



The Volcano Book  
**SUBMIT YOUR DESIGN**

# Volcano ash to inspire designers

The ashcloud is perhaps the most feared word in 2010. The sudden Icelandic volcano eruption troubled the aviation for weeks. No time to worry. Dutch designers Bob Derksen and Robbert Smit decided to turn volcano ash into a workable printing ink. The result: a beautiful designed book about Iceland and volcano's. Cover is printed with the Icelandic volcano-ash.

We ask Icelandic photographers and people working close to the volcano area to collect the ash and send it to Holland. With the help of a printhouse we could turn this ash, full with glass, sand and stone coal dust, ready for print. The result was above expectation. Inside the book you'll find a volcanologist, designers and illustrators showing their knowhow and inspirations.

Because we want to turn this into a cross-culture project between Holland and Iceland, we ask you to do the same. Be inspired by the Eyjó-volcano eruption by creating a graphic design, photo or illustration. See attachments with examples.

## **Please use these specs for your submission:**

170 mm width x 210 height (one page)

Double page would be 340 mm width x 210 height (full spread)

Please send your file in 300 DPI, CMYK.

## EXAMPLE FULL SPREAD

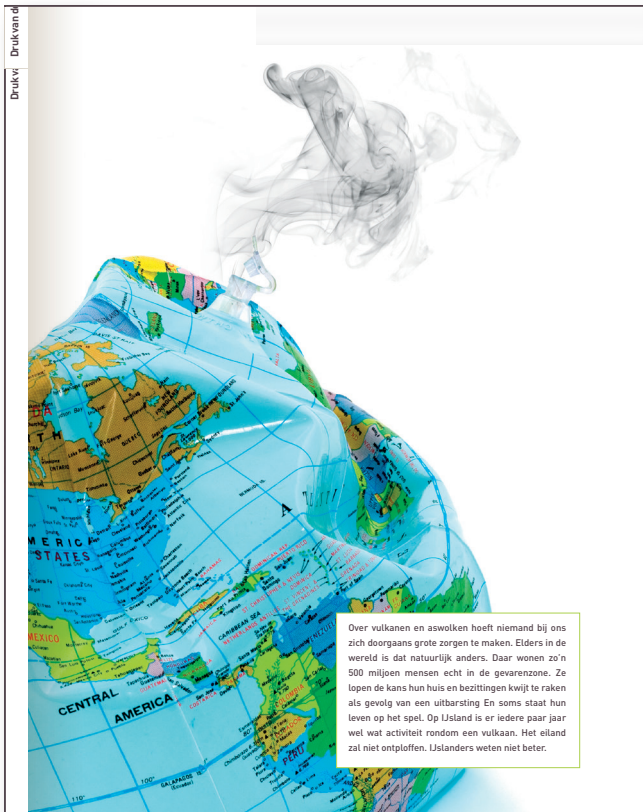


## EXAMPLE ONE PAGE





# More examples (inspired by the volcano)



# The proces with the volcano ash ink

(the cover of the book)

