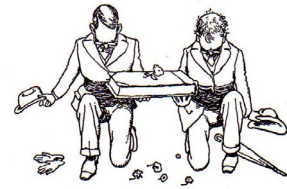


VERY HEATH ROBINSON

STORIES OF HIS ABSURDLY INGENIOUS WORLD

PUBLICITY 2017

'This is a book which warms your heart and allows you to revel in the skill and imagination of one of the great British illustrators. Fantastic stuff.'
– Derek Brazell, The Association of Illustrators



OVERVIEW

- Over 300 illustrations by Heath Robinson, the visionary genius with a much-loved brand of humour
- Definitive work on the master contraptioneer and his times
- By Adam Hart-Davis, science writer and presenter of *What the Romans Did for Us*
- Foreword by Philip Pullman, author of the award-winning trilogy, *His Dark Materials*
- Limited edition of 200 copies numbered and signed by the author, with a Heath Robinson print and special presentation box

HIGHLIGHTS

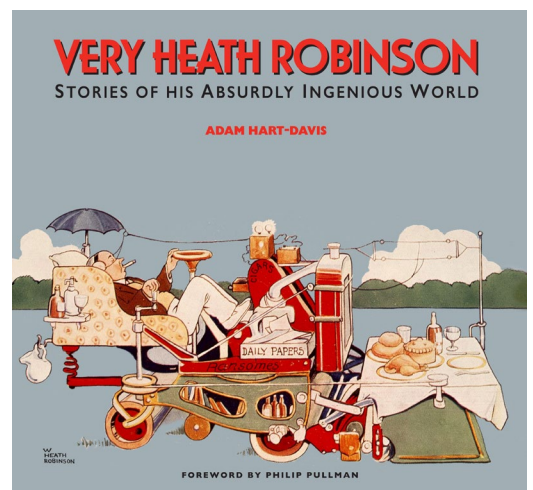
- April: successful Kickstarter crowd-funding campaign
- May: extracts in the *Telegraph Review* and *The Spectator*. Reviews in *Country Life* and *i News*
- June: Adam Hart-Davis speaks about *Very Heath Robinson* at the Hay Festival
- July: Adam Hart-Davis speaks at *The Oldie* Literary Lunch; review confirmed in *Best of British*
- August/September: review confirmed in autumn issue of *This England*; contraption-building competition opens with £5,000 first prize
- *The One Show*, BBC 1: broadcast on contraption competition under discussion

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www.sheldrakepress.co.uk

Trade customers please call 01235 4655000, write to
orders@orcabookservices.co.uk
or visit www.orcabookservices.co.uk

Individual customers please visit
www.sheldrakepress.co.uk/product/very-heath-robinson/

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HEATH ROBINSON REVIVAL

- Sheldrake Press are riding a wave of renewed interest in William Heath Robinson.
- In 2016 Heath Robinson exhibitions were held at a number of venues including The Royal Academy of Art and The Georgian restaurant at Harrods. Diarmuid Gavin's Heath Robinson-inspired garden at the Chelsea Flower Show won Silver Gilt on 28th May.
- In October 2016 the Heath Robinson Museum was opened with Heritage Lottery Fund support. Michael Rosen, the former children's poet laureate and patron of the museum, gave the opening speech.
- Alongside the permanent exhibition at the Heath Robinson Museum, temporary exhibitions were staged on Heath Robinson at War (15th October 2016 – 8th January 2017) and the Brothers Robinson (21st January – 26th March 2017).

TARGET AUDIENCES

- Baby-boomers, who already know and love Heath Robinson
- Collectors
- Social historians
- Fans of Adam Hart-Davis
- Gift-book buyers



PR AND MARKETING CAMPAIGN

- Sheldrake Press are running an energetic marketing campaign for *Very Heath Robinson*. They are hosting events, such as a contraption competition, to add to the publicity and are taking every opportunity to promote their high-profile author, the television presenter and science writer Adam Hart-Davis.
- Sheldrake Press have had their web-site completely rebuilt to promote *Very Heath Robinson* on-line.
- Posts about the book, Heath Robinson, the Heath Robinson Museum and the contraption competition are appearing on Twitter, Facebook and Instagram with the hashtag #VeryHeathRobinson.
- *Very Heath Robinson* greetings cards and prints have been designed and will be sold to promote the book.
- Sheldrake Press have commissioned Katrina Power to manage the PR. A book publishing specialist, she has achieved big media coverage for other high-profile authors including David Attenborough, Michael Palin and Gordon Ramsay. Katrina Power has secured the following press coverage:

APRIL

Western Morning News Feature in *Westcountry Life*, 20th April

BBC Radio Ulster Adam Hart-Davis interviewed, 29th April

MAY

<i>i News</i>	Book featured as the Coffee Table Choice, 5 th May
Talk Radio Europe	Adam Hart-Davis interviewed on Giles Brown's <i>Let's Talk</i> , 8 th May
<i>Country Life</i>	Book review, 17 th May
BBC Radio Devon	Adam Hart-Davis interviewed and a book given away, 19 th May
<i>Telegraph Review</i>	Extract of Foreword by Philip Pullman, 20 th May
<i>The Spectator</i>	Book extract, 20 th May
<i>Irish World</i>	Adam Hart-Davis interviewed, 23 rd May
<i>The Lady</i>	Extract from Foreword by Philip Pullman, 23 rd May
<i>Country Walking</i>	Adam Hart-Davis guest column, 23 rd May
<i>Female First</i>	Adam Hart-Davis feature, 25 th May

JUNE

Hay Festival	Author talk, 4 th June
Association of Illustrators	Book review for AOI blog and reader offer, 5 th June
<i>Surrey Life</i>	Book review, June issue
<i>E&T Magazine</i>	Four-page feature, June issue
<i>New Design Magazine</i>	Book review confirmed; feature under consideration

JULY

<i>The Oldie</i> Literary Lunch	Adam Hart-Davis guest speaker, 4 th July
<i>Optima</i>	Book review, 17 th July
<i>Best of British</i>	Book review, July issue
<i>Crafts Magazine</i>	Books round-up

FORTHCOMING

<i>This England</i>	Book review and reader offer, August
Contraption Competition	Competition to build a Heath Robinson-style contraption with first prize of £5,000, September
<i>The One Show</i>	Spot on contraption competition
<i>The London Economic</i>	Feature
Illustration Age	Video book review on-line
<i>PopcornUK</i>	Adam Hart-Davis interviewed

