

Oxford Bookstore's second edition of Book Cover Prize

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Never judge a book by its cover, but then, this is just a saying.

With designers and illustrators brainstorming to create the perfect cover for books, the Oxford Bookstore has announced the second edition of the Oxford Book Cover Prize, that awards brilliance in book design and encourages work by illustrators, designers and publishers throughout the country.

The prize values the importance of the balance of graphics and narrative, especially in today's visual age, and believes that a book cover interprets and decodes the ensuing text in crucial ways that contribute to its ultimate success.

This year also the 'Oxford Bookstore Book Cover Prize' has invited entries based on cover of books designed by Indian designers and released between April 1 2015 and March 31, 2016.

"Oxford Bookstores has been pushing all boundaries to encourage the best in graphic design, illustration and interactive design in the world of book publishing. The second edition of the prize shall highlight some of this year's best book covers and celebrate the power of design to forge an emotional link with the reader through visual identity," Priti Paul, Director, Apeejay Surrendra Group, said.

"It is for those who demonstrate clarity, creativity and depth while walking a tightrope between precision and enigma that a book jacket serves being the best tool in a publisher's marketing arsenal. We are excited about the second edition of the prize and I look forward to the unfurling of the long list" she said.

Designer Bena Sareen, had won the first edition of the Prize that was announced at the Jaipur BookMark, the books and publishing segment of the Jaipur Literature Festival. She was awarded for her designing the cover of the book 'Talking of Justice' by author Leila Seth

According to the bookstore, the 2017 award will retain previous year's distinguished jury. Experts in their respective fields, they share a collective love for books and commitment to reading.

Priti Paul, author, publisher and festival director Namita Gokhale, leading heritage hotelier Aman Nath, art critic and curator Alka Pande besides photographer Dayanita Singh are among jury members.