



CONTEMPORARY CARIBBEAN ARCHITECTURE

SPONSORSHIP PROPOSAL

ALIGN YOUR
BRAND WITH THE
QUINTESSENTIAL
PUBLICATION OF
CONTEMPORARY
ARCHITECTURE IN
THE CARIBBEAN

COMING: OCTOBER 2015



ABOUT THE BOOK

Contemporary Caribbean Architecture is a Collectors' Limited Edition large-format, 300-page book that focuses on 40+ design projects throughout the region. It will be published and launched in Trinidad in October 2015.

The book will consist of a brief introduction by architectural photographer, Brian Lewis (bio on following page) as well as two short essays – one on architecture and one on photography. Authors for these two texts are to be confirmed, but field experts Mark Raymond and Mark Lyndersay have been approached.

The main section (250+ pages) of the book will be architectural photography – each project will be represented by anywhere from four to 12 colour images.

SPECS

Publishers: LUMIS Photography + acla:works

Projects: 40+

Size: 10.5" x 14" portrait (closed)

Quantity: 300

Contents: 300 pages + cover

Paper: Text: 150 gr UPM Finesse Silk

Endpapers: Printed 4-colour

Cover: Hardcover cloth wrap + foil stamping on front and spine + dust jacket

Ink: Full-colour throughout



BRIAN LEWIS

Brian Lewis qualified as an architect at the Architectural Association School of Architecture in London in 1970 and has been in private practice for over 40 years. Brian has had a lifelong passion for both architecture and architectural photography and is well known and respected in both fields.

Currently Brian is the Practice Manager of the well known architectural firm acla:works that will be celebrating its 70th year in operation in 2015. Over the years Brian has been involved in a variety of prestigious architectural projects - his more recent well-known projects are the University of Trinidad and Tobago at Tamana, the British Gas Headquarters in St. Clair Avenue and a number of bank branches and office buildings for Republic Bank.

Brian has had a long-standing interest in photography that began at age 12 when he met Norman Parkinson, a world-famous fashion photographer that his firm designed a house for in Castara, Tobago. Over the years he continued his interest by photographing projects as a student of architecture and later for his own firm. More recently he has decided to make architectural photography a second career acquiring the necessary specialized photographic equipment and attending a number of architectural photographic workshops. Brian is a member of the American Society of Media Photographers, American Photographic Artists and the International Association of Architectural Photographers.



PUBLISHERS

Contemporary Caribbean Architecture will be published by **LUMIS Photography** and Trinidad & Tobago-based architecture + interiors firm, **acla:works**. The October 2015 launch of the book will celebrate the 70th anniversary of the firm.



LUMIS Photography was founded by architect/photographer, Brian Lewis, in 2012. LUMIS offers architectural photography services to present architecture within the Caribbean to a wide range of clients, including architects, developers, project owners, realtors, contractors etc.



acla:works is an architecture and interiors practice with extensive experience throughout the Caribbean. Active since 1944, the firm remains a leader in design, and has been praised for its use of technology and its push towards sustainable architecture.



EXHIBITION

As an accompaniment to the Contemporary Caribbean Architecture publication, we are also considering an exhibition of photographs contained in the book. These images will be carefully curated to present a wide cross-section of the range of projects and islands represented in the publication. This first ever Architectural Photography exhibition to be held in Trinidad & Tobago will feature approximately 40 large-format, high-quality colour prints.

Due to the cost of printing images of a high caliber, and producing supporting materials for their promotion, the exhibition will only be confirmed once we have secured one sponsor at the highest sponsorship tier (TT \$75,000). That sponsor would have exclusive branding of the exhibition – an opportunity for even greater exposure around the project.

Venues for the exhibition are currently being considered and will be confirmed once funding is in place. See page 10 for more on sponsorship.



WHY THIS BOOK?

Architecture in its best form contributes to the built environment and can raise the human spirit. In the Caribbean there is a long history of colonial architecture introduced by settlers from the First World that formed complex strains of a vernacular popularly known as Caribbean Architecture. In the face of a significant body of colonial architecture, architects faced a challenge to introduce contemporary design since there were few built examples to inform public awareness. Brian decided to produce a publication on Contemporary Caribbean Architecture with the aim of providing a new reference point for contemporary architecture in the Caribbean. As such this will be the first publication of its kind with over 40 projects selected and photographed by Brian from various islands in the Caribbean. The book has been four years in the making and promises to be a collector's publication. Brian was also responsible for the publication of *Manikin: The Art and Architecture of Anthony C. Lewis*.

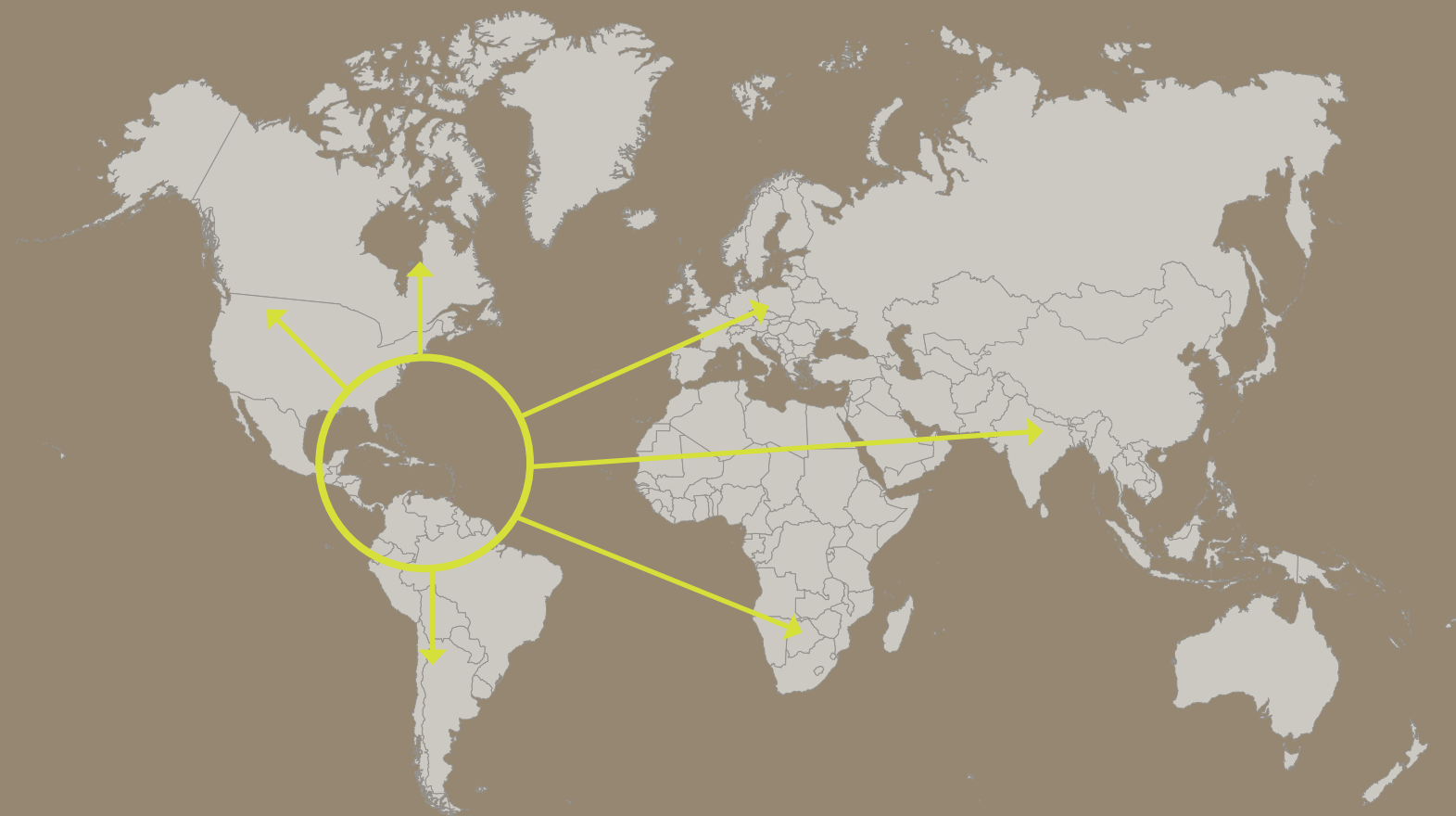
Architecture first needs to be comprehensible in order to be appreciated and photography is a powerful media to help achieve this. Stunning architectural images can even inspire. The architecture we choose to photograph, and how we photograph it is a reflection of what we think, feel and believe. My photography is the world of architecture made visible through my unique experience and vision as an architect and photographer: for me architecture and its photography are inextricably connected. I believe that creating architecture is one way to make a contribution and, for me, another way is via the medium of architectural photography. I really enjoy photographing contemporary architecture, searching for and capturing the design intent. I believe that by presenting the design intent of a building I can enhance the appreciation of architecture and its architects.

– Brian Lewis

TARGET

CARIBBEAN-FOCUSED, GLOBAL APPEAL

Due to its subject matter and meticulous imagery and design, Contemporary Caribbean Architecture will appeal to a wide cross-section, both regionally and internationally:



CONTEMPORARY CARIBBEAN ARCHITECTURE WILL APPEAL TO

- Architects
- Designers
- Builders
- Building Product Suppliers and Manufacturers
- Developers
- Interior designers
- Photographers
- Professors/students of Caribbean Studies, Architecture, Photography
- Book Collectors
- Art lovers
- Other cultural sectors

The background of the entire page is a photograph of a wooden architectural structure, possibly a balcony or a pergola, with vertical wooden slats and horizontal beams. The structure is set against a clear, bright blue sky. The lighting suggests it's daytime, with some shadows visible on the wood.

WHY SUPPORT?

With your company's involvement, Contemporary Caribbean Architecture will be an opportunity to recognize and acknowledge the built landscape of the region, and to help solidify the Caribbean's place on the global architecture and photography map. Your company will benefit from the exposure and public recognition of its association with this landmark publication.

SPONSORSHIP LEVELS + BENEFITS >

\$TT 75,000

\$US12,000 / £7,500

Company logo on colophon (credits)
page of the book

“This book was made possible, in part,
through the financial contribution of
[Company Name] to appear in the book

Company logo on invitation to book
launch and any related launch materials

Company name recognition in all related
press releases

Company logo recognition on LUMIS
Photography website

Brand placement on LUMIS / book
Facebook page

Company name on book poster

Speaking opportunity at book launch

30 copies of the book

EXCLUSIVE sponsorship of related
exhibition* of photographs in book –
logo placement on exhibition invite, wall
graphics, poster + any related materials

** This item to be confirmed only upon
securing sponsorship*

\$TT 50,000

\$US7,850 / £5,000

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Photography website

Brand placement on LUMIS / book
Facebook page

Company name on book poster

Speaking opportunity at book launch

20 copies of the book

\$TTT 20,000

\$US 3,150 / £2,000

Company logo on colophon (credits)
page of the book

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[Company Name] to appear in the book

Company name on invitation to book
launch and any related launch materials

Company name recognition in all related
press releases

Company name recognition on LUMIS
Photography website

Name recognition on LUMIS / book
Facebook page

5 copies of the book

\$TTT 5,000

\$US 785 / £500

“This book was made possible, in part,
through the financial contribution of
[Company Name] to appear in the book

Verbal name recognition at book launch

Company name recognition on LUMIS
Photography website

Company name recognition in all related
press releases

2 copies of the book



**THANK YOU FOR TAKING THE TIME TO
REVIEW THIS PROPOSAL**

We hope you will consider becoming part of this landmark publication. Should you have any queries, please contact Brian Lewis: info@lumisphotography.com or Cathy Lewis at 868.632.1242

