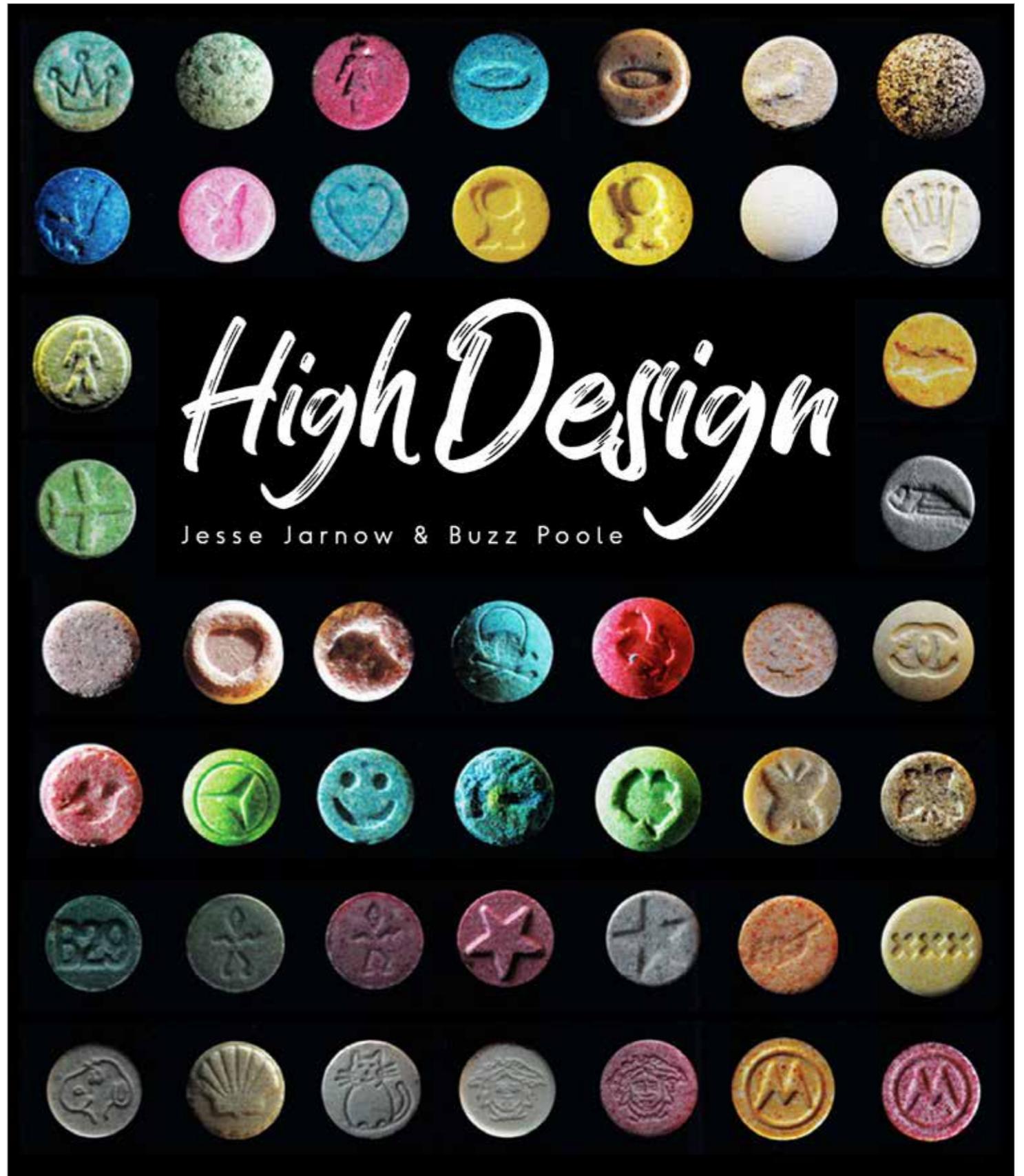




GHOST & CO.

BOUTIQUE BOOK PACKAGERS



HIGH DESIGN

Book Proposal
by Jesse Jarnow
and Buzz Poole

PROPOSED SPECS:

Hardcover
8.5 x 10 inches (21.6 x 25.4 cm)
100+ full-color illustrations
204 pages

ABOUT *HIGH DESIGN*

The use of psychoactive substances can be traced back to ancient civilizations the world over. With roots in shamanistic practices that sought to make sense of, and commune with, the mysteries of existence, the ability to ingest a substance that altered an individual's perception of reality also became a recreational pursuit. And, over time, these recreational pursuits became commercialized.

High Design surveys the packaging, advertising, and marketing of controlled substances that were produced to be sold, whether legally or illegally, because the producers believed they offered a superior product. This book will feature over 100 visual examples of everything from nineteenth century Chinese opium tins to American ads for legal morphine and cocaine, as well as bespoke LSD blotter paper, heroin dime bags, and sculpted ecstasy pills, along with related printed ephemera.

Of late, in the United States and elsewhere, focused political campaigns have resulted in the legalization of marijuana. After the US election last year, twenty-six states and the District of Columbia have passed laws that make marijuana legal, either strictly for medical use or for recreational use. With the easing of prohibitions against cannabis, states like Colorado and Washington have discovered lucrative streams of tax revenue thanks to these initiatives becoming reality. As with anything, where there is money there is design.

Today, creative agencies like Blank Space Media and Cannabrand in Colorado and Green Street in California work extensively with “green economy” clients, helping to promote everything from sleek vaporizers to high-end edible cannabis delicacies that range from candies to multi-course tasting menus. And in locales where marijuana is legal, whether in the States or in the Netherlands, there are dizzying arrays of products being made and overtly marketed by “ganjapreneurs,” from various strains of cannabis to artisanal candies and rolling papers.



The abundantly colorful and varied imagery will be accompanied by expert analysis from Jesse Jarnow and Buzz Poole. Jarnow, most recently the author of *Heads: A Biography of Psychedelic America*, has spent years researching the far-reaching ripple effects of psychedelic culture. Poole has authored and edited a number of illustrated visual culture books, including *Camera Crazy* (Prestel, 2014); in 2016 Bloomsbury released his take on the Grateful Dead album *Workingman's Dead* as part of the acclaimed 33 1/3 series. Jarnow and Poole will add their unique perspectives that reveal the intimate, and often elicit, origins of this design niche while also providing a broader context for the subject matter.

AUTHOR BIOS

Jesse Jarnow is the author of *Heads: A Biography of Psychedelic America* (Da Capo, 2016) and *Big Day Coming: Yo La Tengo and the Rise of Indie Rock* (Gotham, 2012). His writing on music, drugs, technology, books, and more has appeared in *Rolling Stone*, *Wired.com*, *Pitchfork*, the *London Times*, and elsewhere. Since 2008, he has hosted the Frow Show on WFMU. He maintains @HeadsNews on Twitter, as well as the regular Heads News email, distributing psychedelic news and history, and organized a dozen multi-speaker Heads Talks in different cities on the book's publication, all of which could be used to market *High Design* as well.

Buzz Poole is a freelance book editor and writer. His take on the Grateful Dead album *Workingman's Dead* was published in 2016 by Bloomsbury as part of the acclaimed 33 1/3 series; he is the co-author of *Camera Crazy* (Prestel, 2014). His writing about music, design, and culture has appeared in numerous outlets, including *The Village Voice*, *The Believer*, and *Print*.

MARKET ASSESSMENT

While many books have been published about drug experiences, from the serious to the inane, this will be the first book to survey the packaging and marketing of drugs over time.

A sure-fire sale into specialized markets, including traditional gift book outlets (e.g. Urban Outfitters) and stores that carry cannabis related products worldwide.

The text will balance playful commentary with serious interviews and analysis that will appeal to both casual readers and those deeply interested in drug culture, as well as creative's eyeing to get in on the legal cannabis market.

SIMILAR TITLES

Heads: A Biography of Psychedelic America (Da Capo, 2016)

Marijuana for Everybody!: The Definitive Guide to Getting High, Feeling Good, and Having Fun (Chronicle, 2014)

Electrical Banana: Masters of Psychedelic Art (Damiani, 2012)

PROPOSED TABLE OF CONTENTS

Foreword (TBD, but thinking a notable popular culture figure whose interests intersect with the book's focus, e.g. Thurston Moore, Ray Pettibone, Kenny Scharf, etc.)

Introduction: Why Drugs?

This chapter will gloss the history of human drug use, from religious rituals to recreation, and in doing so will introduce the shift to drugs being a product produced and sold for consumption.

Chapter 1: When We Didn't Know Better

This chapter will illustrate the earliest examples of drug packaging and advertising, from psychedelic patent medicines to tinctures, balms, and salves.

Chapter 2: Mid-Century Modern

After patent medicine, but before criminalization, psychoactive drugs were manufactured by numerous above-board chemical companies, including Sandoz's infamous bottles of LSD.

Chapter 3: Commercializing Mind Expansion

Intimately attached to the history of the countercultural art underground, some of the earliest known LSD blotter sported R. Crumb's omnipresent Mr. Natural and became a forum for a new kind of postmodern art: severely limited, designed to be eaten, and completely illegal. A survey of LSD blotter, mailing envelopes, and other ephemera.

Chapter 4: Another Green World

In the '70s, an underground culture emerged around drugs, marketing semi-legal goods in the pages of *High Times*, *Dead Relix*, and elsewhere. A look at the marketing and design of pot paraphernalia. (Interview with artist Pat Ryan of California Homegrowers Association)

Chapter 5: Death is Real

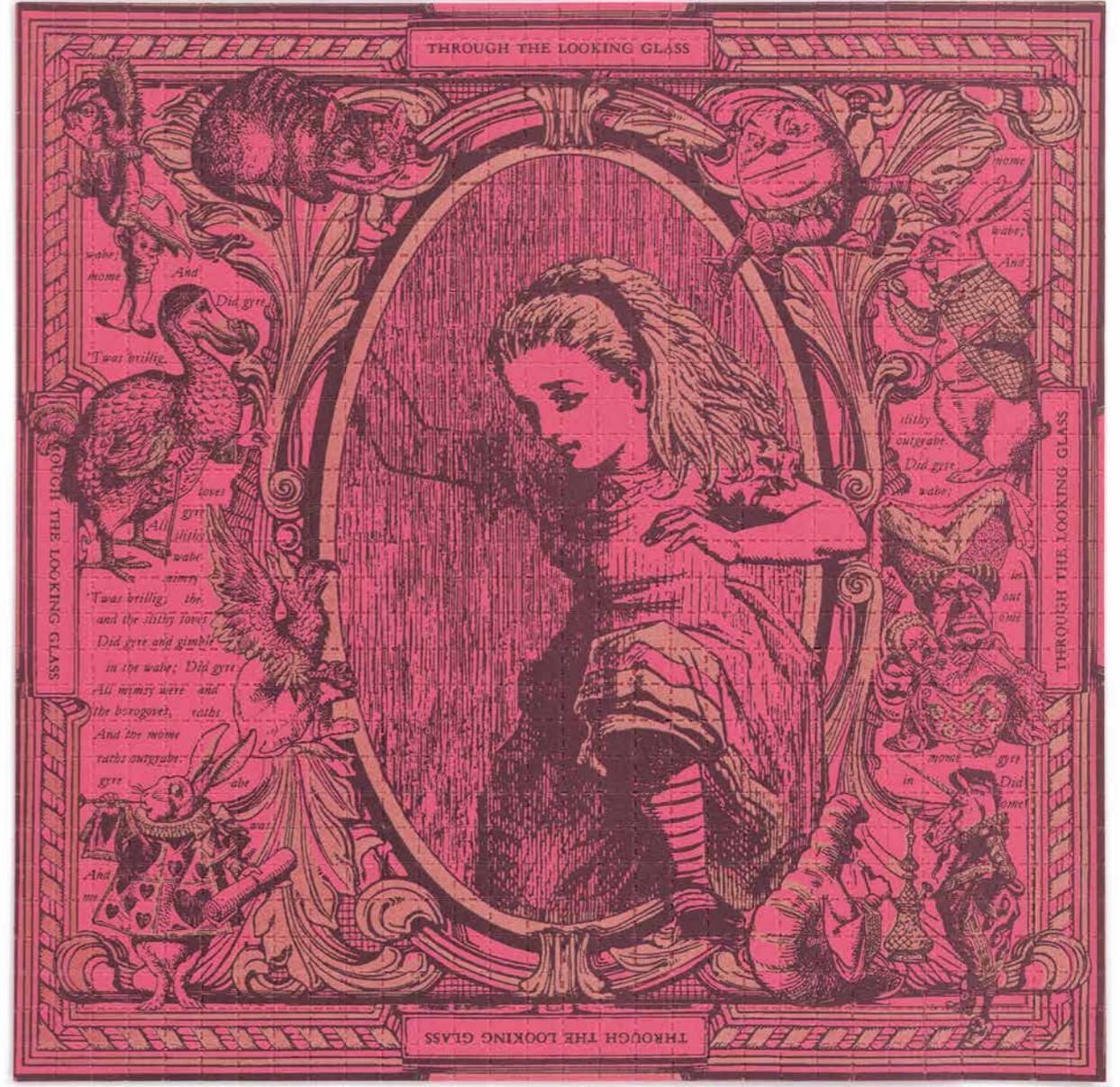
A little known and sinister element of drug-related design is that of heroin dime bags stamped with lethal logos and names. (Interviews with Clayton Patterson and Graham MacIndoe)

Chapter 6: Happy Days

Like LSD before it, MDMA entered popular culture with a variety of slang (ecstasy, molly, etc.) and an even wider variety of visual design, splayed across the pills themselves, with an emphasis on the playful futurism often employed in rave flyers.

Chapter 7: High Design (pun intended!)

Marijuana is legal in twenty-six states, and in numerous countries it has been legalized or decriminalized, including Argentina, Australia, Canada, Colombia, Czech Republic, and Spain. As the previous chapters demonstrate, drug use, in the name of altering one's perception of reality, has been around forever and it isn't going anywhere. But the wave of legalization has converted an underground, illegal activity into a billion-dollar legal industry. This chapter will highlight some of the best pot-related design and the people behind it. (Interview with green economy creative agencies, e.g. Green St., Blank Space Media)



ABOVE: Two sheets of Alice in Wonderland-themed LSD produced in 2008.

BELOW: Heroin dime bags stamped with lethal logos and names.





ABOVE: Two hits of Snoopy LSD.



ABOVE: 19th century opium packaging from China.

BELOW: Examples of 19th century drug packaging and advertising.

COCAINE TOOTHACHE DROPS
 Instantaneous Cure!
 PRICE 15 CENTS.
 Prepared by the
LLOYD MANUFACTURING CO.
 219 HUDSON AVE., ALBANY, N. Y.
 For sale by all Druggists.
 (Registered March 1885.) See other side

 An illustration of a young girl in a red dress and white apron, and a man in a hat and yellow jacket, kneeling together to build a wooden structure, possibly a doghouse or a small house, in a garden setting.

COCAINE
Is the new anesthetic now used so extensively throughout Europe and this country by Physicians, Surgeons and Dentists.
Cocaine Toothache Drops.
 (REGISTERED, MARCH, 1885.)
This preparation of Toothache Drops contains Cocaine, and its wonderful properties are fully demonstrated by the many recommendations it is daily receiving.
Take no other except Cocaine Toothache Drops.
 For sale by all druggists.
 PREPARED BY THE
Lloyd Manufacturing Co.,
 219 HUDSON AVENUE,
 ALBANY, N. Y.

1073^c
 TRADE MARK.

 The Universal Household
 Medicine
LAUDANUM
 Dose—10 to 25 Drops.
 As an Anodyne, Sedative hypnotic
POISON,
 In Excessive Quantity.
 Prepared by
CHAS. HOOPER & SONS,
 Chemists and Druggists, London.

PELIKAN'S
Balsam for Lungs
 ALCOHOL 14%
 HEROIN 1-5 gr.
 CHLOROFORM 2 min.
 to each fluid ounce
 and other valuable ingredients.
 The Best and Safest Cough Remedy
 in all Diseases of the
THROAT AND LUNGS
 Coughs of all kinds,
 Asthma, Lung Fever, Whooping
 Cough, Pneumonia and
 Difficult Breathing.





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BOUTIQUE BOOK PACKAGERS

Ghost & Company, a boutique book packager, provides publishers the world over with illustrated books, ranging from affordable, pop culture gift titles to sumptuously produced photography monographs. Ghost & Company brings over twenty years of combined book production experience to every project. We recognize international trends and talent, finessing raw content into books that match the lists of our publisher clients.

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Ghost & Company draws on the collective experience of its co-founders, collaborating with an extensive network of the many individuals that contribute to the creation of a book, from writers and designers to photographers, illustrators, translators, indexers, and proofreaders.

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