

»iF communication design award 2007« for

Gavriel Lipkind · Cello – CD Special Edition:

- *Single Voice Polyphony I: Johann Sebastian Bach · 6 Suites a Violoncello Solo senza Basso*
- *Miniatures & Folklore (Gavriel Lipkind · Cello / Alexandra Lubchansky · Piano)*

Category: »Print Media: Product Communication«

2007

July 2007 Out of a total of 1,140 competition entries from 25 different countries the design for the first two recording projects by cellist Gavriel Lipkind received an »iF award 2007«. The award honors the design work of Carolyn Steinbeck for the individual recordings as well as the design concept of the edition. The »iF communication 2007 yearbook« (Birkhäuser Verlag)—in which the project will be featured—will be published on the day of the awards ceremony, August 31.

iF (international Forum Design) is a service provider specializing in design-related services. iF has built a worldwide reputation on the basis of the »iF design award«, which has been presented annually since 1954. It is one of the leading design competitions in the world. The top international designers who sit on the jury not only select the prizewinners; with their names and reputations, they also symbolize the special status of iF and the iF label, which is widely known as a mark of quality. (more info → www.ifdesign.de)

Lipkind Productions in cooperation with edel CLASSICS

→ www.lipkind.info
→ www.edelclassics.de

DESIGNED BY
Carolyn Steinbeck · Gestaltung
→ www.carolynsteinbeck.de

PRODUCED BY
Christoph Claßen, Frankfurt/Main



0016142GLP

A hard-cover book with fine accoutrement refers to the medieval art of book printing and reflects in its design the ornamental character of the recordings on this CD. A custom-made embroidery-inspired type lends a crafted presence to headlines.

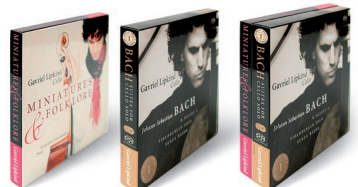
Each component of this exclusive CD edition is an "Object of Desire". The ambitious design concept reflects the personal interpretations of the artist, his music-theoretical ideas, his interest in different musical genres and the high quality of the recordings. Typographically, carefully chosen letterforms are used to highlight specific historical references that inform the work. The concept, visuals and tactile quality all work to foreground the objects without compromising practical constraints (e.g. archivability).



0016132GLP

Bach's cello suites are contained in a leather-like sheath. A folded poster serves as a "map for the musical journey", a 48 page onion-skin booklet and the three Super-Audio-CDs sheltered in Japanese paper envelopes further enrich the overall experience of this Baroque masterpiece.

To meet necessary marketing requirements the objects are housed in slipcases featuring a portrait of the artist. The slipcase series design works to maintain visual recognition for all individual pieces within the edition.



FULL CREDITS

Gavriel Lipkind · Cello | CD Special Edition (CD-Sonderedition)

Produced by Christoph Claßen Executive Producer Gavriel Lipkind Designed by Carolyn Steinbeck · Gestaltung (Concept, Typography, Art Work, Pre Press, Project Management) Texts Gavriel Lipkind Photography Marco Borggreve Color Separation and Imaging Jan Scheffler, prints professional, Berlin Manufacturing Oktoberdruck, Berlin (Offset Printing, Production Coordination) Paper Converting M. Prasad, Berlin CD-/SACD-Manufacturing Optimal Media Production GmbH | © 2006 Gavriel Lipkind

LIPKIND PRODUCTIONS in cooperation with edel CLASSICS

Single Voice Polyphony I: J.S. Bach · 6 Suites a Violoncello Solo senza Basso

Text Editing Anna Kissin Shechter (Rethoric), Brian Hunt (Editing) Silk-screen Printing Pawellek, Königs Wusterhausen Produced by Christoph Claßen (Recording Production, Balance Engineering, Editing) Location Protestant Church of the Parish of Oberstedten-Oberursel, Germany Production Coordinator Christiane Tilse SACD-Authoring Robin Schmidt

Miniatures & Folklore (Alexandra Lubchansky · Piano)

Texts Prof. Dr. Peter Cahn, Prof. Laurence Lesser Text Editing Shary Greenberg, Brian Hunt Drawings Edgar Jansen Book Binding Stein + Lehmann, Berlin Re-mastered by Christoph Claßen (2006) Produced by Abraham Gat Balance Engineering and Editing Vadim Beili, Ilia Beck Location Jerusalem Music Center, Mishkenot Sha'ananim, Israel Production Coordinator Keren Dahari