

Dear Sir or Madam,

We are very pleased to invite you to take part in a new book on design by Steven Heller and Mirko Ilic ([www.hellerbooks.com](http://www.hellerbooks.com) / [www.mirkoilic.com](http://www.mirkoilic.com)) on the myriad ways designers, illustrators, photographers and art directors have involved the human body in graphic, advertising and typographic design.

This is the first book to undress design and show the body in all its forms is used realistically, symbolically, aesthetically, yes, and pruriently. We are looking for all printed media, for virtually any commercial or editorial purpose.

We know of a lot of material that should be recognized that plays an important role in mass, cult and other communications. We see this as a kind of, no pun intended, anatomy of design anatomy (we did a book called *The Anatomy of Design*).

The book, *Design Exposed* (working title only), is published by Rizzoli USA for Winter/Spring 2017-18 but our research and gathering window is open now. Please be part of this project. Our deadline to receive work from you in the format below is September 16, 2016.

Attached to this letter is a form that enables you to provide context and any stories about the work. In addition, we have attached the designs of yours that want to include in the book.

If you prefer other or additional material, please send us work that we might have overlooked.

Filling out the attached form grants us the unexclusive right to reproduce your work in all editions – print and electronic – of the book as well as for promotional and review purposes. Please fill out one form per piece with all requested information.

Please send JPGs or TIFFs of the works at 11 inches on longest side of image at 300dpi and CMYK. If you are sending more than one image, please do not attach the high resolution images to your email. Upload all your images to a file sharing program such as WeTransfer or Hightail. Or you can upload the images and include the URLs in your reply. Or you can send a CD/DVD or USB to the address below.

Mirko Ilic Corp.  
Attn: Nude  
207 East 32nd Street  
NYC, NY 10016

We are also looking to organize a traveling exhibition of the original prints to both promote the book, work and designers that are featured in the book. This is not a priority for submitting to the book. However, if you wish to participate in the exhibition, please mail a copy of the actual print (no printouts please) for inclusion in the show.

Unfortunately we will not be able to return the original work back to you. There is no rush to send us physical printed pieces, but we will expect to receive them within the next few months. If we do not receive your physical work, we will assume you do not wish to participate in the exhibition.

Deadline for complete submission is September 16, 2016.

Submitted designs must be published work, no student and personal work, please.

We are looking forward to hearing from you.

For any further questions please email us at:  
[nude@mirkoilic.com](mailto:nude@mirkoilic.com).

Very sincerely,  
Steven Heller and Mirko Ilic, Authors

# Design Exposed (working title only)

by Steven Heller and Mirko Ilić, published by Rizzoli International Publications, Inc.

<b>Please fill out form clearly in English. Please print, no script.</b>	
<b>Title:</b> (English translation)	
<b>Date, Country:</b>	
<b>Client:</b>	
<b>Creative Director:</b> <b>Art Director:</b> <b>Designer:</b> <b>Copywriter:</b> <b>Illustrator:</b> <b>Photographer:</b> <b>Other:</b> _____	
<b>2-3 sentences describing project:</b>	
<b>Please send URLs of JPGs or TIFFs of works listed below: 11 inches on the longest side, 300 dpi, CMYK</b>	

<b>Contributor:</b>	
<b>Contact:</b>	
<b>Address:</b>	
<b>Email:</b>	

By signing this letter (below), you are giving us rights to show the listed work in all editions of this book in print and digital formats. You otherwise retain complete rights to your work. We assert that your work will not be tampered with, altered or cropped in any way without your prior consent.

<b>Contributor signature:</b>
<b>Date:</b>

Please send complete submission to the following address:

**Mirko Ilić Corp.**  
**Attn: Nude**  
**207 East 32nd Street**  
**NYC, NY 10016**  
**nude@mirkoilic.com**