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FOR IMMEDIATE RELEASE

Peter Bilak of Typotheque type foundry has just released the first issue of *Works That Work*, 'a magazine of unexpected creativity'. As the title and tagline suggest, it is dedicated to exploring various manifestations of human creativity. As Bilak puts it, 'one of the fundamental assertions of *Works That Work* is that creativity is not the exclusive domain of artists or designers, but something that surrounds us in our daily lives, something so embedded in our everyday experience that it often escapes our attention.'

Aware that other magazines are shrinking in size and readership, Bilak began with a crowdfunding campaign to see whether there was space on the market for the project. He met with a tremendous response: in less than a week, he met a target, and by the time the magazine was published over a thousand readers and advertisers pledged over €30.000, enough to cover the costs of the first issue.

That first issue contains original, in-depth essays on such diverse topics as graphic design, urban design and business organisation; photo essays about refugee camp gardens, army chefs and improvised furniture; an interview with translator and editor Linda Asher, and a complete one-act play by David Ives.

The magazine will be published every six months in both paper and digital (online and tablet) editions, and the paper version will be distributed both by post and by a 'social distribution' network that gives readers an opportunity to help distribute the magazine and share in its profits.

For more information, visit worksthatwork.com
Download images on worksthatwork.com/press
For extra information and interviews write to editor@worksthatwork.com

Quotes:

'Works That Work is a magazine for the curious mind, endeavouring to surprise its readers with a rich mix of diverse subjects connected by the theme of human creativity, searching for a deeper understanding of work and its motives.'

'We started Works That Work because we ourselves are fascinated by how, why and what people create.'

'We don't know where this project will lead us, but we are very much looking forward to the trip.'