



CHRONICLE BOOKS

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FOR IMMEDIATE RELEASE

Chronicle Books launches Chronicle Chroma, a new visual books imprint debuting in Fall 2019

SAN FRANCISCO, MAY 20, 2019: Chronicle Books announced the creation of **Chronicle Chroma**, a new imprint that will publish books on the visual arts and pop culture. Chronicle Chroma is led by Steve Crist and Gloria Fowler, who were the publishers of AMMO Books for 13 years. The imprint will be based in Los Angeles.

Chronicle Chroma will debut in Fall 2019 with four books: *Ballerina Project*, which showcases Dane Shitagi's photographs of more than 50 renowned ballet dancers in unexpected settings all over the world; *Silver. Skate. Seventies.*, a collection of never-before-seen photos of the 1970s Southern California skateboard scene by celebrated photographer Hugh Holland; *Tree of Life*, a monograph by Tim Biskup, whose work spans animation, drawing, painting, and sculpture; and *Dream Baby Dream* by award-winning photographer Jimmy Marble. The list will also include deluxe limited editions of select titles as well as postcard sets inspired by the books.

The creation of this new Los Angeles-based imprint strengthens Chronicle Books' position as the premier visual publisher on the West Coast. It is one of two new imprints Chronicle Books launched this year. (Chronicle Prism was announced in March 2019.) These imprints represent a major step in Chronicle Books' growth strategy spearheaded by company president Tyrrell Mahoney.

Tyrrell Mahoney said, "Chronicle Chroma is led by two brilliant and accomplished publishing pros who bring their unique editorial vision and California aesthetic this new imprint. Chronicle Books is well positioned to expand our publishing program in the U.S. and around the world, and we could not imagine a better team to partner with than Steve and Gloria."

"We are excited to join the Chronicle Books team and contribute to one of the most respected and best run companies in book publishing," said Steve Crist. "We are really looking forward to creating a distinct and curated list of Chronicle Chroma titles within Chronicle Books' already impressive publishing program," said Gloria Fowler.

CHRONICLE BOOKS LLC

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About Chronicle Books: One of the most admired and respected publishing companies in the U.S., Chronicle Books was founded in 1967 and over the years has developed a reputation for award-winning, innovative books. Recognized as one of the 50 best small companies to work for in the U.S. (and the only independent publisher to receive this award), the company continues to challenge conventional publishing wisdom, setting trends in both subject and format, maintaining a list that includes much-admired illustrated books and gift products in design, art, architecture, photography, food, lifestyle, pop culture, and acclaimed children's titles. Chronicle Books' objective is to create and distribute exceptional publishing that's instantly recognizable for its spirit, creativity, and value. For more information about Chronicle Books, visit www.chroniclebooks.com.

Chronicle Chroma publishes books that celebrate the visual arts and pop culture, from mid-century design icons to current contemporary artists in photography, film, fashion, illustration, architecture, and design. Based in Los Angeles, Chronicle Chroma combines an editorial and visual approach influenced by a California aesthetic with the same great design and packaging Chronicle Books is known for.

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