

The Melt Zone

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Temah Harrison

Concept

A chocolate Zagat guide for New York City. The book will feature the city's best chocolate spots, the chefs, ratings and photographs of the chocolate.

Aesthetic Summary

Hardcover with glossy dust cover, glossy pages

Art

Full color photographs of the chocolate and the chef who created it.



...More Art

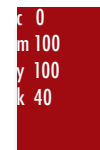


Copy

- Restaurant information
- Comments from the Food Critic
- Chocolate Rating

Color Scheme

Rich: deep red with gold and/or royal blue highlights to complement the chocolate



Typefaces

- Calligraphic script for cover title and headings

Wolf in the City

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklm nopqrstuvwxyz
1234567890

Zapfino

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklm nopqrstuvwxyz
1234567890

- Sans serif for body copy

Futura Medium

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklm nopqrstuvwxyz
1234567890

Gill Sans

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklm nopqrstuvwxyz
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References & Inspiration



Page Count

160

Dimension

7" x 5"

349 Court St, Brooklyn 11231
(At Union St)
(347) 457-6299



16 Handles

Excellent Service and Selection

The service here was excellent. An employee was standing by the machines handing out sample cups (she gave me 2!) without having to ask for them. I was met with equally good service at check-out. The selection is large.



Catfish



1433 Bedford Avenue,
Brooklyn
347-305-3233

Masterful Cajun-inspired Cuisine

Run by a trio of former bartenders from Dumbo's reBar, this Crown Heights watering hole serves top notch classic New Orleans cocktails and a number of gussied-up Creole riffs (think alligator burger on brioche).



Layout Notes

5 column grid, feature image will bleed off opened edge

Binding

Case bound, PUR

Substrate

100lb semi gloss paper stock

Print Run

1000

Printing facility

www.GorhamPrinting.com

Budget

\$100,000; breakdown below totals \$94,500

Food critic-\$26,500-\$53,000

Food Photographer-\$4,500-\$7,500

Designer:

- Cover Design-\$1,500

- Book Layout-\$2,500

Printer & Binder-\$30,000

Timeline

3-4 months