



An Apeejay Surrendra Enterprise

Oxford Bookstore celebrates excellence in book cover design by announcing the first ever

‘Oxford Bookstore Book Cover Prize’

New Delhi, March 25, 2015: The Oxford Bookstore Book Cover Prize is a first of its kind award for brilliance in book design, an attempt by the iconic bookstore to recognize and encourage the extraordinary work of illustrators, designers and publishers throughout India.

The new prize appreciates the importance of the balance of graphics and narrative, particularly in our increasingly visual age, and believes that a book cover interprets and decodes the ensuing text in crucial ways that contribute to its ultimate success.

Under the leadership of Ms. Priti Paul, Director, Apeejay Surrendra Group, Oxford Bookstores has been pushing all boundaries to encourage the publishing industry and celebrate the business of books. Standout cover design is an integral part of the success of a book, designers and illustrators play a vital role in helping a book become iconic and create recall.

On the occasion, Ms. Priti Paul says *‘Though we say never judge a book by its cover, in reality a book cover summaries the essence of the story. We at Oxford Bookstore value creativity and design highly and through this award we aim to give the young graphic designers and artists exposure for the hard work they have been doing in making these covers a success.’*

The prize will be announced at the Jaipur BookMark 2016, following a submission process and deliberation by an eminent panel of jurors. The designer of the winning book cover will be awarded with a prize amount along with a trophy.

Covers of titles designed by Indian designers and released between 1st April 2014 and 31st March 2015 are eligible to apply for the first Oxford Bookstore Book Cover Prize. The shortlisted designers will be announced at the Apeejay Kolkata Literary Festival 2016 and an exhibition of the book covers will be displayed at Oxford Bookstore Connaught Place.

About Oxford Bookstore

Established in 1919 Oxford Bookstore is the best equipped 'base-camp' for journeys of the mind offering its customers the widest range of outstanding titles and consistently courteous and informed service for close to a century. Today, with more than 30 stores in India, India's first dedicated Children's bookstore, Oxford Junior, India's first of its kind tea boutique, Cha Bar, India's only literary festival created by a bookstore, Apeejay Kolkata Literary Festival, Oxford Bookstore offers booklovers access to the very best in publishing enhanced by a variety of events which salute books, visual & performing arts and celebrate the word.

For further information, please contact-

Neeta Sreedharan Email: neetasreedharan@apeejaygroup.com