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BRYAN EDMONDSON

Director at Sea

Staverton's office furniture is beautifully designed and crafted, and the brochure we created had to reflect this. The finish of the text pages is high gloss – we used a shiny stock and then UV varnished it. This matches the finish of the furniture surface – ultra smooth, ultra clean. The cover is acrylic with the Staverton logo welded in. The whole brochure is tactile, mirror-smooth and totally desirable.

Many processes went into producing the White Book, which showcases nine ranges from paper company GF Smith. These include foil blocking on the cover, five-colour print and half-tone images on coloured stock. However, for that extra edge we decided to use an old technique called end-blocking. We could only find one printing company in the country that could meet our needs. The silver end-blocking is very distinctive and is a beautiful finishing touch.

DESIGN WEEK 25.08.05

1 The Staverton brochure used shiny acrylic, by Sea

2 Use of glossy stock and UV varnishing for high gloss text

3 The brochure is 'tactile, mirror-smooth and desirable'

4 The White Book, for GF Smith, created by Sea

5 The dying art of silver end-blocking, for a distinctive finish