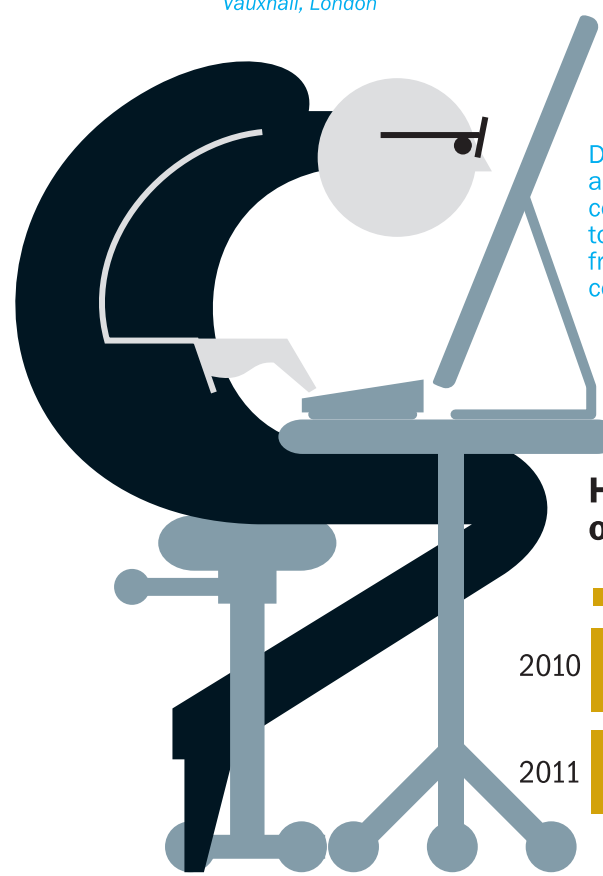
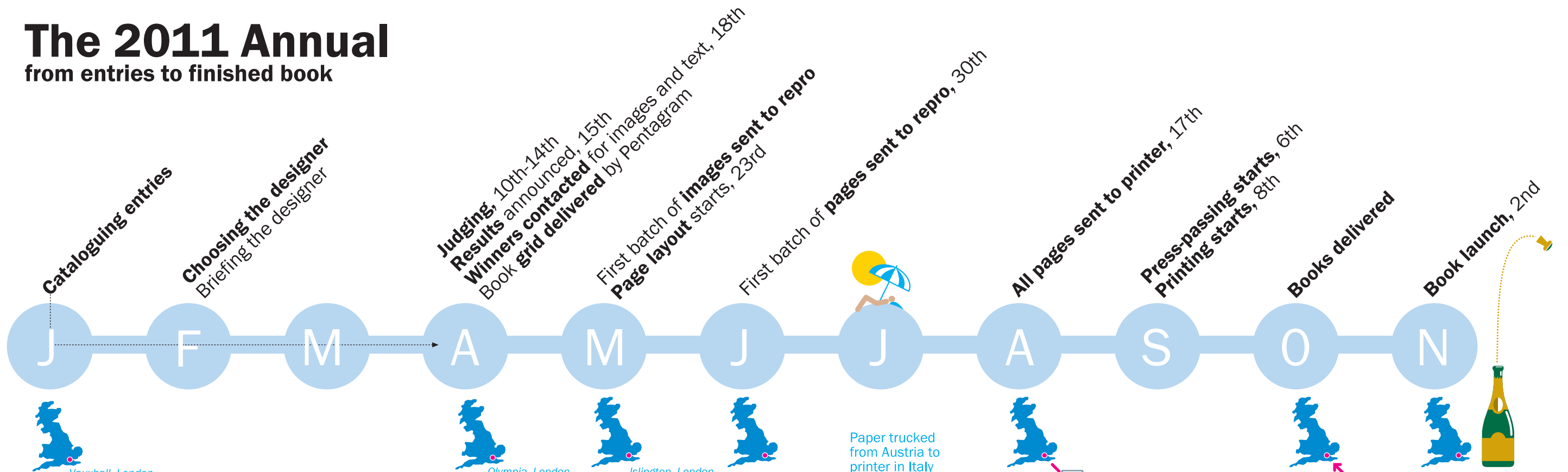


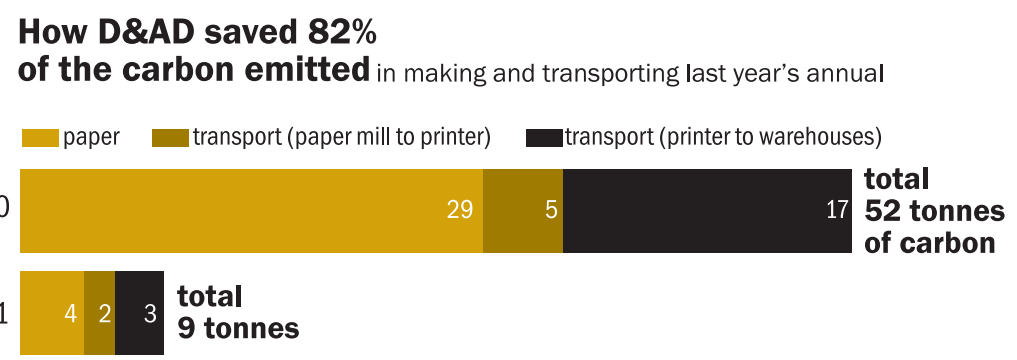
The 2011 Annual

from entries to finished book



D&AD, together with Taschen and Pentagram, wanted every component of the book to be as environmentally friendly as possible, without compromising the design.

In order to save paper and weight, fewer images were used than in previous years. If a piece won in more than one category the image was not duplicated.



The **page count was reduced** by removing chapter dividers and using thumb cuts instead.

The paper is **100% post-consumer recycled, uncoated** (Recystar Polar 80 gsm). Last year's paper was 128 gsm, coated.

The book **weighs 1.6 kg** (1 kg lighter than last year).

A **compostible laminate** was used for the white cover. The book itself is printed with **soy-based ink**.

