

The Most Beautiful Books – catalogues and artist books at Plan B Cluj

Opening: Thursday, December 17, 18:00
Plan B Cluj
The Paintbrush Factory (ground floor)
Henri Barbusse 59-61, Cluj

Plan B Cluj is happy to invite you to an encounter with artist books and catalogues selected in the National Book Design Competition *The Most Beautiful Books of Romania* in the last three years.

The editing of art books is an important instrument in the discourse of contemporary art, and this exhibition attempts to create a space of reflection and interaction with very diverse Romanian publications which reconsider the visual outlook of the object-book. Books about art are often difficult to publish in large editions and we hope this exhibition will contribute to passing on an in-depth understanding of the book publication process. For this reason, in January we will host a series of meetings with designers, editors and artists, within the *Learning and Unlearning* program, initiated in 2014 by Plan B Cluj in order to facilitate a dialogue between different generations of artists, in the form of workshops.

The presentation of the books will highlight their contemporary design favoring an experimental approach to visuality. The public reception of an art book largely depends on the visual suggestions transmitted by its very materiality. The space opened thereby can articulate the function of the book as an artistic product in itself and as a curating instrument.

The exhibition is open between December 17, 2015 and January 29, 2016

Visiting hours:

Monday-Friday, 16.00-20.00

www.plan-b.ro

The event is part of the project Hotspot.art – Contemporary Art and Culture for Communities, coordinated by The Paintbrush Factory, and supported by a grant from Norway, Iceland, Liechtenstein and the Romanian Government.

The Most Beautiful Books is an annual cultural project providing both a platform for public or expert debate and a recognition opportunity for book designers and illustrators in Romania. Its core activity is the National Book Design Contest, resulting in a traveling exhibition of the most beautiful books in Romania. This project is organized by the Association for High Performance and Culture and is funded by the Administration of the National Culture.

Partners: The National Library of Romania, The French Institute in Bucharest, The National Museum of Contemporary Art (MNAC), The Editors' Association of Romania, The Union of Editors in Romania, The Romanian Cultural Institute, The National Book Center, The Ministry of Culture, Galeria Posibila, Plan B Cluj, The Illustrators' Club, The Idioma Association, UAD, UNARTE, Alutus, Global Mindscape, The K'arte Association, The House of Arts – DJC County, The Anthony Frost English Bookshop, Minitremu, The Habitus Bookshop, The Indicator Bookshop, Arta Grafică, Agressione GROUP, Sappi, The Harap Alb Association, Radio France Internationale Romania, Radio România Cultural, Observator cultural, Liternet, Modernism, The Women Writers' Club, Hyperliteratura, Igloo, Designist, Arta Magazine, Arhitext, The Book Agency, Bookaholic, Calendarul Magic, Copilul.ro, SuntPărinte.ro, Deco and Eco, Cluj-Napoca 2015 – European Capital of Youth, The Institute.

Images and information on all activities:

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