



Raincoast Books

WINTER 2020

FIGURE 1

This edition of the catalogue was printed on August 23, 2019.

To view updates, please see the Winter 2020 Raincoast eCatalogue or visit www.raincoast.com

Figure 1 Winter 2020

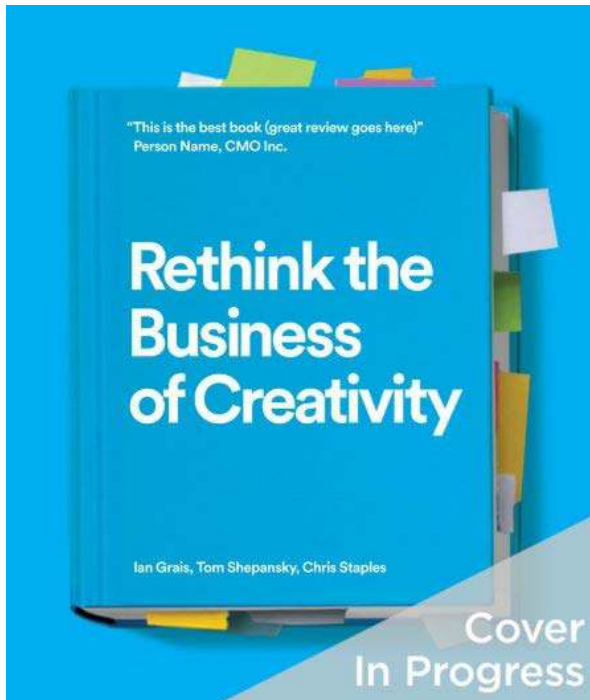


Figure 1
On Sale: Feb 25/20
8 x 9 • 224 pages
9781773271057 • \$38.99 • cl
Bus & Econ / Advertising & Promotion

Notes

Promotion

Figure.1



Rethink the Business of Creativity

by Grais Ian, Tom Shepansky and Chris Staples

Trade Tips from one of the country's leading creative agencies

If you think doing consistently great creative work inevitably leads to long hours, chaos and burnout, we have just one thing to say:

Rethink.

Rethink your priorities.

Rethink your approach. And rethink your product in the process.

Rethink is a one-word business plan for any company in the creative arts - from advertising, to design, to publishing, architecture or software development.

Rethink is also one of the world's most consistently awarded advertising and design agencies. Headquartered far off the beaten track in Vancouver, Rethink has been radically breaking rules for two decades, proving that you can do work that gets the world's attention, without sacrificing efficiency and a balanced life.

Now, for the first time, Rethink offers you a how-to manual of their 55 best tools for creating a sustainable, successful creative culture - tools that will help you inspire your people, boost your bottom line and take your creative product to the next level. Tried, true, constantly tweaked and consistently proven, these tools are simple and effective ways to inspire teams, boost creativity and cut through the bullshit at every stage of the process. Rethink's step-by-step plan is radical, refreshing and relatable to any business striving for creative excellence.



Figure 1 Winter 2020

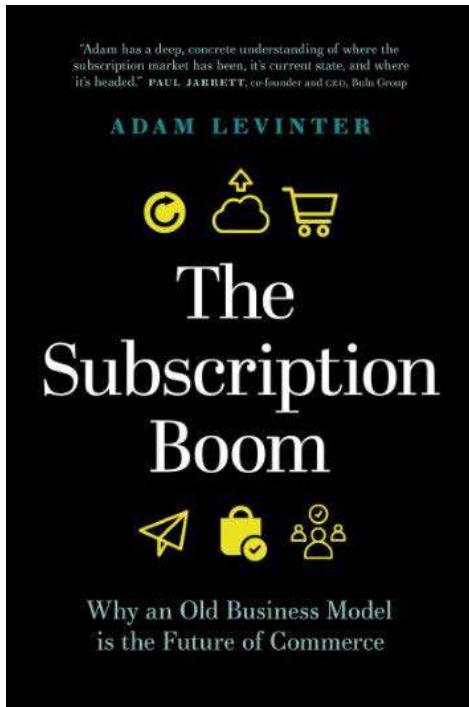


Figure 1

On Sale: Mar 3/20

6 x 9 • 288 pages

9781773270715 • \$36.00 • cl

Bus & Econ / Industries / Retailing

Notes

Promotion

Figure 1



The Subscription Boom

Why an Old Business Model is the Future of Commerce

by Adam Levinter

In this clear and informed guide to the business model that's set to dominate twenty-first-century commerce, Adam Levinter makes a compelling case that the phenomenal success of companies like Amazon, Netflix, Spotify, and Salesforce wouldn't be possible without the foundation they all have in common: subscription. A surge of subscription boxes in 2012 earned buzz for offering everything from razors to meal kits to underwear; since then the model has proven to be adaptable, profitable, and resilient, even as many traditional retailers struggle to stay relevant in the digital economy. Levinter takes a close look at the leaders of the subscription economy to pinpoint the essential elements of the model, and prove that while the basic concept may be as old as magazines, the ubiquity of the internet is enabling a new way for businesses to scale and succeed. *The Subscription Boom* shows that the appeal to both customers and businesses makes subscription a smart play for virtually any business.

Author Bio

Adam Levinter has advised and founded numerous businesses, and is the founder of boutique consulting agency Scriberbase, which helps brands build and grow subscription businesses. He also hosts the podcast *E2: Entrepreneurs Exposed*, teaches entrepreneurial management at the University of Toronto, and is a three-time board member of Entrepreneurs' Organization (EO). He lives in Toronto with his wife and three children.



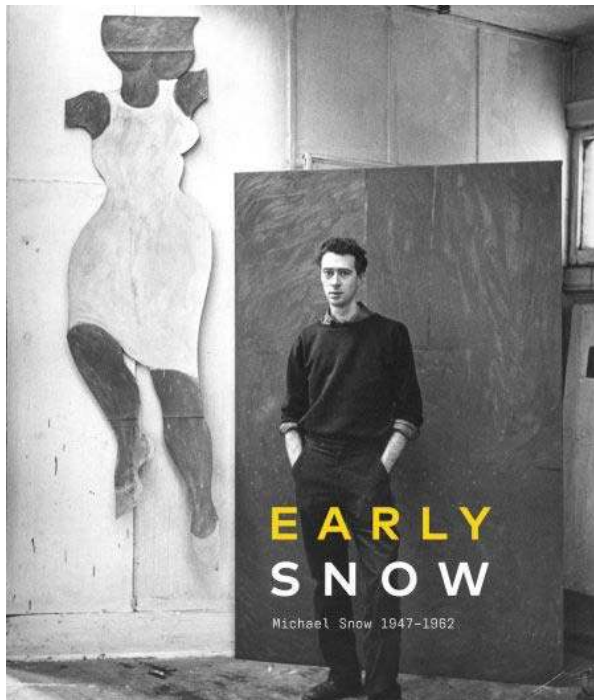


Figure 1

On Sale: Jan 28/20

8.25 x 9.75 • 160 pages

75 images

9781773270982 • \$35.00 • cl

Art / Canadian

Notes

Promotion

Figure.1



Early Snow

Michael Snow 1947-1962

by James King, foreword by Shelley Falconer, introduction by Michael Snow

Michael Snow is one of Canada's greatest living artists, widely acknowledged as one of the most significant figures in twentieth-century Canadian art. *Early Snow* focuses on the nascent stages of the artist's career—which is comparatively underexamined in art commentary and critical literature—and demonstrates how wide-ranging were his achievements in painting, drawing, sculpture, foldage, cinema, and photography.

Snow's first achievements may serve as a blueprint for his later career, but they also give ample proof of the creative heights he had already reached by the age of thirty-three. This book reveals a young man whose catholic interests in art and literature contributed to his uncanny ability to create profoundly original works of art. Perceptive essays by James King argue that these artworks are best approached in the context of Snow's knowledge of modern European art (Paul Klee, Ben Nicholson, Alberto Giacometti) and contemporary American art (Willem de Kooning, Conrad Marca-Relli, Donald Judd, Marcel Duchamp), and that, ultimately, the work created during this era is about transformation.

Author Bio

James King, FRSC, is the author of six novels and twelve biographies of writers and artists, including Canadian artists Lawren Harris, David Milne, Greg Curnoe, Bertram Brooker, and Michael Snow. He is a professor at McMaster University in Hamilton, Ontario.



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Figure 1 Winter 2020

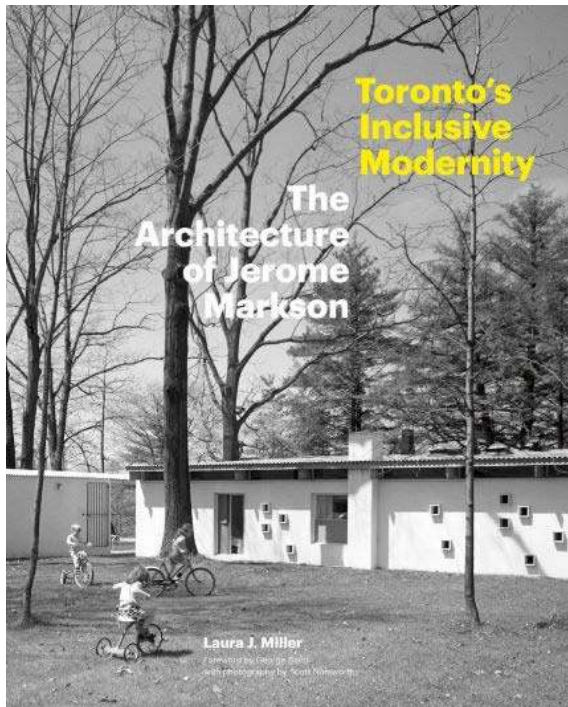


Figure 1

On Sale: Feb 4/20

8 x 10 • 304 pages

465 images

9781773270012 • \$45.00 • pb

Architecture / History / Contemporary (1945-)

Notes

Promotion

Figure.1



Toronto's Inclusive Modernity

The Architecture of Jerome Markson

by Laura J. Miller, foreword by George Baird, contributions by Scott Norsworthy

Jerome Markson's nearly six-decade-long architectural practice began in a time of profound transformation during the post-war period. His buildings were harbingers of important shifts in sociopolitical attitudes, urban policies, and modes of architectural production. From speculative homes in fledgling suburbs, to bespoke private houses, to social housing in downtown Toronto, to luxury landmarks like the Market Square condominiums, as well as important cultural and institutional buildings, his architecture reflects his pursuit of a more open and inclusive expression of modernity, one that moved past late-Modernism's formal legibility in favour of an increasingly idiosyncratic formal, spatial, and material expression.

Toronto's Inclusive Modernity: The Architecture of Jerome Markson is the first comprehensive critical assessment of Markson's diverse body of work, interwoven with an account of Toronto's emergence as a cosmopolitan city. Extensive illustrations include wide-format collages by Scott Norsworthy, capturing Markson's buildings in their urban environments today; architectural drawings; and contemporaneous images from the popular press, such as *Maclean's* and *Chatelaine* magazines. The significance of Markson's work is examined through three main themes: his prescient use of photography to situate architecture as an inclusive cultural medium and object of human desire; his nuanced responsiveness to Toronto's fast-evolving urban and suburban geographies; and the ways in which his diverse influences—including the Finnish architect Alvar Aalto, Britain's Townscape movement, and his encounters with vernacular architecture—were instrumental in his development of a more pluralistic, materially-oriented approach.

Author Bio

Laura J. Miller is trained as an architect. She has had a diverse career as a designer, educator, and scholar. She was a member of the architecture faculty at Harvard's Graduate School of Design for over a decade, and was the American Fellow in Architectural Design at the Radcliffe Institute of Advanced Study (2003–04). Currently, she is Associate Professor of Architecture at the John H. Daniels School of Architecture, Landscape, and Design at the University of Toronto. A Quite Individual Course: The Architecture of Jerome Markson, an exhibition curated and designed by Miller, opens in Winter 2020.

George Baird is emeritus professor and former dean of the John H. Daniels Faculty of Architecture, Landscape, and Design at the University of Toronto,



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