

# Design Assembly

## 3

## Press Release

In October 2011 — 148 posts, 904 comments and over 2.5m visits later — Design Assembly turned 3.

To celebrate this landmark we have retired the website and donated the past 3 years of energy and effort to a far greater cause — fighting cancer.

We've done this by producing a book, 3 in fact, archiving the past 3 years of discourse, and showcasing new and exclusive material from leading industry professionals. 100% of the profits from the sale of this publication will be shared between 3 charities with a combined global reach:

Cancer Research UK United Kingdom

LIVESTRONG North America

WCRF International Rest of world



3, designed by Matt Judge



Charlie, by Paul Davis

To coincide with the release of the book, the illustrator Paul Davis has produced a unique Limited Edition artwork, *Charlie*, on the theme of 3 with the cause firmly in mind. Again, all proceeds will go to the chosen charities.

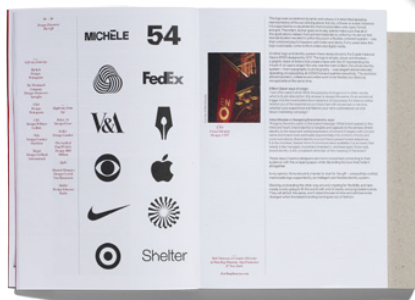
The total amount raised will be distributed proportionately between the charities, according to the percentage of profits generated by each catchment. For example, if 50% of profits are raised by pledges from US billing addresses, 50% of profits will be donated to LIVESTRONG, and so on.

Both items can be purchased directly from the website, [www.designassembly.org](http://www.designassembly.org), and to make this a fair experiment we are offering free global shipping.

According to Cancer Research UK, 1-in-3 of us will be diagnosed with some form of cancer in our lifetime. Can design make a difference? Let's find out...

58,675,556 Hits 2,556,173 Visits  
 904 Comments 323 Tags 148  
 Posts 42 Authors 40 Categories  
 7 Pages 3 Years

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Further information

For more on the project,  
visit [designassembly.org](http://designassembly.org)

Alternatively, for further  
information and images,  
please contact:  
Matt Judge  
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+44 (0)7974 242555

Prices

3 Book  
£35

Charlie Screenprint  
£55

Book & Screenprint  
combination  
£85

Credits

Concept / Design  
Matt Judge  
[madebyassembly.com](http://madebyassembly.com)  
[designjudge.co.uk](http://designjudge.co.uk)

Print  
Identity Print  
[identityprint.co.uk](http://identityprint.co.uk)

K2 Screen  
[k2screen.co.uk](http://k2screen.co.uk)

Web Build  
Daniel Howells  
[kolor.net](http://kolor.net)

Contributors

Bruno Maag Dalton Maag  
Camilla Grey Moving Brands  
Caroline Roberts Grafik Magazine  
Céline Leterme LetermeDowling  
Christopher Doyle Interbrand  
Chris Gray Toy  
Chris Wilson Apple  
Claire Warner Browns  
Craig Oldham Music  
Dan Greene Wolff Olins  
Dan Witchell Proud Creative  
Darren Wall Walzo  
Hamish Makgill StudioMakgill  
Hector Pottie FigTree  
Ian Moore The Colour Grey  
James Greenfield ManVsMachine  
Jamie Long SAS  
Jimmy Tilley Studio Fury  
John Simpson SEA  
John Dowling Dowling Duncan  
Jonathan Ellery Browns  
Jon Hewitt Moving Brands  
Joshua Swanbeck Apple  
Kate Nielsen Wolff Olins NYC  
Lisa Smith Wolff Olins NYC  
Marina Willer Wolff Olins  
Matt Judge Assembly  
Matt King Dusted  
Matt Pyke Universal Everything  
Matt Wiley Studio8  
Michael C Place Build  
Michael Dyer Remake  
Mike Rigby Interbrand  
Miles Newlyn Newlyn  
Neil Cummings Wolff Olins  
Nic Hughes Vaux  
Nick Jones Moving Brands  
Nitzan Wallpaper  
Patrick Burgoyne Creative Review  
Patrick Cox 8inc  
Paul Belford This is Real Art  
Ralf Metzger  
Richard Robinson  
Rick Banks Face37  
Rob Duncan Duncan Dowling  
Russell Holmes ico Design Partners  
Sam Renwick SRCP  
Stuart Watson VentureThree  
Stephen McGilvray Wolff Olins  
Timothy Goodman  
Terry Stephens Assembly  
Tom Crabtree Manual  
Tom Duncalf Orange  
Tom Muller HelloMuller  
Tony Brook Spin

Specification

Design Assembly 3  
Book 01

- Overview: Introduction to the project, the cause and its contributors.
- Finished Size: 132 x 210mm
- Extent: 20pp Text / 6pp Cover
- Stock: 80gsm / 225gsm Colorit
- Print: Litho / 1 Special
- Finishing: Gunmetal foil to cover
- Binding: Centre sewn

Book 02

- Overview: New material, split into 4 sections — *Design Discourse, Inspiration, Showcase and Good Design*.
- Finished Size: 172 x 248mm
- Extent: 96pp Text / 4pp Cover
- Stock: 120 Challenger Edixion / 130gsm Black Label Gloss sections and 120gsm Cvr 275 Claro Gloss + Gloss Varnish
- Print: Litho / 4 Colour + 2 Specials
- Finishing: Gunmetal foil to Cover
- Binding: PUR

Book 03

- Overview: Archive of Design Assembly website, including comments.
- Extent: 220pp Text / 4pp Cover
- Stock: 80gsm challenger edixion Text / 1mm Greyboard Cover / 4pp Colourplan 270gsm Tabriz endpapers
- Finished Size: 98 x 229mm
- Print: Litho / 4 Colour + 1 Throughout
- Binding: Naked bound

'Charlie' by Paul Davis

- Print: Screenprint, 5 Colours
- Finished Size: 210 x 297mm
- Stock: 330gsm Black Plika