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**Mark Batty Publisher Presents “ABCing: Seeing the Alphabet Differently”**  
*New book uses ABCs to introduce ways of visualizing, thinking & talking about art, design*

New York, NY – January 7, 2010 – Mark Batty Publisher is pleased to announce a new kind of alphabet book, *ABCing: Seeing the Alphabet Differently* (<http://markbattypublisher.com/books/abcing>), a primer to seeing and understanding the visual world. Not your average abecedary, *ABCing* is a crisp, stylish, colorful board book that will have a permanent home on the bookshelves and desks of creative minds, serving as an excellent point of entry for seasoned designers and students of all ages to learn how new perspectives can provide new meanings.

Author Colleen Ellis uses every letter of the Latin alphabet, pairing each one with design-inspired words like “dynamic,” “imagination” and “scale” to create illustrations using only the negative shapes of a given letter. The shapes are rotated and resized; they are not duplicated, mirrored or otherwise altered. The shapes are then composed as a visual translation of the given word’s meaning, resulting in visual and conceptual mixtures of philosophy, poetry and art.

“The intent is to spur new and alternative approaches to how viewers look at an image, shifting the focus from the subject – the letter – to the surrounding space,” says Ellis. “Using the fundamental principles of Gestalt theory, the book encourages the viewer to see and consider the ‘white space’ as much as they see and consider the letter within it. It suggests how context can define or distort a subject, and that if one looks beyond a letter, or any form for that matter, one will find another story.”

A dynamic website based on the book can be seen at <http://www.abseeing.com>, which utilizes both motion and sound to offer an entirely different perspective of Ellis’s art and theory.

About Colleen Ellis

Colleen Ellis is an artist who lives and teaches in Massachusetts. As a manuscript this book was awarded an honorable mention for the *Susan P. Bloom Discovery Award* given by PEN New England Children’s Book Caucus.

About Mark Batty Publisher

Mark Batty Publisher (<http://www.markbattypublisher.com>) is an independent publisher dedicated to making distinctive books on the visual art of communicating, showcasing the visual power and innovation of contemporary culture in all of its varied poses. Today, the visual comes at us from more places than ever, and its dissemination is faster and more advanced every year. Books from Mark Batty Publisher capture this acceleration on the pages of every book. Affordable, well designed, thoughtfully created, and produced to last, MBP books are artful products that readers want to hold onto forever.

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*ABCing: Seeing the Alphabet Differently*  
By Colleen Ellis  
Page Count: 64 pages  
Size: 6.25 x 6.25 inches (15.8 x 15.8 cm)  
Format: Casebound board book  
Publication Date: January 2010

Price: \$24.95  
ISBN: 9780981960043

For a review copy, more information, or to schedule an interview with Colleen Ellis, contact Adri Cowan,  
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