

News Release

Contact:

Hugo van Willigen

Phone: 00405 043 153

Email: info@artofbookbinding.com.au

FOR IMMEDIATE RELEASE

10 February 2011

INTRODUCING THE ULTIMATE iPad COVER

The First Australian Handcrafted iQ-case Using Traditional Bookbinding Craftsmanship

Think of book binding and bookbinders as musty and antiquated as the last century think again. Hugo van Willigen is to be found at **The Art of Bookbinding** in historic Berrima. In this studio not only is the centuries old craft of bookbinding practiced a new age passion has emerged and has been translated to the modern era. This is where a commitment to excellence is practiced on a daily basis and has given birth to an idea to house the Apple iPad and Kindle. Hugo loved them from the moment he first saw them and vowed to make the most beautiful cover in the world, and it was in this spirit that the iQ-case was conceived. Meticulously crafted in the spirit of the centuries old art of bookbinding, the iQ-case offers more than practical protection for your iPad, with the look and feel of a hand made book to cocoon the latest in technology, the iQ-case brings the ultimate in hand crafted book covers for your iPad. A product you will be proud to own.

Your iPad rests in a light shell made from eco-friendly and sustainable bamboo which is modelled to fit the contours of your iPad to provide the ultimate in protection and easy access to apps. Choose from a wide range of the most sumptuous imported materials soft to the feel, and to suit every requirement – from Legrain covering to expensive leathers. This prestige product gives you three choices to own this unique piece of craftsmanship at a price point to suit any discerning customer

STANDARD RANGE - Covers in the Standard Range are made from an exquisite, imported cover material called Legrain, named after a bookbinder who was active in Paris between 1916-1929 and known for his choice of A-grade materials. In the spirit of monsieur Legrain, our case has that look and luxurious feel of traditional leather. We offer this top quality material in a hard cover or padded case in a range of 9 beautiful colours. Liner paper is imported from Canson, France and chosen for its strength and beautiful colours.

EXECUTIVE RANGE - The Executive Range offers all the qualities of the Standard Range and once again Legrain proved to be the right choice. For a corporate feel, an extra black liner has been added. Your executive case can be personalised. Applying gold blocking, our bookbinder will deep emboss your name or initials in gold, silver or blind press. Choose from two classic fonts from the binder's pre-50's typeface collection.

SIGNATURE RANGE - The Signature Range offers two traditionally hand-bound iPad covers applying either a richly decorated binding in the best European tradition or a cover inspired by the Dutch 20th century satchel binding. These bespoke iPad covers are made only from quality goat skins hand coloured in three shades to create a deep, rich patina. The hand finishing complements this European style binding with its hand tooling, elaborate stamping and raised ribs on the spine. Liners are made from specialty hand marbled paper. Each case is totally unique and bears the stamp and signature of our resident Master craftsman.

Call us on 0405 043 153 to order and to discuss which IQ case will suit your needs or order on line at www.iQ-case.com or at our only dedicated retail outlet in Berrima Southern Highlands NSW – **The Art Of Bookbinding** at 19 Old Hume Highway, Berrima.



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Media interviews and images

Hugo van Willigen | P 0405 043 153 | E info@artofbookbinding.com.au | W: www.iQ-case.com