

## COMPANY PROFILE (Website)

Emerson, Wajdowicz Studios ([www.designnews.com](http://www.designnews.com))

Important issues deserve bold, intelligent design.

Led by a deeply rooted creative philosophy that demands uncompromising standards, outstanding creative choices, and a level of personal involvement unique to the industry, Emerson, Wajdowicz Studios (EWS) has become a leading practitioner of socially responsible, issue-driven design.



The company's passion for daring concepts and flawless presentation ensures that every message is communicated not just concisely and effectively, but *appropriately*. The resulting creations, with their emphasis on sophisticated typography, technological innovation, and powerful photographic imagery, have won hundreds of international design awards.

Drawing on the distinctive background, talent and experience of its creative team—led by Jurek Wajdowicz and Lisa LaRochelle—EWS combines a remarkable clarity of vision and attention to detail with a focused, disciplined approach to every phase of the design process.

The combination of social responsibility, passionate personal conviction, and what the distinguished design magazine *Print* calls a "reliance on obsessively high standards," makes Emerson, Wajdowicz Studios the outstanding choice for issue-driven design in North America and Europe.

## POSTER

United Nations - UNFPA ([www.unfpa.org/parliamentarians/](http://www.unfpa.org/parliamentarians/))

### HEADLINE:

### Her Time Is Running Out



### BODY COPY:

**Every minute, every day**, a woman in the developing world dies from pregnancy-related complications. Most of these deaths—some 529,000 a year—can be prevented. The solution boils down to a single word: **Access**. **Access** to information. **Access** to contraception. **Access** to quality care before, during and after childbirth.

The UNFPA, along with hundreds of leaders from around the world, resolved in 1994 to achieve universal access to reproductive health by 2015. The road has not been easy. There have been numerous successes. But since 1995, overall funding for family planning in the developing world has **fallen 46%**.

The international community continues to reaffirm its goals, most recently in Bangkok in 2006. **But commitment requires action**. Without the legislation and investment to promote education, prevention, and quality health care, **every minute will bring another death sentence**. That means another 4.2 million maternal deaths between now and 2015.

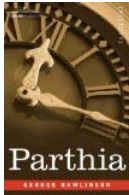
The clock is ticking. What if you had only one minute to live?

## BOOK JACKET COPY

Cosimo Books ([www.cosimobooks.com](http://www.cosimobooks.com))

### ***Parthia***

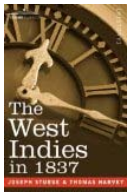
by George Rawlinson



In this sweeping historical account of ancient Parthia (which encompassed most of modern-day Iran as well as parts of Iraq and Afghanistan), George Rawlinson details the history, ethnography, government, and culture of an empire that was ancient Rome's most formidable obstacle to eastward expansion. Aided by a wealth of maps and illustrations, Rawlinson documents the ebb and flow of empire, providing vivid accounts of the Parthians' battles with Rome and a window into a civilization that lasted five centuries.

### ***The West Indies in 1837***

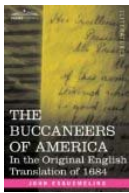
by Joseph Sturge and Thomas Harvey



In response to reports of brutality toward former slaves in the West Indies, Joseph Sturge and Thomas Harvey journeyed to the region's plantations to investigate the newly instituted apprenticeship system. The result was this vivid exposé, written for "the purpose of ascertaining the actual condition of the Negro population of those islands." Along with Sturge's testimony to Parliament, the book brought an end to the apprenticeship system and reawakened anti-slavery sentiment in Britain. This near-forgotten chapter in the history of slavery is an early example of muckraking at its best.

### ***The Buccaneers of America***

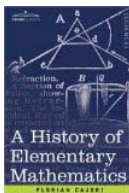
John Esquemeling



Captain Jack Sparrow would shiver his timbers when faced with Sir Henry Morgan and his savage band of buccaneers. Sacking Porto Bello, burning Panama, and even taking on the Spanish armada, Morgan stopped at nothing to acquire his precious lucre in the years 1666 to 1672. This vivid account, as told by one of Morgan's own men and illustrated with engravings from the period, puts the lie to the idea of the "romantic swashbuckler." A brutal, unforgiving, and essential slice of seafaring history.

### ***A History of Elementary Mathematics***

by Florian Cajori



Written as a teaching aid for graduate and undergraduate math students, Florian Cajori's comprehensive survey of mathematics from Babylonian to modern times makes for an enlightening read. (Did you know that the decimal system is based on our having ten fingers and toes?) Beginning with the number systems of antiquity, continuing through the Hindu and Arabic influence on medieval thought, and concluding with an overview of trends in modern mathematical teaching, this is an invaluable work not only for students, but educators as well.