Perseus Press is a fictional publishing house, on par with the world’s top publishers. Their latest book, *Wabi-Sabi: A beauty of things unconventional*, aims to explore the concept of wabi-sabi, delving into the many streams of its meanings and examining its relevance in the western world. *Wabi* and *Sabi* are two distinct Japanese aesthetic concepts. Their definitions are not exact, and have no direct English translation. The concept of wabi-sabi can be described as the acceptance of transience and imperfection; finding beauty in impermanence.

As a saddle stitched, deckle-edged book with hand-crafted paper, the piece is designed to feel tactile and rustic. Each spread is created as a unique expression of wabi-sabi, while existing within the cohesive design of the entire book. As a coffee table book, the goal was to create a piece that could be read chronologically, but also have the concept come through on each individual spread as one flips through casually. Wabi-sabi is sparse, elegant, unassuming and pure — all concepts that became driving aesthetic themes for the solution.
RABIES ARE INSPIRED

A MINIMALISM

THAT CELEBRATES THE HUMAN.

RATHER THAN THE MACHINE.
Wabi-sabi is everything that today's sleek, mass-produced, technology-saturated culture is not.

Nature's cycles of growth, decay, and erosion are embodied in frayed edges, rust, liver spots.

Page down to the essence, but don’t remove the poetry.
In the realm of aesthetics reason is almost always subordinate to perception.
IT CAN MEAN A NUMBER OF THINGS

LONELINESS, DESOLATION RUSTIC SIMPLICITY, QUIET TASTE,

A GENTLE AFFECTION FOR ANTIQUE, UNOSTENTATIOUS,

AND RATHER MELANCHOLY REFINEMENT.
WABI-SABI REMINDS US THAT
WE ARE ALL TRANSIENT BEINGS
ON THIS PLANET—THAT OUR BODIES,
AS WELL AS THE MATERIAL WORLD
AROUND US, ARE IN THE PROCESS
OF RETURNING TO DUST.