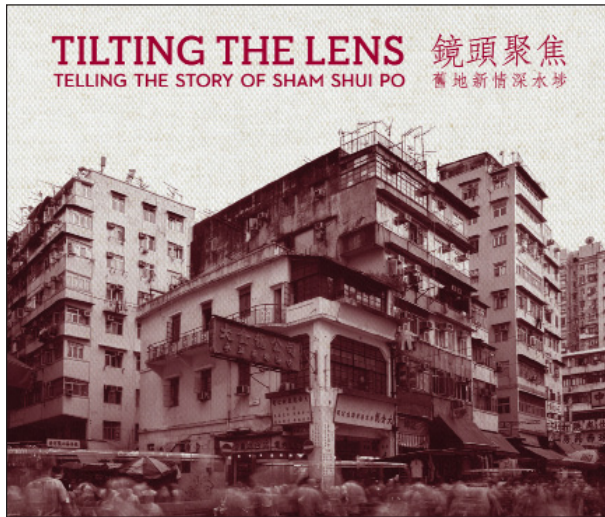

FOR IMMEDIATE RELEASE**Savannah College of Art and Design (SCAD) announces upcoming release of *Tilting the Lens: Telling the Story of Sham Shui Po*****U.S. Release: March 2012 | International Release: May 2012**

SAVANNAH, Georgia, Jan. 26, 2011 – **The Savannah College of Art and Design (SCAD)** announces the upcoming release of *Tilting the Lens: Telling the Story of Sham Shui Po*. A luxurious monograph containing nearly 200 arresting images, *Tilting the Lens* offers a remarkable documentation of the people, architectural heritage and ever-changing cityscape of Hong Kong's Sham Shui Po district, a culturally diverse area of the city that has remained largely undocumented until now.

The result of a yearlong collaborative project with undergraduate and graduate graphic design, historic preservation and photography students and faculty at SCAD's Hong Kong location, *Tilting the Lens* is a first-of-its-kind study of one of Hong Kong's oldest and most distinctive neighborhoods. Under the direction of professors Steve Aishman, Fathi Bakkoush, Johnathan Farris and Bob Dickensheets, SCAD students studied the architectural history of the area and documented the built environment and culture. With a combination of sweeping photographic spreads and intriguing detail shots, the book explores many facets of architecture and daily life of Sham Shui Po, from the coexistence of 19th-century temples and towering modern skyscrapers and shops, to the observances of distinct, ancient customs that have been adapted for the 21st century.

Tilting the Lens is an especially significant project for SCAD: in 2009, the university opened SCAD Hong Kong, the first and only university fully dedicated to art and design in Hong Kong. Located in the historic former North Kowloon Magistracy Building in the heart of Sham Shui Po, SCAD Hong Kong brings prestigious art and design education to Asia. Through careful conservation and expert renovation, SCAD has adapted its unique Hong Kong facility to include a library and art gallery, as well

as digital labs, studios, classrooms and lecture halls. The Hong Kong location offers eight programs of study in which students can earn a Bachelor of Fine Arts, Master of Arts or Master of Fine Arts degree.

Tilting the Lens is the latest publication to be produced by Design Press, SCAD's book packaging division. Design Press focuses on the creation of illustrated and photographic books that reflect and reinforce the award-winning talents of SCAD faculty, alumni and student artists. Developing both original and commissioned editions, Design Press manages projects through all creative phases. Previous titles packaged by Design Press include *House in the South: Old-Fashioned Graciousness for New-Fashioned Times* (Clarkson Potter), *Perfect Porches: Designing Welcoming Spaces for Outdoor Living* (Clarkson Potter) and *The Patchwork Path: A Quilt Map to Freedom* (Candlewick), among many others. *Tilting the Lens* is the largest and first international title to be self-published entirely by SCAD. *Tilting the Lens* is available in a bilingual edition (English and Cantonese) and will be released in the United States in March 2012 and internationally in May 2012.

Tilting the Lens: Telling the Story of Sham Shui Po

12 x 10.25 IN / 30.5 x 26 CM

228 PP, Hardcover, Bilingual in English and Cantonese

978-0-615-56363-3

Price: \$ 60.00 USD; € 48,00; HK \$480.00

Published by: SCAD/Design Press

U.S. Release: March 2012 | International Release: May 2012

A list of retail locations where *Tilting the Lens: Telling the Story of Sham Shui Po* will be sold will be announced in March 2012.

SCAD: The University for Creative Careers

The Savannah College of Art and Design is a private, nonprofit, accredited institution conferring bachelor's and master's degrees at distinctive locations and online to prepare talented students for professional careers. SCAD offers degrees in more than 40 areas of study, as well as minors in nearly 60 disciplines in Savannah and Atlanta, Georgia; in Hong Kong; in Lacoste, France; and online through SCAD eLearning.

SCAD has more than 20,000 alumni and offers an exceptional education and unparalleled career preparation. The diverse student body, consisting of more than 11,000 students, comes from all 50 United States and more than 100 countries worldwide. Each student is nurtured and motivated by a faculty of more than 700 professors with extraordinary academic credentials and valuable professional experience. These professors emphasize learning through individual attention in an inspiring university environment. SCAD's innovative curriculum is enhanced by advanced, professional-level technology, equipment and learning resources and has garnered acclaim from respected organizations and publications, including 3D World, American Institute of Architects, BusinessWeek, DesignIntelligence, U.S. News & World Report and the Los Angeles Times.

For more information, visit scad.edu.

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