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Graffiti Photography Legend Martha Cooper presents “Name Tagging”
New MBP book collects tagged “Hello My Name Is” stickers

New York, NY – May 20, 2010 – Mark Batty Publisher is proud to announce its second collaboration with famed graffiti photographer, **Martha Cooper**. In her first book with MBP, *Going Postal*, **Cooper** documented postal stickers adorned with some of the best-known street artists’ work. With *Name Tagging*, she presents a dizzying array of “Hello My Name Is” stickers adorned with tags, the origin of graffiti and today’s street art cultures.

Name Tagging recognizes the variety and innovation of tags, crediting the form’s history while demonstrating how old-school methods breed some of today’s most exciting graffiti. **Cooper’s** introduction, artist interviews and colorful photographs make clear how artists famed and anonymous take advantage of the accessibility and practicality of name tag stickers. *Name Tagging* captures the artistry and audacity of these artists and their distinctive tags.

Interviews with ZEPHYR, COST, EDEC, CLAW, TWIST, SURE & FAUST, COSBE, ALONE, CAHBASM, OVERCONSUME and EARWORM reveal the history of this tradition as well as shed light on how some of today’s most prolific writers get up.

“Finding an unusual sticker is definitely more challenging than photographing it, but photography is an excellent way of preserving this very ephemeral art form,” says **Cooper**. “Tags written with markers on name badges enable the intricacies and aesthetics of their styles to be studied and appreciated – that’s what this book is about.”

Other MBP titles sure to appeal to the urban art enthusiast include **Cooper’s** last book with us, *Going Postal*, in addition to: *Bay Area Graffiti – Graffiti Japan – Protest Graffiti Mexico: Oaxaca – Los Angeles Graffiti – Stencil Graffiti Capital: Melbourne – Bathroom Graffiti - Textura: Valencia Street Art – CBGB: Decades of Graffiti – Talk Back: The Bubble Project* and our upcoming *Textura Dos: Buenos Aires Street Art, Poster Boy: The War of Art, New York Dick, L’Image Obscene: Parisian Hospital Break Room Graffiti, and Painted Paris: Secret Underground Graffiti*.

About Martha Cooper

Martha Cooper is a New York-based photojournalist specializing in art and anthropology. She is among the handful of photographers who methodically documented subway graffiti during the 1970s and 1980s. Her body of work is the most extensive and significant of its kind.

She is also the author of MBP’s *Going Postal*.

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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Name Tagging

By Martha Cooper

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Format: Color throughout; Casebound

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For a review copy, more information, or to schedule an interview with **Martha Cooper**, contact Adri Cowan, +1 347.830.6271, adri@markbattypublisher.com.