

Dear Submissions editor:

Thank you for taking the time to review our proposal below. Do not hesitate to contact us if you should have any questions.

Working title:

Avantgarb {age}
Wearing recycled trash

Description:

The focus of the book is photography of daily materials such as rubber from car and bike tires, to recycled cloth, soda bottles, soft plastic milk containers and even paper transformed into wearable art. Argentine designer Aidana Baldassarre creates the connection between landfill fodder and a statement of style, art and awareness of the environment. The stylistic photography, by Caitlin Margaret Kelly, USA, brings attention to the materials and accentuates the uniqueness of Baldassarre's pieces through the use of urban backgrounds and architecturally provocative spaces, themselves imparting the mantra, 'Recycle and Reuse.'

The audience for this book is aware of the need for recycling, but beyond putting your newspaper in the right bin, this book asks you to think differently and think openly about the possibilities. Wearing a cape woven from tires makes a strong statement, and equally as beautiful is a dress constructed from a collection of ties.

In addition, the book uses (un)models. Women of different ages, not professional, to further the connection between the art, recycling and the reader. While promoting a healthy body type, the use of non-models is to acknowledge the beauty of all ages and types.

Audience:

This book will appeal to an audience ranging from those interested in the environment to art lovers who appreciate alternative art expression. The book is bi-lingual (English and Spanish) and appropriate for all age ranges. The photography is tasteful and contains no nudity. It will appeal to an international audience, from North America to South America, Europe, and environmentally conscious countries. Though the audience will include artists and art appreciators of all economic levels, the most likely target audience will be middle and upper economic classes.

Need:

The book teaches without preaching, and pertains to the environmentally-conscious times in which we live. It serves both to delight the eye of the viewer and present an alternative perspective on art and the environment. Through the artful images of these designs, the audience receives an inspired and avantgarde view of recycling and reusing. It provides visual suggestions on the potential of everyday items we normally throw away. It invites the audience to re-think their ideas about trash through the lens of fashion photography, through the use of real people as models, and by visually exploring the future life of rubbish.

Competition:

The competition that exists is mainly focused on product and object designs or in pushing vintage clothing. For example: http://www.amazon.com/Experimental-Eco-Design-Product-Architecture-Fashion/dp/2880468175/ref=sr_1_2?ie=UTF8&s=books&qid=1253290952&sr=8-2, taps into recycling design across a variety of products.

Currently there appears to be a void that can be filled by the proposed book. No definable competition exists that pushes the limits of thought on what is possible in the future.

Qualifications:

Adiana Baldassarre is an eclectic artist who focuses her work on re-using discarded materials and transforming them into a broad spectrum of art, design, wearable art and performance art. She founded Trash-Fashions in 2004, an organization that promotes the idea that any discarded element can be transformed into wearable art. Since she began, she has presented Trash-Fashions Shows in various venues, from museums to corporate events. The shows combine art and design in both an educational and entertaining way. She has shown her designs in traveling shows, art galleries and art and design fairs in the USA - Boston, New York, Ohio, California - as well as in Buenos Aires, Argentina, Beirut, Lebanon, and Paris, France for the "The Ethical Fashion Show" during Paris Fashion Week.

Photographer Caitlin Margaret Kelly is a veteran of the news industry with over 15 years shooting experience. Her photographic style reflects the grittiness of a photojournalist with the sensibilities of a photographer who understands the impact of details on the overall message.

Most recently a series of images titled The Birth of Blue, on glaciers in Patagonia, was awarded the honorable mention in the 2009 International Photography Awards (Lucie Foundation). She continues to be a member of the National Press Photographers Association, winning multiple awards for her photojournalism including the 2008 Best of Photojournalism, honorable mention for the Best Multimedia Package. In addition, Kelly was recognized as a member of the Press Photographers Association of Great Los Angeles in both 2006 and 2007 for her photography, winning numerous awards throughout both years.

Table of Contents:

The table of contents will be divided by the different materials. Each section will begin with a one word introduction to the material in both English and Spanish. For example, 'TIRES' and 'LLANTAS' to introduce the clothing made from recycled car and bike tires. Also, each section title will be followed by a brief description of the materials and process by the designer, which will take up a page or less. Photographs will then follow. Some sections may also include photos of the production of the clothing and accessories.

The headings would read as follows, but not necessarily in this order:

Tires/Llantas

Bottles/Botellas

Ties/Corbatas

Paper/Papel

Corks/Corchos

Milk/Leche

Cloth/Tela

Format:

The vision for the book is large format, 11-inches wide by 13-inches long, soft cover, akin to a high quality magazine, with a wrap around cover image and sewn binding. The book could be up to 100 pages long.

Timetable:

There are perhaps two better possibilities to capitalize on the market: a Christmas release, pushing the book as a gift or an Earth Day release strengthening the connection between the book, fashion and the environment.

Additional Information:

Although this book was photographed and produced in Buenos Aires, Argentina, the country as a whole needs to work on becoming more recycling focused. It is telling that the recycling is left to a group of people called, cartoneros. They are some of the poorest of the poor in this middle-income country and make their living by shifting through the garbage put on the street at night, collecting the recyclables and making pennies.

The designer, Aidana Baldasserre and photographer, Caitlin Margaret Kelly, have decided a portion of each sale will benefit an educational foundation, who's mission is to help finance the schooling of children in need. One reason children fail to finish their education is because the family is too poor to afford materials, books and clothing. These children, like many of the

cartoneros, end up in jobs with no future, doing what they must do to eat and survive because their educational level does not qualify them for more.

It is through an educated child that a family benefits. It is through an educated society that the environment benefits.

Photos are available to view on request.

Kindest Regards,
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