



ABRAMS The Art of Books
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For Immediate Release

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LITERARY GIFT BRAND OBVIOUS STATE TO BE DISTRIBUTED BY ABRAMS

MAY 23, 2018 – New York, NY – Obvious State, a creative studio and popular literary gift brand, and the esteemed book publisher ABRAMS are thrilled to announce their distribution partnership beginning June 1.

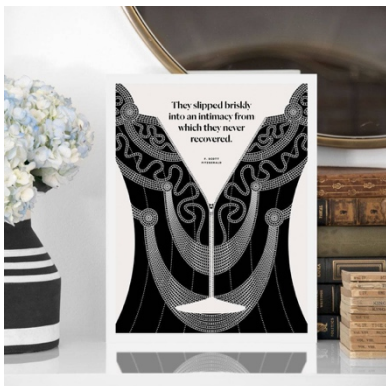
Cofounded by husband-and-wife team Nichole and Evan Robertson, Obvious State creates original art and unique gift items inspired by classic literature, philosophy, and poetry. Their witty, cleverly illustrated literary goods spark conversation and bring aesthetic joy to everyday objects. All of their art prints, paper goods, totes, and mugs are meticulously crafted in the United States and printed on the finest papers and materials. Since founding the company in 2011 their art collection, which includes hundreds of original pieces, has garnered praise from the press and instigated partnerships with the Metropolitan Museum of Art, the Library of Congress, filmmakers, bookstores, and boutiques.

“We are thrilled to announce our distribution partnership with ABRAMS, a publisher we’ve long revered and with whom we share aesthetic sensibilities and an affinity for books, design, and literary culture. Both the executive and sales teams have demonstrated a deep appreciation for our work, and we’re delighted that our wholesale distribution will be in capable hands with an exemplary track record,” says Evan Robertson.

“With our expertise selling illustrated books as well as our own gift and stationery line, we believe that we can be quite successful expanding the distribution of Obvious State’s highly curated products. Our two companies share a love for words and beautiful objects,” says Michael Jacobs, President and CEO of ABRAMS.

Obvious State’s art prints, totes, mugs, and paper goods are sold in more than 500 bookstores and boutiques worldwide as well as online at obviousstate.com.

List of Obvious State’s Products:



ART PRINTS on premium, archival paper that’s milled in the U.S. The matte paper has a beautiful, slightly textured finish that showcases the high-density inks.



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TOTE BAGS handsewn in a small shop in Brooklyn, NY. Each 13 x 15-inch slim tote is constructed with premium 100% natural cotton canvas and 24" handles. There's a roomy interior pocket and a one-inch gusset.



U.S.-printed 15-ounce **MUGS** that have roomy handles and are dishwasher and microwave safe.

PAPER GOODS such as bookmarks and postcard sets are made with premium paper milled in the U.S.



ABRAMS

Founded in 1949, ABRAMS was the first company in the United States to specialize in publishing art and illustrated books. The company continues to publish critically acclaimed and bestselling works in the areas of art, photography, cooking, craft, comics, interior and garden design, entertainment, fashion, and popular culture; children's books ranging from young adult fiction to picture books to board books. ABRAMS creates and distributes brilliantly designed visual books with the highest production values under the following imprints: Abrams; Abrams ComicArts; Abrams Image; Abrams Press; Abrams Books for Young Readers; Amulet Books; Abrams Appleseed; and a gift and stationery line, Abrams Noterie.