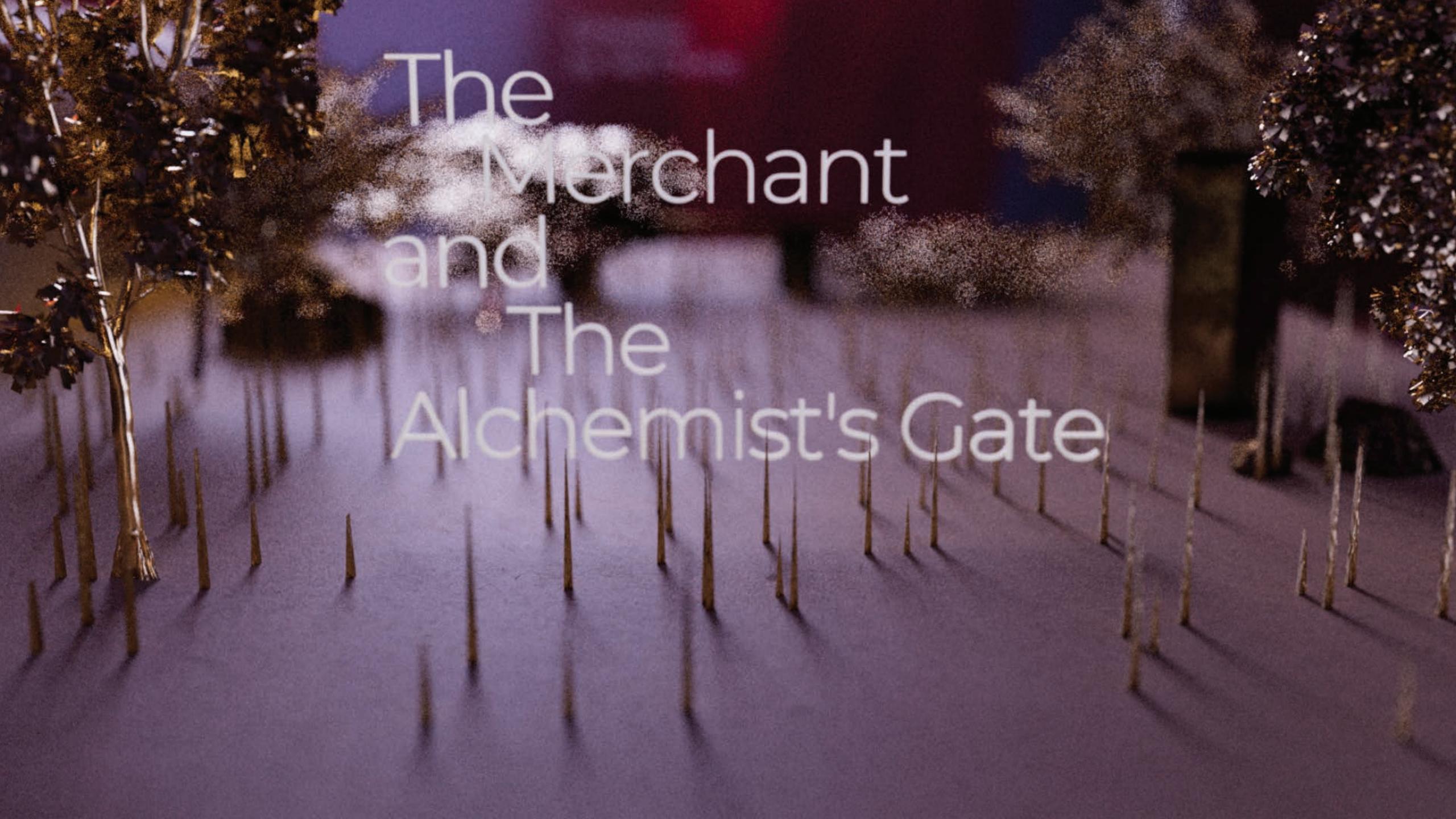
Andrew Haskell

## The Strand Conceptual Advertisement









18 MILES OF BOOKS

## STRAND

NEW YORK CITY \* EST. 1927

One glimpse, infinite journeys.

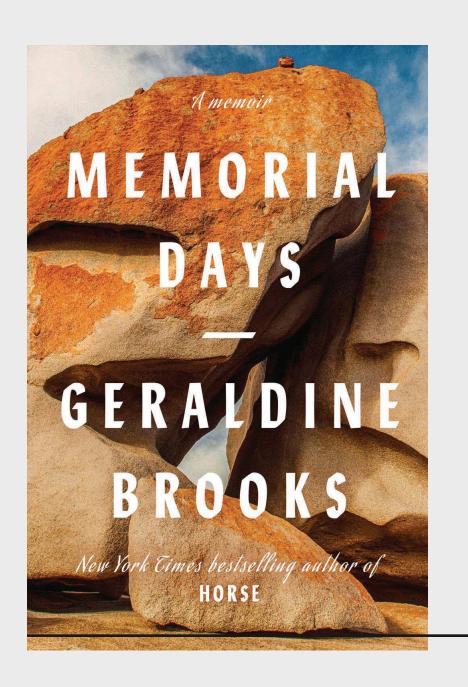
I aim to create an advertisement that fits the mission of the bookseller while showcasing interesting titles of recently published books. Oubaitori is a Japanese philosophy that people, like flowers, bloom in their own time and follow an individual journey. This philosophy could extend to books and

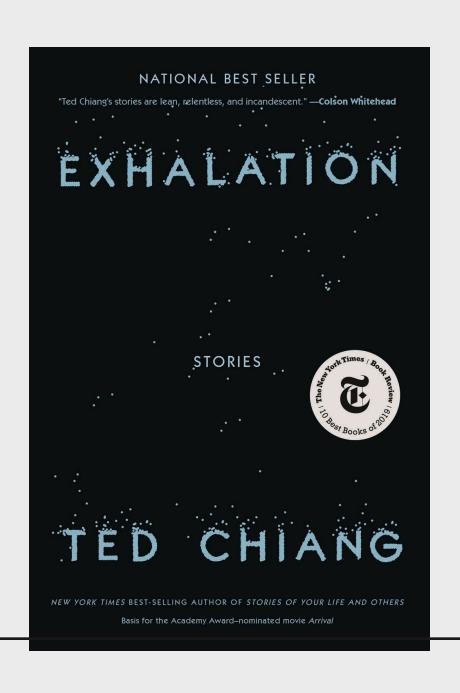
the journeys that they bring us. Through vignettes of the plots, we get glimpses into different universes that could be ventured into further at the Strand.

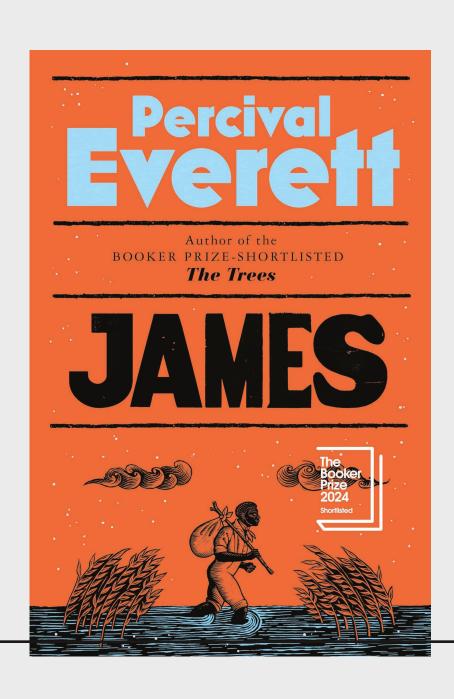
The Strand was founded in 1927 on Fourth Avenue in New York, then called Book Row, as a place where books would be loved, and those who loved to read could gather. The bookstore was named after a street in London where writers and publishers met and thrived. Writers would sell their books and one could find a hidden treasure among the shelves.

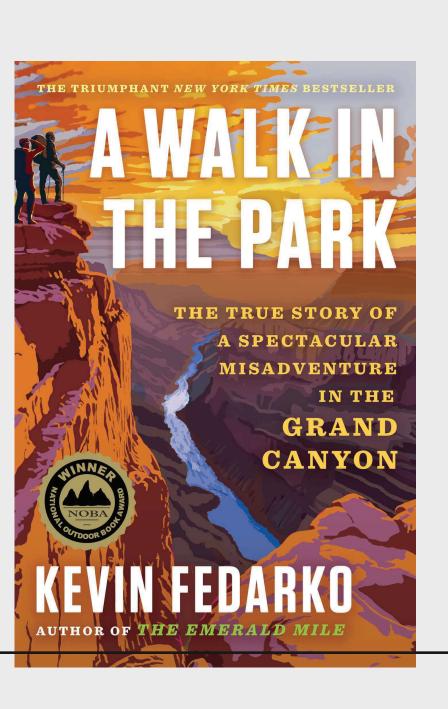
Today, the Strand carries over 2.5 million books, with a wide variety of subjects, along with gifts and goods. While the store has changed and expanded with time, the roots have remained the same.

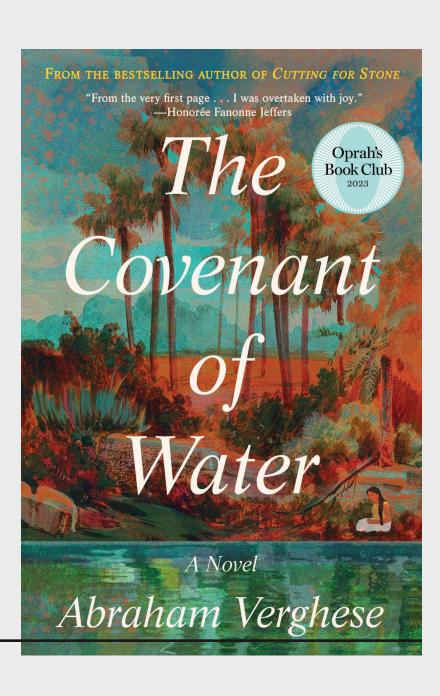
For this project, I have selected a mix of five fiction and nonfiction novels. Each glimpse will provide a hook into the plot and last roughly 6 to 8 seconds.

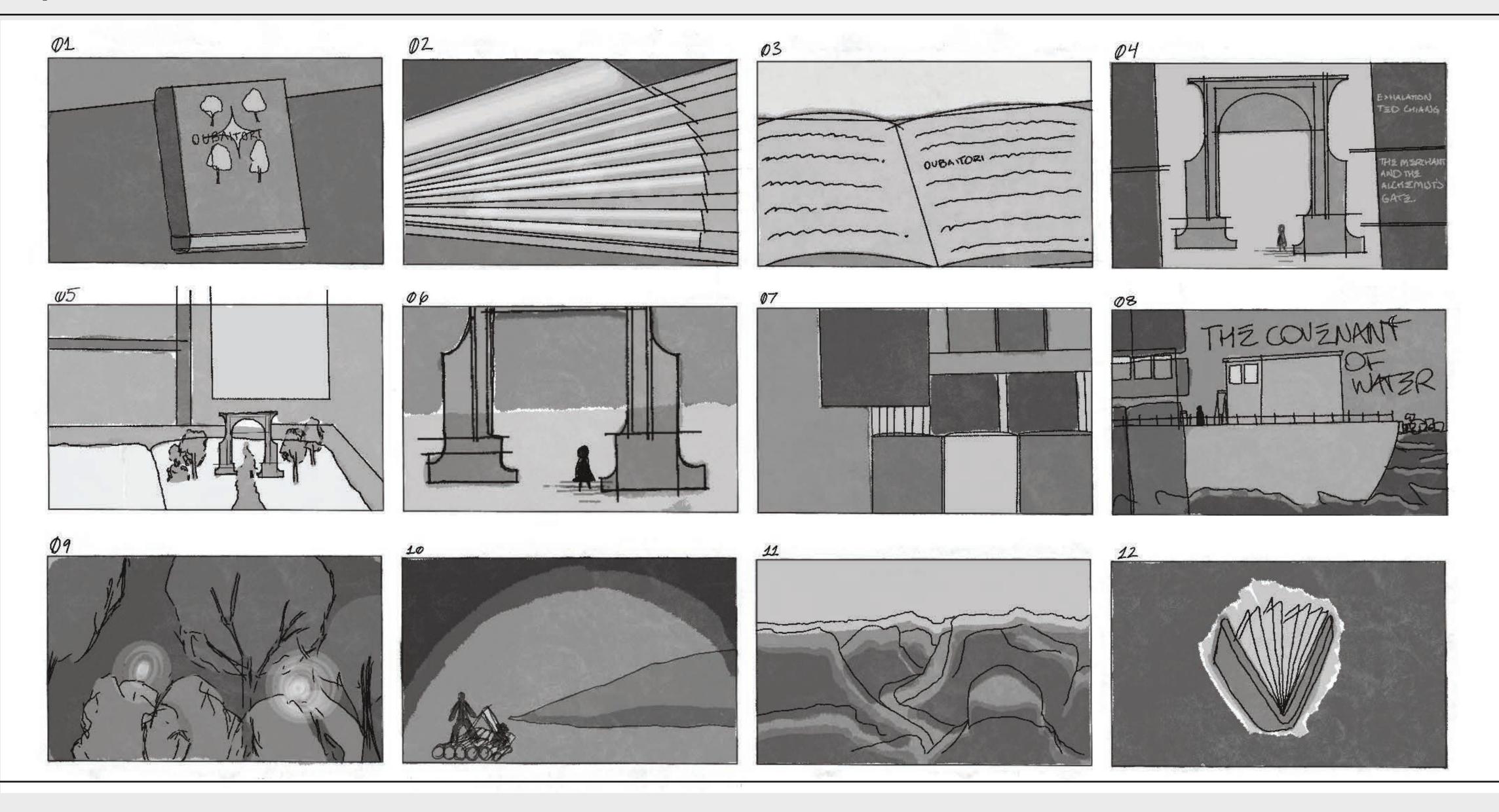


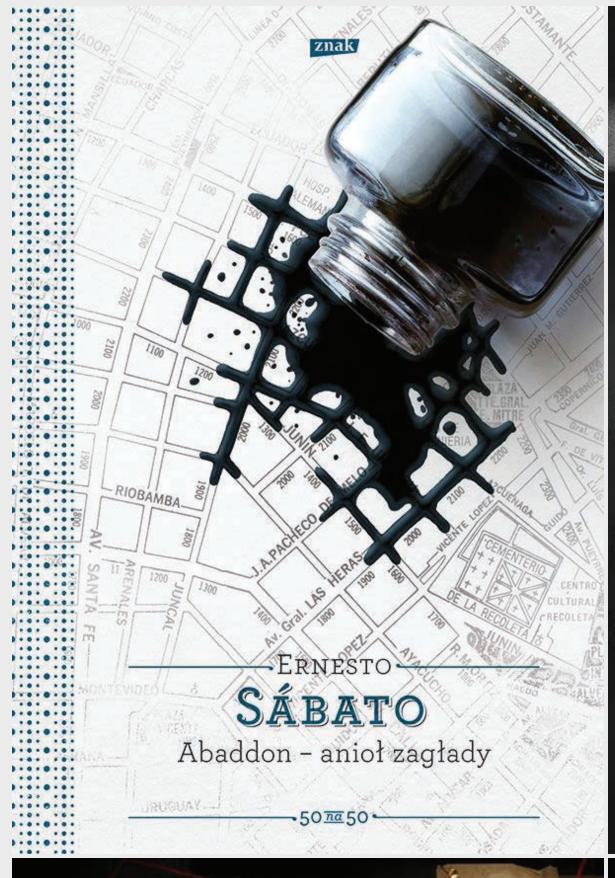






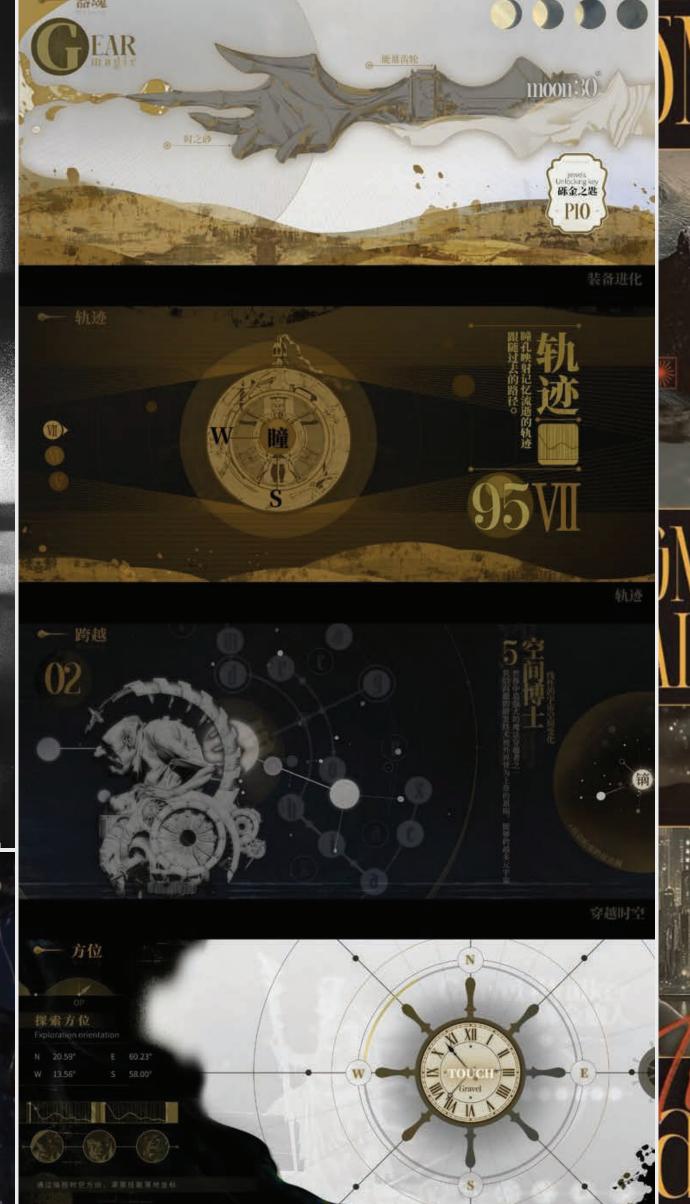






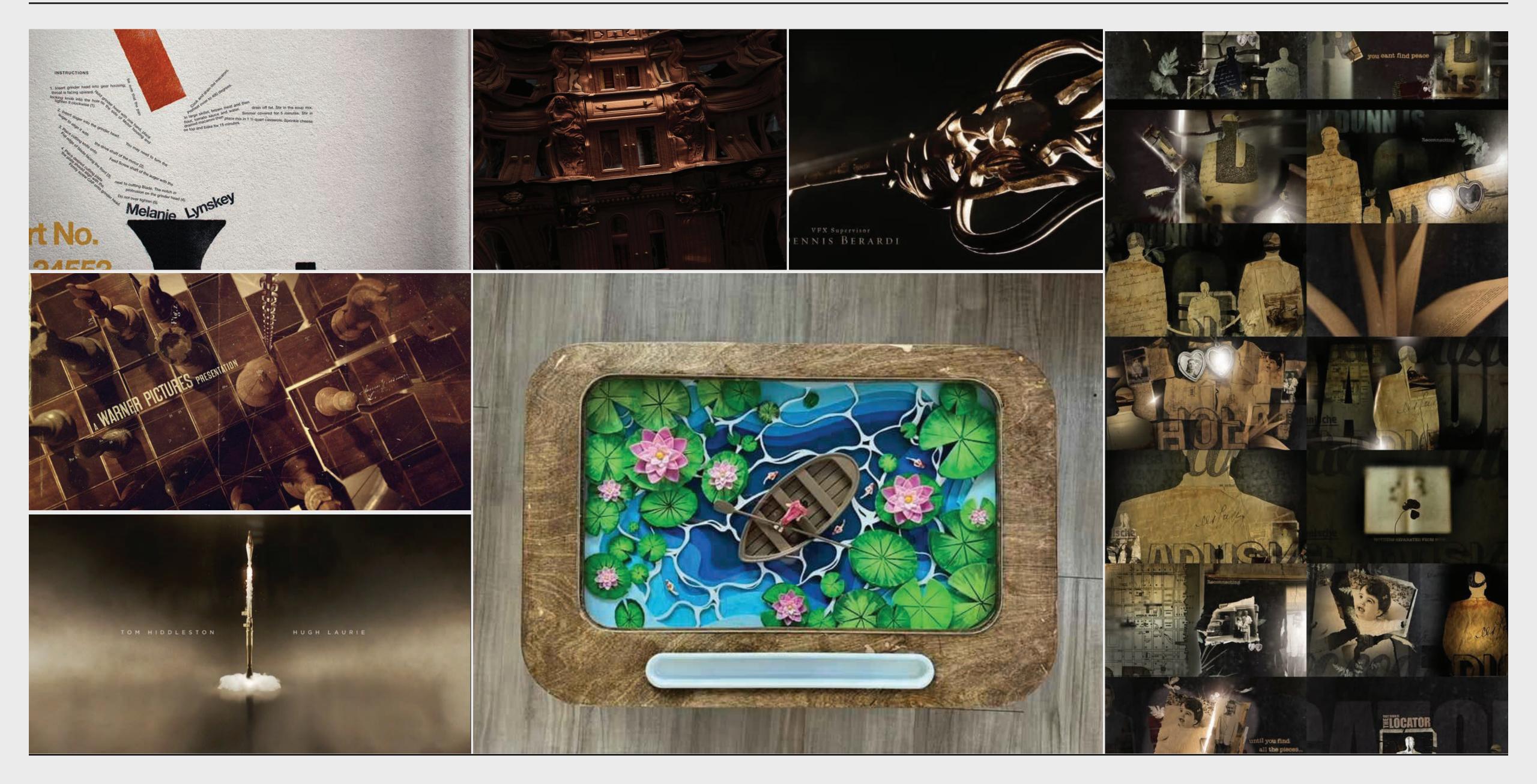












## Thank you.