by artists for decades, Drawing Animals will be an invaluable resource for generations to come.

NORMAN ADAMS is a successful wildlife artist who has been featured in such publications as National Geographic, Field & Stream, Reader’s Digest, and Penthouse. JOE SINGER is both an artist and a writer. He has co-authored several books and contributed to American Artist magazine.
Performing Arts—Acting & Auditioning (PER001000)
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A Career Guide for Kids, Teens, and Adults Who Play Young Too
Frederick Levy

Top talent manager Frederick Levy, a leading expert in developing young talent, offers practical advice and much-needed encouragement to steer today’s performing youth toward the career of their dreams.

Hannah Montana, iCarly, Gossip Girl, High School Musical: all of these franchises are part of the evergreen, ever-growing empire that is Young Hollywood. There has never been a better time for aspiring kid and teen actors to break into show business—but the path to stardom can be notoriously harsh. Enter Frederick Levy, a veteran talent manager and sympathetic advocate for young stage and screen actors across the country. Speaking to them on their own level, Levy advises young people on everything from headshots and reels to the role of agents, managers, and parents to auditions and booking a job. Filled with inspiring anecdotes about the biz, this book entertains readers while offering sound, proven advice from not only the author, but also other actors, acting coaches, agents, and casting directors. In addition, Levy provides a comprehensive appendix filled with contact information for talent agencies, management companies, unions, studios, and more.

FREDERICK LEVY is the author of five books and the owner of Management 101. He also develops and produces film and television, and has been a featured guest on Entertainment Tonight, CNN, Fox News, MTV and VH1.

The audition starts the moment you enter the building. You never know who might be roaming in the hallways, so always be on your best behavior. You don’t want a casting associate to pass you in the hall as you’re screaming into your cell phone at the best pal you’re fighting with or your ex-girlfriend. The audition has begun.

Everyone you come in contact with could be someone who helps you get this job.

—EXCERPT FROM ACTING IN YOUNG HOLLYWOOD
This fully revised and updated edition of an industry standard offers in-depth analysis of the top ten festivals, timely tips on marketing and publicity for your film, and secure access to the author’s up-to-the-minute online film festival database containing thousands of festivals.

Thanks to their high-profile screenings and star-studded attendance, the names Sundance, Tribeca, and Coachella are now part of the popular vernacular. But every aspiring filmmaker knows that these three festivals only represent the tip of the iceberg—and in the past ten years, the number of festivals worldwide has shot from 400 to 4,000. Chris Gore, the hilariously irreverent host of IFC’s Ultimate Film Fanatic, has traveled to more than 100 festivals as a critic, judge, and filmmaker. In this, the fourth edition of his classic survival guide, Chris unlocks all the secrets of successfully selling and marketing a film at each venue, putting on (or crashing) a great party, and signing a distribution deal. New features include:

- Filmmaker interviews with Morgan Spurlock (Super Size Me) and Jared Hess (Napoleon Dynamite)
- Tips on building buzz with the Internet
- Appendices that break down festivals by genre, geography, and submission deadlines
- A code that grants access to the author’s secure online database, with up-to-the-minute festival updates

**CHRIS GORE** is a writer, filmmaker, and the creator of the top-five film site filmthreat.com.

**Secret:** MAKE FRIENDS WITH EVERYONE ON THE FESTIVAL STAFF, ESPECIALLY THE VOLUNTEERS. Festival staffs are your best allies when it comes to creating buzz for a film. And the volunteers are even more important, as they’ll often be asked, “What is the hot ticket?” So treat them well, enlist their aid, and, if appropriate, shower them with gift baskets of muffins or even swag. Nothing is better than seeing a volunteer who has just gotten off her shift slipping on the free T-shirt with your project’s name emblazoned on it for all to see.
WEDDING PHOTOGRAPHY FROM THE HEART

Creative Techniques to Capture the Moments that Matter

Joe Buissink and Skip Cohen; Foreword by Denis Reggie

This lushly illustrated book from premiere celebrity photographer Joe Buissink introduces wedding photographers of all levels to his world-renowned style, offering creative techniques for capturing a couple’s most special moments.

Joe Buissink, one of American Photo’s Top 10 Wedding Photographers in the World, has for the first time collected 200 of his stunning images (including several from celebrity weddings), with creative inspiration and unparalleled advice for a behind-the-scenes look at his acclaimed style of wedding photography.

Rather than just listing technical details of how to shoot a wedding, Joe emphasizes “learning to see”—training yourself to anticipate the moments that matter, and most important, developing a relationship of complete trust with your clients. His goal is not necessarily to take technically perfect photos, but to capture perfect moments, transforming intimate, emotional memories into timeless images. Combining Joe’s creative insights and technical expertise, Wedding Photography from the Heart is a must-have for all professional, semi-pro, and aspiring wedding photographers, as well as brides and grooms seeking inspiration for their own special day.

JOE BUISSINK has photographed the weddings of many of Hollywood’s biggest stars, including Jennifer Lopez, Christina Aguilera, and Jessica Simpson. Visit his website at JoeBuissink.com.

SKIP COHEN is the coauthor of several books, and the president of Rangefinder Publishing, Inc. DENNIS REGGIE, a nationally renowned society wedding photographer and Canon Explorer of Light, has been proclaimed “the best in the business” by Oprah Winfrey.

Photography—Techniques (PHO18000)
9 X 10; 192 pages; 200 black-and-white and full-color photographs
ISBN/EAN: 978-0-8174-2454-1
$29.99 paper with flaps (Canada: $37.99)
On Sale 10/20/09
All rights: Crown

National Publicity

Advertising
Rangefinder magazine

Online Promotion
• Cross-promotion on author’s website.
  JoeBuissink.com, and both authors facebook pages
• Targeted search campaign

Promotion at WPPI Show
Promotion at PhotoPlus Show
Targeted Mailings to Wedding, Entertainment, Celebrity and Photography Media

Also Available

The Art of Digital Wedding Photography
By Bambi Cantrell and Skip Cohen
978-0-8174-3325-3
$29.95 paper with flaps (Canada: $36.95)

The Art of Wedding Photography
By Bambi Cantrell and Skip Cohen
978-0-8174-3324-6
$29.95 paper with flaps (Canada: $36.95)
“My job as a wedding photographer is to crystallize moments in time, so they live on forever, from generation to generation.”
HAIKU KNITS
25 Serenely Beautiful Patterns
Inspired by Japanese Design

Tanya Alpert
For beginning to advanced knitters who share an affinity for the understated beauty and simplicity of Japanese design.

Like the graceful, evocative form of Japanese poetry, Haiku, which celebrates nature in all its subtle and unobtrusive beauty, so these 25 patterns highlight casual elegance and are also extremely fashion forward, with innovative elements such as asymmetry, twisted cables, and decorative seaming. Some of the pieces are made of distinctive fibers, such as linen, silk-mohair, even blends of stainless steel and silk, or use more traditional yarns in unique ways—giving each design an extremely original, but Japanese-inspired look.

Technically simple but supremely stylish and sophisticated, these designs will appeal to knitters with a modern aesthetic. Each pattern is introduced by explaining the inspiration behind it and falls into one of five nature-themed chapters:

- Lingering Snow: cold-weather designs
- Wind and Stream: transitional garments for spring or fall
- Ocean Breeze: summer wear
- Fading Light: clothes meant to be worn at night
- Beauty in Motion: garments with a casual, relaxed feel

Illustrated with stunning photographs, this beautiful book also includes an illustrated appendix of essential techniques that will guide new knitters and refresh veterans.

Tanya Alpert is a fiber artist, knitwear designer, and knitting instructor. She owns Knitting By the Beach, a yarn store in Solana Beach, California.
A RAINBOW OF STITCHES
Embroidery and Cross-Stitch Basics
Plus More Than 1,000 Motifs and 80 Project Ideas

Agnès Delage-Calvet, Anne Sohier-Fournel,
Muriel Brunet, and Françoise Ritz;
Photography by Frédéric Lucano

A how-to stitch guide, project idea book, and encyclopedia of motifs in one volume, A Rainbow of Stitches is an invaluable resource for embroiderers of all skill levels, with enough project ideas and colorful inspirations to last a lifetime.

A Rainbow of Stitches is a classic guide whose appeal grows as its users’ skills develop. Beginning embroiderers will love the introduction to basic techniques and simple stitches. Intermediate stitchers can turn to its 1,000 embroidery and cross-stitch techniques, including charming flourishes, sweet vintage themes, and elegant monograms. And even the most advanced indie embroiderer will love the 80 project ideas that are grouped by color—rich reds, elegant whites, pretty pinks, timeless blues, and fresh greens. Beautifully photographed and elegantly designed, this book is sure to satisfy stitchers new and old.

AGNÈS DELAGE-CALVET, ANNE SOHIER-FOURNEL, MURIEL BRUNET, and FRANÇOISE RITZ are lifelong needle arts enthusiasts and experienced teachers of fiber crafts. FRÉDÉRIC LUCANO is a professional photographer specializing in fashion and home décor.

Crafts & Hobbies—Embroidery, Crafts & Hobbies—Cross-Stitch, Crafts & Hobbies (CRA008000)
7 1/2 x 9 9/16; 240 pages; 900 full-color illustrations
ISBN/EAN: 978-0-8230-1478-1
$24.99 paper (Canada: $29.99)
On Sale 10/20/09
British: Hachette Livre
Translation: Hachette Livre
First Serial: Crown
The Polymer Clay Cookbook
Tiny Food Jewelry to Whip Up and Wear
Jessica Partain and Susan Partain

A collection of 20 “recipes” for deliciously realistic, delightfully simple pieces of polymer clay jewelry, all inspired by your favorite foods.

Sisters Jessica and Susan Partain bring the kitchen into their crafting when they combine two of their favorite hobbies, cooking and polymer clay jewelry, in The Polymer Clay Cookbook. As we all know, food isn’t just about the taste—it’s about the memories, emotions, and people it evokes. And what better way to indulge some alone time, an afternoon with friends, or precious mother-daughter time, than by pouring your creativity into tiny, adorable charms that celebrate your favorite foods? The easy-to-follow “recipes” are perfect for even beginning miniaturist “chefs,” with complete directions for making charms, earrings, bracelets, necklaces, and more. There are even ideas for edible cooking with real food recipes for five of the authors’ favorite dishes.

Easy to make, fun to wear, and perfect for gifts and holidays, these tiny, adorable charms are sure to delight foodies and crafters of all ages.

Jessica and Susan Partain are the founders of Inedible Jewelry (www.inediblejewelry.com). Jessica teaches workshops on sculpting miniature food jewelry to children, teens, and adults, and is based in Charlottesville, Virginia. Susan lives and works in Washington, DC. Visit their blog at http://inediblog.blogspot.com.
As sisters, we first discovered polymer clay as kids, and haven’t been able to put it down since. Combine our love of clay with a healthy obsession with food, and naturally we pour our creativity into cooking up miniature polymer clay food jewelry. Most of all, we love sharing our passion for food, and watching people dangle a cupcake around their neck—or waffles from their ears!

Food isn’t just about the taste—it’s also about memories, emotions, and people. We all have favorite foods that evoke ties to special times and places in our lives. Who can eat popcorn without thinking of afternoons at the movies? Or watermelon without remembering childhood summer picnics? We particularly love spaghetti, not only because of the zesty marinara and mouth-watering meatballs, but because it brings us back to visits with our grandma, watching her stir and taste the sauce while we caught up around her dining room table. To celebrate food is, we think, to celebrate life.

The main “ingredient” of our food miniatures is polymer clay, an incredibly versatile and inexpensive medium that is easy to find in craft stores. With a little imagination and ingenuity, you can sculpt polymer clay to look like just about any food you can imagine. We hope you have a lot of fun creating and wearing these projects—and enjoying the memories they bring. Bon appétit!

* JESSICA AND SUSAN PARTAIN
Camera Creative is about breaking the rules and taking stunning, innovative images that will amaze your friends. Here are the secrets behind 50 of today's most popular creative photo techniques, from achieving the popular “bokeh” effect to taking water droplet photos, faking tilt-shift (model world) shots, TTV (through the viewfinder) photography, creating small-world panoramas, freezing moments you thought were beyond your camera’s capacity, and so much more.

Readers also learn to make at-home versions of expensive camera gear and accessories, such as flash diffusers, special lenses, beauty dishes, filter gels, and tripods—a great way to experiment without spending big dollars. The projects are all relatively quick and are applicable to a range of levels. Throughout, eye-popping images from a wide range of professional photographers inspire and instruct.

Ever wonder how to take some of the great shots you see on Flickr? Camera Creative is the manual that will show you how.

Chris Gatcum is an award-winning photographer, the former technical writer for American Photography magazine, and a frequent contributor of technique-based photography articles to various online and print publications.
MASTERING FILTERS FOR
PHOTOGRAPHY

The Complete Guide to Digital and
Optical Techniques for High-Impact Photos

Chris Weston

The most comprehensive, up-to-the-minute resource on the market for serious amateurs and semi-pros on using optical and digital filters to create stunning effects.

Filters are used in photography to bring an image closer to the way our eyes actually perceived the original scene, which often isn’t possible for a camera on its own. They can also be used to create unique mood and color effects—allowing for considerably more artistic license.

Mastering Filters for Photography examines all aspects of using optical filters, such as understanding and managing light, contrast, and color; and using filters for black-and-white and special effects photography. It then lays out digital filter techniques just as comprehensively, covering the very latest options and technology, including filters that can be applied as part of post-processing in Photoshop. Most important, it shows in a very practical way how to apply filters to a variety of genres, from landscape to portrait, wedding, fine art, architectural, commercial, and studio photography.

Filled with more than 300 visually dramatic images from master photographers, Mastering Filters for Photography is the definitive guide to using filters—an important part of any professional or semi-pro photographer’s arsenal—for optimal effects.

CHRIS WESTON is the author of 20 photography books, including a joint project with world-renowned wildlife photographer Art Wolfe. He’s also a regular contributor to Practical Photography, Outdoor Photographer, and DSLR User magazines.
When it comes to comics, it’s all about the superhero. Now the world’s bestselling author of drawings and cartooning books shows in-depth and step-by-step how aspiring and accomplished artists can create a wide array of original comic book heroes and villains—all the types of characters that star in today’s comics-driven media.

Christopher Hart’s eight previous comics-related books—including Drawing Cutting Edge Comics and How to Draw Comic Book Heroes and Villains—have sold a total of 427,000 copies. Now, in Superheroes and Beyond, he focuses on how to draw the superheroes that are the basis of comics and comics-inspired movies and video games. Unlike many books on the subject, Superheroes and Beyond goes far beyond a superficial approach, developing each character with clearly delineated constructions. It explains the importance of foreshortening poses, the use of light and dark, superhero environments, the dynamics of drawing superhero action, devising an attention-getting splash page, and the treatment of villains and supporting characters.

Christopher Hart’s books have set the standard for art instruction, nationally and internationally, with 2.5 million copies in print in eighteen languages. Hart’s books have become staples for a new generation of aspiring artists and professionals, and they have been selected by the American Library Association for special notice.
They are, beyond question, the most popular characters in comics. Their eye-catching costumes, super powers, and sculpted physiques capture the imaginations of readers of all ages. Now there’s a book devoted to how to draw them. You can draw the way you’ve always wanted to, but didn’t quite have the knowledge necessary. Designed to give you the edge, this book is for beginners as well as more experienced artists. These carefully crafted, step-by-step tutorials will help you to crush the competition. That’s because there are a huge number of illustrated examples in this book. You won’t have to read your way into drawing, you’ll see exactly how to do it.

You’ll also learn how to draw the supporting characters essential to any good action hero adventure, including super-villains, cub reporters, newspaper editors, and more. There’s a must-know chapter on drawing the sexy gals (the action heroines) of comics. As any comic book editor will tell you, beautiful women are what sell comics. So you’ll definitely want to use this chapter to sharpen your game.

You’ll get the know-how about body dynamics, and use it to draw convincing action poses. We’ll also cover exaggeration, expressions, costumes, using light and shadow to create intensity, drawing the splash page, and layout and composition.

The power of the universe is in your hands.
LANDSCAPE PAINTING
Essential Concepts and Techniques for Plein Air and Studio Practice

Mitchell Albala

An in-depth guide to all aspects of landscape painting, ideally suited for anyone who wants to get started in the genre, as well as more experienced practitioners who want to hone their skills or learn new perspectives.

Concise, practical, and inspirational, Landscape Painting focuses on the greatest challenges for the landscape artist, such as:

• Simplification and Massing: Landscape painters must learn to reduce nature’s complexity by looking beneath the surface of a subject to discover the form’s masses and basic shapes.

• Color and Metaphor: As author Mitchell Albala points out, artists can’t replicate light, but they can employ color strategies that lead the eye to perceive a subject in a certain way.

• Composition and Design: Learn to select wisely from nature’s vast panorama. Albala’s “outside-in” approach lets you discover the most promising subject from a world of possibilities.

The illustrations draw from the work of more than 30 notable artists, including the work of such masters of landscape painting as John Constable, Sanford Gifford, Meyndert Hobbema, and Claude Monet, in order to cover the broadest range of approaches. The essential concepts and practices that Albala explores are applicable to both plein air and studio painting, and are based on his many years of landscape painting and teaching workshops.

MITCHELL ALBALA teaches landscape painting at the Gage Academy of Art in Seattle. He has lectured on Impressionism at the Seattle Art Museum and has written about landscape painting in American Artist magazine.

ALSO AVAILABLE

Landscape Meditations
By Elizabeth Mowry
978-0-8230-2602-9
$24.95 paper with flaps (Canada: $31.00)

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Advertising and promotion on major artist websites
Promotion at CAA and NAMTA
Academic Marketing to Schools

Art—Painting (AR020000)
9 x 11; 192 pages; 200 full-color and 30 black-and-white illustrations
ISBN/EAN: 978-0-8230-3220-4
$35.00 hardcover (Canada: $43.00)
On Sale 11/17/09
All rights: Crown
Animals and manga are a winning combination, and this is one of the few books to focus specifically on drawing animals manga-style.

The world of manga is populated by strange creatures and adorable sidekicks. Just about every manga hero and heroine has an animal mascot, and all the most popular manga characters have a cute “chibi” form. Drawing Manga Animals, Chibis, and Other Adorable Creatures teaches aspiring manga artists how to create the funny critters that populate both girls’ manga, and the more gritty, Gothic creatures found in boys’ manga.

Organized into three sections, the book begins with an overview on manga style, including chapters on anatomy, cute monsters, and mascot creatures common to the genre, and more advanced manga techniques such as light and shadow, drawing hair, scales, fur, and speed lines. In part two, Japanese manga creatures both actual and mythological are profiled in a more realistic manga-style drawing as well as in a cartoon-like or “chibi” version. The final section is comprised of step-by-step demonstrations that take an initial pencil sketch to finished character, colorized with digital programs like Photoshop and Painter X.

For tweens and teens who love shoujo (young girls) and shonen (young boys) manga, here’s a book that will help them create their own other-worldly adventures, and the all-important adorable animals and mini-monsters who propel them.

J.C. AMBERLYN is an award-winning artist, animator, graphic novelist, photographer, and naturalist. She is the author of the bestselling Drawing Wildlife.
NEW IN PAPERBACK!

**BIG GIRL KNITS**

Big Girl Knits features a collection of 25 stylish, unique patterns for women size 14 and up. From flattering pullovers and sexy tees to sleek skirts and fun accessories, this book is overflowing with options for knitting up an entire wardrobe to complement your shapely shape.

“Thanks to Moreno and Singer’s collection of clever, figure-flattering patterns . . . you’ll never again knit a sweater that makes your big top look like The Big Top.”

—DEBBIE STOLLER, editor-in-chief of BUST magazine and author of the Stitch ‘n Bitch series

**MORE BIG GIRL KNITS**

The geniuses behind Big Girl Knits present 25 all new curve-flattering projects that explore the beauty of color and texture, plus adaptations to make almost any pattern suitable for all shapes and sizes. Look great without adding bulk.

**INSPIRED CABLE KNITS**

Internationally acclaimed knitwear designer Fiona Ellis shares the meditative power of “mindful” knitting in this collection of 20 stunning cable designs. Inspired Cable Knits is ideal for intermediate and returning knitters looking for a new approach to a traditional technique.

“Fiona Ellis is a master at combining textures and knitting techniques in new and creative ways. Inspired Cables is a must-have for all those who knit with their hearts and minds, as well as their hands.”

—Trisha Malcolm, Editor-in-Chief, Vogue Knitting Magazine

**MOREHOUSE FARM MERINO KNITS**

Morehouse Farm Merino Knits opens the gates of this magical farmland with a true city-to-country fairy tale and a fresh crop of patterns for merino hand knits. With more than 40 designs geared for knitters who delight in the soothing qualities of working with a plush fiber. Spoil yourself with merino, the world’s most luxurious wool yarn.

“Morehouse Farm’s hard-won success has come in part from their unusually sophisticated approach to [sheep and wool], bringing big-city marketing skills to a down-home endeavor.”

— New York Times
TWINKLE SEWS
25 Handmade Fashions from the Runway to Your Wardrobe
Includes CD with printable patterns for every design sizes 0-16

Wenlan Chia

For the first time, fashion designer Wenlan Chia shares sewing patterns from her playfully sophisticated, popular ready-to-wear line Twinkle by Wenlan.

Many Twinkle fans were first introduced to Wenlan Chia's signature fresh, young, whimsical style through her knitting books. But before Wenlan knitted, she sewed. And the arresting pieces in her collections for Twinkle are seen not just on fashion runways but in high-end stores with high-end prices like Barneys, Nordstrom, Bloomingdale's, and Saks Fifth Avenue.

Now intermediate sewers who love Wenlan's looks can choose from 25 of her patterns, including favorites like her Annie Hall Skirt, Origami Blouse, White Magic Dress, and Flapper Camisole. Even better, the full-size patterns are included on a CD for you to print out at home, and come in five different sizes so they can be customized for every body type.

Besides the coveted patterns, Wenlan helps you pick the best fabric for each project and teaches core home sewing techniques, like how to sew a seam, insert a zipper, and interface fabric. To wear a Wenlan piece is to feel flirtatious and smart. To make one yourself is all that and more.

WENLAN CHIA made her runway debut in 2002 and has shown her collections consistently since then during New York Fashion Week. She is also the author of Twinkle’s Big City Knits, Twinkle’s Weekend Knits, and Twinkle’s Town & Country Knits. In addition to clothing, Twinkle has expanded to include accessories, fine jewelry, yarn, and home furnishings.

ALSO BY WENLAN CHIA

Twinkle's Big City Knits
978-0-307-34611-7
$32.50 hardcover (Canada: $39.95)

Twinkle’s Town & Country Knits
978-0-307-34612-4
$32.50 hardcover (Canada: $37.95)

Twinkle’s Weekend Knits
978-0-307-34613-1
$24.95 hardcover (Canada: $29.95)
DESIGN-IT-YOURSELF CLOTHES
Patternmaking Simplified

Cal Patch

For the 3.8 million Project Runway fans and the 35 million home sewers in the U.S., a fresh approach to modern patternmaking.

Ever since Project Runway began dominating the reality show circuit, there’s been a resurgence in people, particularly college students, who want to become fashion designers—or at least design some cool outfits for themselves! Yet the few teaching tools on the market are dry textbooks or books with outdated looks.

In Design-It-Yourself Clothes, former Urban Outfitters designer Cal Patch brings her youthful aesthetic to a how-to book that will speak to those who want to wear something they can’t find on store racks. With Cal, those who have mastered sewing can make clothes that express their individual style.

In five key projects (with four variations on each)—including a perfect-fitting dress, T-shirt, button-down shirt, A-line skirt, and pants—Cal shares the art of patternmaking, proving that it’s much simpler than you think by offering tips, explanations, options, and exercises throughout. From taking measurements, drafting the patterns, and choosing fabrics to making the patterns your own by adding darts, waistbands, pockets, and ruffles, Cal covers everything an intermediate sewer needs to become a fabulous fashion designer.

CAL PATCH has been a clothing designer for seventeen years, and most notably designed the Free People label for Urban Outfitters before creating her own label, Hodge Podge Farm. She teaches sewing and patternmaking throughout New York City.
For any knitter who wants to make the perfect gift for the toughest possible person: the man in her life.

While there’s a small, but growing contingent of male knitters, there are plenty of women who want to find the right knitting project for a guy in their life—be it their husband, dad, or best friend. But men are difficult to buy clothes for, not to mention knit for. They don’t want anything fussy or too trendy. The color palette needs to be classic, and the yarn should be soft but durable. In short, men want something comfortable that they can wear for years.

So, what’s a woman to do? Turn to knitter extraordinaire Erika Knight for knitwear men love. Knight started her career designing menswear, and over the decades she has learned all of their clothing preferences. In Men’s Knits she applies that expertise to 20 projects that guys are sure to wear day in and day out. Using classic shapes, a mostly neutral palette (but with some teals and chocolates thrown in for the slightly flashier guy) and natural yarns like wool, bamboo, and hemp, every piece is distinctive and stylish.

So whether it’s a button-up cardigan fit for the office or a comfy sweater perfect for the weekend, you’re sure to find something that’ll look good on the man in your life—and not end up forever buried in his closet.

ERIKA KNIGHT is the author of Classic Knits, Glamour Knits, Classic Knits at Home, and Glamour Knits at Home and is a highly sought-after fashion and crafts consultant.
PHOTOJOJO!
Insanely Great Photo Projects and DIY Ideas
Amit Gupta with Kelly Jensen

From new parents to 20-plus million Flickr users, Photojojo! will delight anyone with a digital camera and a hankering for inspiring ideas to keep their shutters snapping and cool photo projects that show off all those images locked on their hard drives.

Hard drives are the new attics. Memories get filed away in a digital “shoebox,” rarely to be seen again. But it doesn’t have to be that way. In Photojojo! you’ll find 50 projects you can gift or make for yourself—from a photo snow globe or a temporary tattoo to a wall-sized mural or a photo chandelier, and simple but clever camera hacks, like how to make your own fish-eye lens, turn any plastic bottle into a tripod, or make a secret spy cam.

Most of the projects require only basic crafting skills like cutting and gluing, so just about anyone can make them. A great opportunity to reach both photography buffs as well as the crafting set, Photojojo! represents a fresh and approachable take on a newly emerged category: photo crafts.

AMIT GUPTA started Photojojo! as a newsletter that quickly grew to include 250,000 subscribers, an eager and engaged fan following and a website with a half million monthly visitors. He is an avid photographer and photoblogger and has been featured in the New York Times, MTV, NPR, and the Today show. KELLY JENSEN sews, knits, draws, builds stuff, and has worked as a freelance photographer.
Five Ways to Take Amazing Portraits

1. **Use the frame.**
   The emphasis in any portrait should always be on the person. Fill the frame with their face, or compose your shot to make them the most interesting thing in the picture.

2. **Keep it simple.**
   To keep the focus on the subject, choose simple backgrounds and keep distracting elements out of the foreground. When a tree or a lamppost or other background element draws the eye away from the person, move around until you find an angle that takes it out of the picture.

3. **Create interest.**
   When you can't eliminate a distracting background, move the person away from it and use a low aperture (f4.0) to blur the background. This will create an interesting texture behind the person, but won't take focus away from their face.

4. **Use natural light.**
   On-camera flash is great when you really need it, and it's handy for filling in backlit pictures. That said, avoid using it for portraits unless you really have to. Natural light is almost always your best option. The exception is harsh noonday sun, which brings out the nooks and crannies of a person's skin in the most unpleasant way. Shoot in the morning or afternoon when you can. If you have to shoot at noon, move the person into the shade for more flattering light.

5. **Make the pose count.**
   A head-on portrait with the person staring directly into the lens is usually boring. Turn the person away from the camera slightly, or get up higher than your subject and have them look up at you. It'll make for a more interesting photo and will be more flattering to your subject.
SIMPLY STUNNING JEWELRY
A Treasury of Projects, Techniques, and Inspiration
Nancy Alden

Filled with countless jewelry patterns, jewelry-making techniques, and clearly illustrated step-by-step instructions, this comprehensive reference book collects 100 of the best projects from one of the world’s most revered jewelry experts.

Gold, silver, pearls, glass, gems . . . No matter what material you want to work with, Simply Stunning Jewelry has it covered. In one indispensable volume, Nancy Alden has compiled her expansive knowledge of jewelry design and technique so that even novice jewelers can create stunning, one-of-a-kind pieces. Simply Stunning Jewelry gives readers all the tools they need to create necklaces, bracelets, and earrings that perfectly suit their taste—and cost a mere fraction of the commercial retail price.

With projects and materials ranging from a simple silver bracelet to sparkling pink sapphire earrings, from precious pearls to plated base metal, Simply Stunning Jewelry has something for crafters on every budget. Featuring a primer on the basics; resources for locating all the necessary findings, wire, and tools; and a complete index of all the materials used, including care instructions, and insider tips; Simply Stunning Jewelry is a must-have for anyone who loves to create uniquely beautiful jewelry.

NANCY ALDEN is a jewelry designer and cofounder of the Beadworks Group, one of the world’s largest bead retailers. Visit them at www.beadworks.com.

ALSO BY NANCY ALDEN

Simply Gemstones
978-0-307-45135-4
$22.95 paper with flaps (Canada: $26.95)

Simply Pearls
978-0-307-33949-2
$22.95 paper with flaps (Canada: $29.95)

Simply Silver, Simply Gold
978-0-307-33952-2
$22.95 paper with flaps (Canada: $29.95)
The Sewing Bible
A Modern Manual of Practical and Decorative Sewing Techniques
Ruth Singer

The first all-encompassing guide to sewing that is as attractive as it is comprehensive; a must-have reference for sewers of every level.

Sewing for pleasure is both a burgeoning trend and an enduring national pastime. Last year, 3 million people bought a new sewing machine in the United States, and 35 million people already consider themselves sewers. Finally, this already-impressive and ever-increasing community of seamstresses and seamstresses, will have a comprehensive book on every aspect of sewing, from the most basic (threading a needle) to the advanced (trapunto quilting and couture hemming). From simple tutorials to in depth masterclasses, Singer packs in lesson after lesson.

The Sewing Bible is not only filled with easy-to-use instructions, it also contains more than 750 four-color photographs. In addition to the techniques, Singer includes 20 functional, fashionable sewing projects that illustrate many of the techniques, making this a how-to guide and pattern book in one. With more inspiration and excitement than traditional sewing manuals, and more depth than the average book of projects, The Sewing Bible is truly a complete course on sewing in book form.

Ruth Singer is an accomplished textile designer and historian. Her work has appeared at exhibitions including the Craft Council’s “Origin” show and New York Design Week.
From bestselling author and fiber connoisseur Clara Parkes comes a complete guide to the most popular yarn around.

Every skein of wool has its own story. Like wine, cheese, and coffee, wool is artisanal, it varies according to region, production method, and of course, raw material—the sheep from which it is shorn.

For the 53 million-plus women who know how to knit and crochet, wool yarn is far and away the most popular yarn on hook and needle. Parkes, a knowledgeable and passionate wool aficionado, zeroes in on what makes wool so special and dynamic, explaining how differences between breeds of sheep, components of the wool fiber, processing methods, and many other factors contribute to the finished yarn you hold in your hand. In this age of eating, buying, and crafting locally, this book is an indispensable guide for any knitter in search of a deeper connection to the people, farms, and sheep that make their knitting possible.

In addition to providing a framework that helps knitters intuitively understand which wools should become scarves and which should become sweaters, which belong in a blanket and which in a handbag, A Knitter’s Book of Wool features twenty unique patterns, specifically designed to showcase the special qualities of wool yarns.

CLARA PARKES is the author of The Knitter’s Book of Yarn, the publisher of the top-ten knitting website knittersreview.com, and a frequent contributor to Interweave Knits and Twist Collective.
# Meet the Breeds

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<th>Category</th>
<th>Breed</th>
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<td>Cormo</td>
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<tr>
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For all the knitters and crocheters who can't make it to Lily Chin's popular Tips & Tricks classes (they are, after all, almost always sold out), Lily shares more than 75 of her best tricks and secret-weapon techniques, plus a primer with all the basics, in each of these convenient, pocket-sized books.
If there is one thing that every knitter and crocheter can use, it’s an accessible technique guide. And who better to compile it than Lily Chin—the author of four immensely popular books, a veteran teacher, and (as proven during her appearance on Late Night with David Letterman) the reigning fastest crocheter in the world?

Lily’s new Tips & Tricks series is perfect for knitters and crocheters of all levels. Everyone can appreciate the solid techniques, time-saving shortcuts, and best-of-the best advice that Lily has distilled from her decades of experience. Time-crunched stitchers, beginners who are looking for a leg up, as well as experienced knitters and crocheters in search of troubleshooting techniques will all want to toss these handy volumes into their project bags and bring Lily’s know-how along wherever their projects and yarn takes them.

**LILY CHIN** was named a “Master Knitter” by Vogue Knitting International and was the reigning World’s Fastest Crocheter. She has designed knitwear for more than 25 years, and has worked with Ralph Lauren, Vera Wang, Diane von Furstenberg, and Isaac Mizrahi. She is the author of four books.

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- Cross-promotion at LilyChinYarns.com
- Promotion in PotterCraftNews.com
- YouTube Video available
- Outreach to craft bloggers

**Promotion at The National NeedleArts Association Tradeshow**

---

**Making Swatches**

One of the very first things you make before you begin a project is the gauge swatch. Although it’s not as important for items such as scarves or slippers of alpacas (those don’t have to be exact), getting gauge when knitting a garment is crucial. If you want it to fit, if you’re making a garment and refuse to swatch, all you can say is: you get what you deserve.

**Gauge**

What is gauge and why is getting the gauge important? It’s basically, the tension, or the number of stitches and the number of rows it takes to get a certain measurement. This measurement is usually taken over a four-inch square. Most patterns have a gauge in terms of one inch such as “7 stitches per inch” or “3 rows per inch.” This size of your stitches and your rows will match that of the pattern, the piece will fit and in the swatched row.

This makes a hole. If you have a hole that’s too big, you knit or purl more stitches or yarn the way a sweater and then replace it. Your swatch has the same tension as the yarn. Later, when you knit or purl or stitch, you'll knit 7 stitches per inch.
REFASHIONED BAGS
Upcycle Anything into High-Style Handbags

Faith Blakeney and Justina Blakeney

From the authors of the popular 99 Ways... series comes this new collection of decidedly chic, deceptively quick designs for couture-looking bags—all made with everyday items from around the home.

Don’t just recycle—upcycle and repurpose! For the legions of DIY aficionadas and handbag addicts out there, the Blakeney sisters are back with a new book of 24 clever, do-it-yourself projects. Refashioned Bags is full of great designs for every occasion, and they’re all made from everyday items most people already have! An old blazer finds new life as a shoulder bag, zippers become a disco-ready handbag, and plastic bags fuse together for a ready-for-anything-but-the-landfill clutch. The book shows you how to be stylish without spending more than a dollar or two on materials.

Projects are rated according to level of difficulty, and there are even no- or low-sew options for the inexperienced seamstress. Full-color photography and detailed how-to illustrations accompany each project. The authors also profile seven innovative designers, who share their stories, tips on sourcing, and of course, crafty inspiration for aspiring designers of all levels.

JUSTINA and FAITH BLAKENNEY are founding members of Compai, a company and clothing line whose mission is to create fabulous, eco-friendly fashion. Compai’s work has been featured in Vogue, Glamour, VenusZine, and Marie Claire, as well as on the Today show.

Crafts & Hobbies—Sewing (CRA035000)
8½ x 8½; 112 pages; 50 full-color photographs
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99 Ways to Cut, Sew, Trim & Tie Your T-Shirt into Something Special
978-0-307-39567-2 $19.95 hardcover concealed wire-o (Canada: $27.95)
There are so many bags in the world that are a great shape, but might not be the right color, or have that special “something” that makes a bag spectacular. These quick fixes will show you how to take existing bags and with a little glue or a little paint, make it what it aint’!

Add a new handle made of buttons! Use a pair of pliers to help weave a thin, pliable wire through the holes in vintage buttons, and create a button handle.

Get busy with the hot glue gun! Cover unsightly or stained bags with fake flowers, buttons, foreign coins or even a bamboo sushi mat. Give the bag a whole new look in a matter of minutes.

Acrylic paint is another quick fix for a raggedy bag. With 2 coats of paint and a Sharpie pen, an old box turns into a modern Marimekko®-inspired masterpiece.
400 KNITTING STITCHES
A Complete Dictionary of Essential Stitch Patterns

Potter Craft

For knitters of every skill level, an extensive full-color guide to more than 400 stitches.

Young knitters, old knitters, hip knitters, traditional knitters: they all wear different styles. But every knitter from age 5 to 95 needs a good dictionary of stitches. 400 Knitting Stitches is a comprehensive ready reference manual that is conveniently divided into eight categories: knit-purl, crossed and cables, slipped, lacy, double, twisted, cast-off, and fancy stitches.

Each of the 400-plus featured stitches is accompanied by easy-to-follow written and charted instructions, as well as a full-color photograph. A section on basic knitting information and techniques at the front of the book makes this volume even more invaluable. From advanced knitters experimenting with their own designs to beginners looking for clear instruction and explanation, 400 Knitting Stitches is essential reference for knitters of all stripes.
THE PAPER BRIDE
Wedding DIY from Pop-the-Question to Tie-the-Knot & Happily Ever After

Esther K. Smith

For the one million brides who get married every year, a guide to creating one-of-a-kind wedding stationery and paper accents that will make your special day that much more unique, that much more you.

Some brides choose engraved invitations. Others prefer modern typefaces in bolder colors and patterns. Still others take a more adventurous route with pop-up cards in the shape of Cuba. But no matter what your sense of style, everyone can agree that an invitation sets the tone for the entire wedding experience. And your invitation, along with the albums, programs, and other paper accents, can create a distinctive and lasting impression.

Esther K. Smith provides fun, low-stress, and budget-friendly options for injecting creativity and personality into the celebration. Learn to make your own one-of-a-kind save-the-dates, place cards, menus, thank you notes, coasters, photo albums, favors, and more. With more than thirty paper projects, the book is filled with gorgeous, full-color photography, whimsical illustrations, and anecdotes of couples who have collaborated with Esther on custom designs for their wedding stationary.

The Paper Bride offers not only simple ways to save thousands of dollars on custom paper products, but also the freedom to create wedding keepsakes that reflect the bride and groom’s personal style.

ESTHER K. SMITH is a co-owner and operator of Purgatory Pie Press in New York. Their wedding stationery has been featured in the New York Times and Martha Stewart Weddings.
“Does the book live up to its promise? Absolutely. Carles and Jacobs clearly show how—with a little work and a realistic yarn budget—any beginner or lapsed knitter can quickly create a fashionable sweater.”

—Knitter’s Review
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