



Tuesday, September 12, 2006

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Andy Spade's Literary Moment

Six whimsical titles will arrive soon

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(NEW YORK) Andy Spade, creative director and founder of Kate Spade and Jack Spade, has partnered with longtime friend Anthony Sperduti to create the first of six books under the self publishing name Spade & Sperduti Books.

The two first met while working together in the advertising business; earlier in 2006, they decided to collaborate on a series of books based on their observations. They gave photographer Katie Murray the challenge of capturing the imagery and bringing their ideas to life. The resulting titles are simple books with straightforward concepts that are surprisingly insightful. There is *Medical Professionals Smoking*, which captures doctors, nurses, and other health practitioners smoking; *Airport Love*, a collection of photographs that capture an assorted cast of individuals saying hello or goodbye, and *The Benefit of Looking Down*, which looks at scenes seemingly passed on the ground or underfoot. Additional titles include *Thanks A Lot Rudy, 83*, and *Trust Me*.

Spade's first book, *Honesty: A Study*, resulted from purposely leaving 100 wallets in various spots throughout New York City. The study observed each wallet's rate of return under a multitude of conditions.

Spade's new books will be sold be sold at the Jack Spade store and Bond Street Books in New York and at Colette in Paris.

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