

Meet the publisher which will survive digital Armageddon: Taschen

Today I've found in my mailbox a nice surprise; Taschen Books' Summer catalog/magazine, featuring a wonderful portrait of Queen Elizabeth II of the United Kingdom (and some other territories around the globe, quite exotic a few of them, as Wikipedia quickly informs me) on its cover, promoting a Jubilee special book.

Browsing the magazine (I resist to call it catalog, albeit it certainly is), I cannot but get amazed at its wonderful design, picture quality, and literary quality of the small articles presenting the featured books; even the paper has a great feel. Only one word can describe it properly: "Love". Yes, this humble piece of advertising is done with far more care than many "real" magazines; browsing through it is genuinely pleasant and, when the moment comes, I'll be really sorry to discard it. I own several Taschen books and I love them for the same reason; they are Love encapsulated in paper.

And I realize that, if there is a publisher which will surely survive the digital Armageddon, it is Taschen. And well deserved it will be. I can't think right now of a publisher with a more clear understanding of what their particular niche of customers want, and does more to bring it to them. In the days when everybody talks of "content", Taschen has understood that they can sell not only great content but also, deeply imbricated in it, a great container.

A Taschen book is not a reading but a sensorial event; paper thickness and gloss, weight, texture, make it a more-than-one sense experience, mixing at least sight and touch, and even hearing.

iPads will certainly kill a lot of publishers in the coming years; and well deserved it will be, I'll be there to greet their demise with joy. But Taschen will stay and thrive for as long as it can put some much passion, so much Love in what they do.

Well done, Mr. Benedikt Taschen, well done.

