

PRESS RELEASE:



BLUE GUIDES' SMALL FORMAT ART/SHOP/EAT GUIDES RELAUNCHED

November 2007

Somerset Books, publishers of the Blue Guides, today announced the relaunch of its successful small format **art/shop/eat** short break guides, “the ideal companion to the perfect cultural break”.

Following the launch of the first **art/shop/eat** guide in 2004, travel publishers have launched other, successful small guide books: Phaidon’s “Wallpaper” city guides focused on designer living have been well received, Time Out’s annual “Shortlist” guides play to the Time Out brand’s strength, while Rough Guides have launched “Directions”. Now Blue Guides are again redefining the category with their new, short, all colour cultural guides. “We’d sold over 100,000 of the old **art/shop/eats** and they continue to sell, so for a small publisher it was a brave decision to relaunch them. But what we are giving people now is a more concise, crisper-looking, pocket-sized book making full use of the new mapping, diagrams and floorplans which we have commissioned for our new all colour Blue Guides. This means that we can sell these high specification, all colour books at £4.99 which we expect to be an unbeatable combination for the more culture-oriented short-break traveller” said publisher Tom Howells.



Contact: Sophie Livall, *Series editor* editorial@blueguides.com

About Somerset Books: Somerset publishes high quality travel guides for the independent traveller under the series names **Blue Guides**, **art/shop/eat** and **Visible Cities**. The first Blue Guide was published in 1918, Somerset is continuing the tradition of erudite and comprehensive guides, now in full colour with great diagrams, maps, floor plans and photographs. Details of the current art/shop/eat list can be found at www.artshopeat.com, more on Somerset Books on www.blueguides.com.