



SUSAN KARE **ICONS**

FOR IMMEDIATE RELEASE

**Noted Silicon Valley Iconographer
Launches New Book
“Susan Kare: ICONS”**

*Book is a Compilation of Many of the Most Beloved and Familiar Icons Created
Over the Last 27 Years*

*Selected Icons from the Book are also Available as Signed, Limited Edition
Prints— Including Original Macintosh and Steve Jobs Portrait Icons*

SAN FRANCISCO, November 22, 2011 – Susan Kare, the noted Silicon Valley interface designer, today launched a new book, ***Susan Kare: ICONS***, featuring 80 of her most popular icons created between 1983-2011. The book comprises a collection of original Apple icons including: the Bomb, Watch cursor, Smiling Macintosh, and Moof the Dogcow—and the 1983 and 2011 portrait icons of Steve Jobs, among others.

Kare is the designer of many icons, typefaces and graphics that have been seen daily by millions since the early 1980s—from the command symbol on the Apple keyboard to over 1000 Facebook virtual gifts— along with design work for companies such as PayPal, Glam Media, Microsoft, and Fossil.

“In 1984, one of the Macintosh team's most auspicious early hires was artist Susan Kare who created the engaging original icons for the Mac,” says Steve Silberman, a contributing editor at *Wired* magazine who wrote the foreword to Kare’s ICON book. “The gestures and metaphors of icon-driven computing seem so natural and effortless to us now– that it seems strange to recall navigating in the digital world any other way. Susan’s work has had long-lasting influence, and this book is long overdue.”

ABOUT THE BOOK

Susan Kare: ICONS is a 160-page, 7x7 inch soft-cover art book featuring the “Smiling Macintosh” on its cover. Each book is priced at \$39.95, and signed by the artist. *ICONS* provides a curated look at 80 of Kare's favorite icons created between 1983 and 2011. A magnified view allows the reader to see how the icons were crafted, pixel-by-pixel, with notes by the artist accompanying selected images. The book also displays the icons at their familiar sizes, and features an introductory essay by Steve Silberman, "Signposts in New Space". *Susan Kare: ICONS* is sold exclusively online at www.kareprints.com.

Designers, Mac fans, and computer nerds may want to purchase some of her most memorable icon prints (or be delighted to receive them as gifts). From a mere handful of pixels, Kare created visual metaphors for computer commands that have become part of the visual language of computing, familiar to almost everyone who looks at a screen.

ABOUT SUSAN KARE PRINTS

All of the giclée prints (fine art prints created on an ink-jet printer) are made using archival pigment inks and 100% cotton rag paper. The prints range in size from 8.5 x 11 inches to 30 x 40 inches, and commissioned, custom images are available upon request. There is a limited run of each print size, and each is inspected, signed and numbered personally by Susan Kare. Icons offered cover a wide range of her work from the classic computer user interface elements and familiar digital Solitaire cards, to a variety of iconic images from Facebook virtual gifts such as a love letter, disco ball, and a coffee cup titled "Caffeine" from a series of bad habits images for the Museum of Modern Art in New York.

ABOUT SUSAN KARE

Susan Kare User Interface Graphics is a digital design practice in San Francisco, California. Her high school friend, Andy Hertzfeld, recruited Susan Kare to Apple, Inc. in the early 1980s. She originally worked in the Macintosh software group to design user interface graphics and fonts; her business cards read "Macintosh Artist." Following her time at Apple, Kare joined Steve Jobs at NeXT Computer as the Creative Director, and hired her design hero, Paul Rand, to create the NeXT logo.

According to the Museum of Modern Art in New York, Susan Kare is "a pioneering and influential computer iconographer. Since 1983, Kare has designed thousands of icons for the world's leading technology companies. Utilizing a minimalist grid of pixels and constructed with mosaic-like precision, her icons communicate their function immediately and memorably, with wit and style."

Kare graduated from Mount Holyoke College and received MA and Ph.D. degrees from New York University. An avid surfer and skier, she lives in Northern California with her three sons, and two Australian Shepherds.

The book and prints are available online at <http://www.kareprints.com>

MEDIA CONTACT

Amy Bonetti Price, Big Mouth PR
415-407-9008, amy@bigmouthpr.com

#