

PHAIDON

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One hundred years ago Phaidon was founded in Vienna by Dr Béla Horovitz, Frederick 'Fritz' Ungar, and Ludwig Goldscheider. Phaidon's name referenced Phaedo, a Greek philosopher and pupil of Socrates, and recognized the founders' love for classical culture. The company's vision was to create high-quality art books at affordable prices, with elegant layouts and high production values – something that had not been done before. Phaidon invented the accessible art book.

With headquarters in London and New York, and offices in Paris and Berlin, Phaidon's history includes many milestones. In 1950, E. H. Gombrich's landmark *The Story of Art* was first released, which has sold more than eight million copies in forty languages. In 2005, we published *The Silver Spoon*, a seminal Italian cookbook that has sold more than one million copies in eight editions. More recently, we have published globally best-selling books made in collaboration with the global superstar Rihanna, children's books by leading artists such as JR and Jean Jullien, and ground-breaking brands including NIKE and Supreme.

Today, Phaidon is the leading global publisher in the creative arts, with fifty million books sold in forty languages in over 100 countries. In 2014, we welcomed the online art platform Artspace, and, in 2020, the prestigious publishing house The Monacelli Press. With a cutting-edge digital presence at the heart of our commercial operation, Phaidon is perfectly positioned for the contemporary marketplace.

One hundred years after the creation of our earliest publications, Phaidon's Fall 2023 list exemplifies many firsts – in subject areas, production values, and content – and demonstrates our belief that future generations will covet and value our books. As we celebrate our history and founders, one thing hasn't changed: the belief that books should enlighten, delight, and inspire. We pride ourselves on providing a global platform for creative expression and elevating our books to an art form themselves. We look forward to the next 100 years.

Keith Fox, CEO