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Melanie Gasmen
melanie@knockknockstuff.com
310.396.4132, ext. 314

**KNOCK KNOCK ANNOUNCES PLUMB,
A NEW JOURNAL LINE BY CONTEMPORARY ARTISTS**

Plumb debuts design-driven journals made by and for creative people

VENICE, California, Dec. 16, 2013—Plumb, a new brand of journals created by contemporary artists, debuts 11 pieces for Spring 2014. Conceived in collaboration with San Francisco–based artist Tucker Nichols and design firm MacFadden & Thorpe, Plumb originates from the belief that people want more than blank books to store their ideas. Each season, the brand will work with three established artists to create journals and sketchbooks inspired by their creative processes, considering every element from inside to outside, paper to binding, size to function, in order to provide tools to help users get their creative balls rolling. The unique results stand apart from other, generic volumes, redefining the art of journal making.

For Spring 2014, Plumb’s artists are Tucker Nichols, known for his smartly funny drawings and large-scale gallery installations; Sumi Ink Club, a Los Angeles–based participatory drawing project led by Sarah Rara and Luke Fischbeck; and Brooklyn painter Katherine Bradford, who is inspired by water and superheroes.

According to Tucker Nichols, whose founding vision will continue to animate the brand, “There are a ton of notebooks out in the world but none of them are quite what I was looking for. The idea of artists designing notebooks that actually fit how we want to work provided a fun boundary for me—the right amount of problem to solve. But it’s the team behind Plumb that drew me in: book designers MacFadden & Thorpe and I support the artists in translating their vision to journals, while product company Knock Knock knows how to get products into the world.”

Knock Knock, publisher of witty gifts and books since 2002, is excited to expand its portfolio via creative collaboration. Jen Bilik, Knock Knock’s founder, says

“We’ve wanted to do beautiful journals for a long time but didn’t have the right concept until now. We couldn’t be prouder of this inaugural collection.”

Plumb will be making its first appearance at the Atlanta International Gift & Home Furnishings Market, on January 7–14. To view the full collection, stop by the Just Got 2 Have It! Showroom at the AmericasMart, Building 2, Suite 1721. Plumb will also be debuting at NY NOW at the Javits Center, booth #7404, on February 1–6.

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About Plumb

Plumb, a collaboration between artist Tucker Nichols, design firm MacFadden & Thorpe, and product company Knock Knock, offers an inventive approach to journals and notebooks: idea repositories for creative people as envisioned by contemporary artists.

Visit the Plumb line at www.plumbgoods.com.