

Media Release

Chiefs of Staff, News Directors

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The Making of MONA takes out national design award

University of Tasmania sociologist and design expert Professor Adrian Franklin's book *The Making of MONA* has received a national design award.

The 360-page hardback took out the Best Designed Fully Illustrated Book Over \$50 category at the 63rd Australian Book Design Awards in Sydney on the weekend.

The book follows the incredible story to MONA's evolution and was published internationally by Penguin in October last year. It sold out its first print run within two months.

"I'm really pleased about this because as I was writing the book and putting the illustrations together I was thinking: This has got to measure up to the aesthetic class of its subject, "How will I do that?," Professor Franklin said.

"The answer was very, very painstakingly and slowly. It is a beautiful book and it's been fantastic to work with top creative people at MONA and Penguin."

Professor Franklin was given rare access to go behind-the-scenes in order to understand how MONA came to be, tracing its origins, revolutionary aims, architectural and building processes through to the branding and curatorial approach.

The book is part of a multi-institutional, four-year research study led by Professor Franklin into the evolution of MONA and its ongoing success with audiences.

The Australian Research Council-funded study is in partnership with Monash University, University of Melbourne, the State Government and the Hobart and Glenorchy councils.

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