



PIGHOG PRESS

**PRESS RELEASE: INNOVATIVE POETRY AND ART BOOK
UNDERScores IMPORTANCE OF THE SMALL PRESS**

At a time when some say the future of the publishing industry is in doubt, it's inspiring to see that not all books have to fit the template laid out by the big players. *Postcards from the 7th Floor* is a brilliant new experiment in verse and image by Iain Sinclair and Oona Grimes, one that exemplifies the flexibility of the small press. A unique 2-in-1 volume, it reads as a poetry book from one end and an artist's book from the other.

Both author and artist respond to Marine Court, an imposing modernist tower block in St Leonards-on-Sea; each mapping the territory with their own unique approach. This isn't a case of pictures illustrating a story: the two books are complex companions, inviting us into their mesmerising conversation, a world of fading dreams and uncovered histories.

Sinclair is famed for seminal novels such as *White Chappell*, *Scarlet Tracings*; *Radon Daughters*, and the renowned literary geography *London Orbital*. Grimes, who describes her work for the book as "Tex Avery chasing Hitchcock through the corridors of the Overlook Hotel", is celebrated for her playful and filmic drawings, as featured in her recent *Conversations with Angels* exhibition and in Sinclair's *Hackney*, *That Rose-Red Empire*.

Founded in 2002, Pighog is an award-winning publisher based in Brighton, UK. We publish high-quality original work from a diverse range of regional international voices. The small press is all about being able to offer readers a different experience, and in this case we believe we've raised the bar by giving bright young designer Aneel Kalsi free reign to create a visually dynamic format that really does Sinclair and Grimes justice. (293 words)

INFORMATION FOR EDITORS

***Postcards from the 7th Floor* will be launched on National Poetry Day, 7th October, at Danielle Arnaud contemporary art. Press Launch with the authors 6 - 7 pm. Please see the attached invitation for full information.**

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