



**CLIENT** Ten Speed Press, a division of Random House **TARGET AUDIENCE** Fans of the internationally acclaimed chef, Susur Lee; culinary aficionados; the coffee-table, art and food book market **CONCEPT** To create a visually stunning book that through production and design would be as remarkable and unique as Susur Lee's life and cooking methods; a showpiece book to stand out among the masses of cooking books produced every season. **DESIGN ISSUES** Essentially two individual books – a biography and a cookbook – the design had to bring them together cohesively. This was accomplished through a complex book structure and a unified design. **DESIGN PROCESS** Underline worked closely with both Susur, himself, and the editor to develop a design that could feature biographical text, photos, recipes, and handwritten notes, placing equal weight on his story and his recipes. **OUTCOME/RESULTS** The public's positive response to this piece led to a second printing, and a European edition. The book was cited in both the Applied Arts and Communication Arts design annuals. **DATE PRODUCED** October 2005