



ARTISAN

A DIVISION OF WORKMAN PUBLISHING

FALL 2012

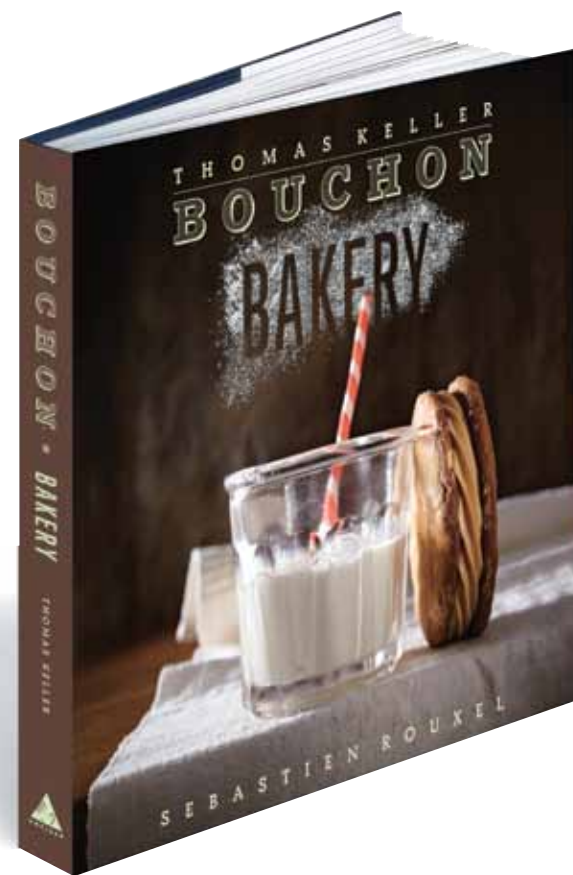


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THE GREENWICH WORKSHOP PRESS

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NEW RELEASES



A new book from “one of the most creative and admired chefs of his generation”
—Harold McGee

Bouchon Bakery

**THOMAS KELLER
AND SEBASTIEN ROUXEL**

Photographs by Deborah Jones

MARKETING & PUBLICITY

- National media appearances
- National review and feature coverage in food, lifestyle, and general-interest publications
- 15-city author tour
- National radio satellite tour
- Regional trade show promotion
- Regional holiday catalog advertising
- Promotional poster available for display

OCTOBER 2012

250 color photographs

400 pages

11" x 11"

Hardcover, jacketed

\$50.00

ISBN 978-1-57965-435-1

No. 85435

COOKING

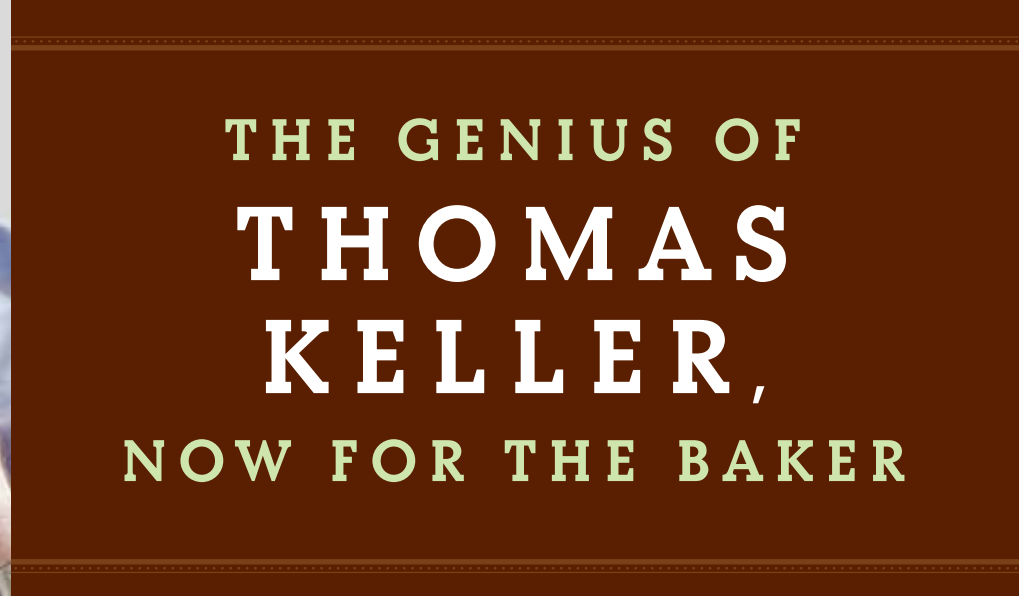
Baked goods that are marvels of ingenuity and simplicity from the famed Bouchon Bakery

The tastes of childhood have always been a touchstone for Thomas Keller, and in this dazzling amalgam of American and French baked goods, you'll find recipes for the beloved TKOs and Oh Ohs (Keller's takes on Oreos and Hostess's Ho Hos) and all the French classics he fell in love with as a young chef apprenticing in Paris: the baguettes, the macarons, the mille-feuilles, the *tartes aux fruits*.

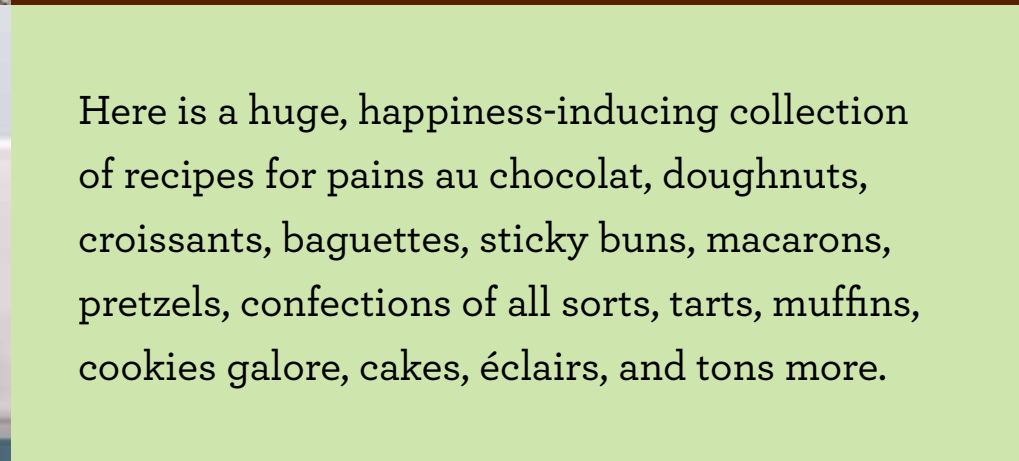
Co-author Sebastien Rouxel, executive pastry chef for the Thomas Keller Restaurant Group, has spent years refining techniques through trial and error, and every page offers a new lesson: a trick that assures uniformity, a subtlety that makes for a professional finish, a flash of brilliance that heightens flavor and enhances texture. The deft twists, perfectly written recipes, and glorious photographs make perfection inevitable.

THOMAS KELLER has eleven restaurants and bakeries in the United States. In addition to The French Laundry, per se, Bouchon, and Ad Hoc, he owns five Bouchon bakeries (in Yountville, Las Vegas, New York, and Beverly Hills), which (like this book) offer a uniquely elevated combination of French and American classics. Keller has authored four award-winning cookbooks: *The French Laundry Cookbook*, *Bouchon*, *Under Pressure: Cooking Sous Vide*, and *Ad Hoc at Home*.

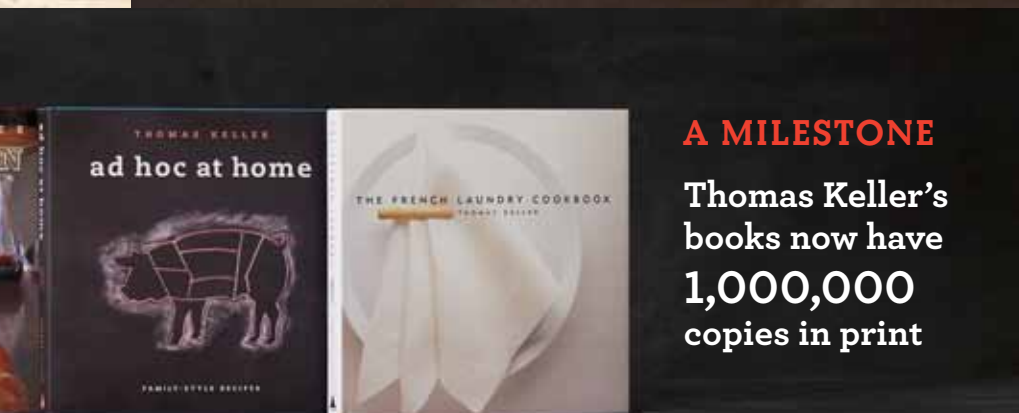
SEBASTIEN ROUXEL oversees all aspects of the pastry department for Bouchon Bakery, The French Laundry, and per se. In 2005, he was named a "Rising Star" by *StarChefs* magazine. In 2006 and again in 2008, *Pastry Art & Design* magazine declared him one of the "Top Ten Best Pastry Chefs in America."



THE GENIUS OF
**THOMAS
KELLER,**
NOW FOR THE BAKER



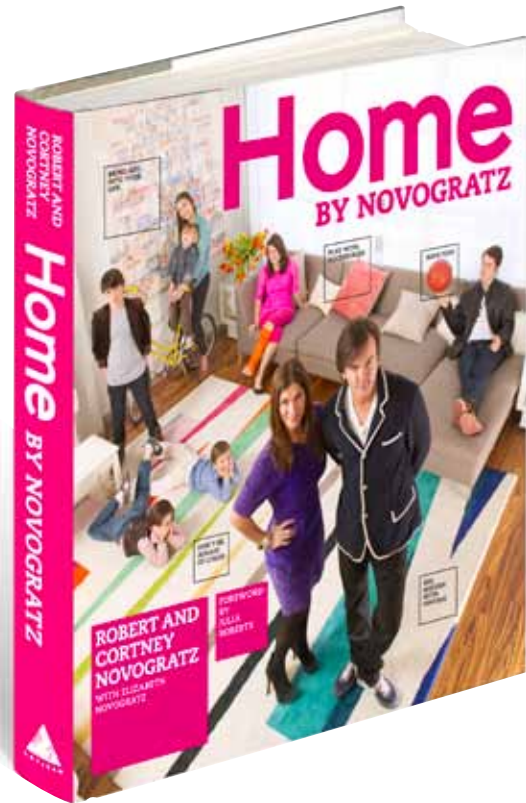
Here is a huge, happiness-inducing collection of recipes for pains au chocolat, doughnuts, croissants, baguettes, sticky buns, macarons, pretzels, confections of all sorts, tarts, muffins, cookies galore, cakes, éclairs, and tons more.



A MILESTONE

Thomas Keller's books now have **1,000,000** copies in print

See page 20



Home by Novogratz

ROBERT AND CORTNEY NOVOGRATZ
with Elizabeth Novogratz

Get the "Novogratz" look

In this book, design duo Robert and Cortney Novogratz (stars of HGTV's *Home by Novogratz*) give us an inside look at twenty of their favorite projects to show us how to achieve their signature "vintage modern" style. See how they effortlessly mix contemporary furniture with thrift-store finds, and learn all sorts of tricks for creating a stylish home no matter what the obstacles: seven children, small spaces, or a tiny budget. From a toddler-friendly bedroom for triplets to a beach retreat for two twenty-somethings, from a New Jersey basement to a Palm Beach cabana, *Home by Novogratz* proves that good design is just a book away.

ROBERT AND CORTNEY NOVOGRATZ and their seven children, called "the coolest family in the world" by *The Times* of London, are known to millions worldwide through their unique lifestyle, design aesthetic, and TV programs. Their first show, *9 by Design*, aired on Bravo, and their current show, *Home by Novogratz*, on HGTV, is one of the network's most popular programs. This spring they will be spokespeople for Lego, and their product line will launch this fall at CB2. They have twice been profiled in *The New York Times*, and have been featured in such publications as *Real Simple*, *Better Homes & Gardens*, *Travel + Leisure*, *American Way*, and *Star*, among many others.

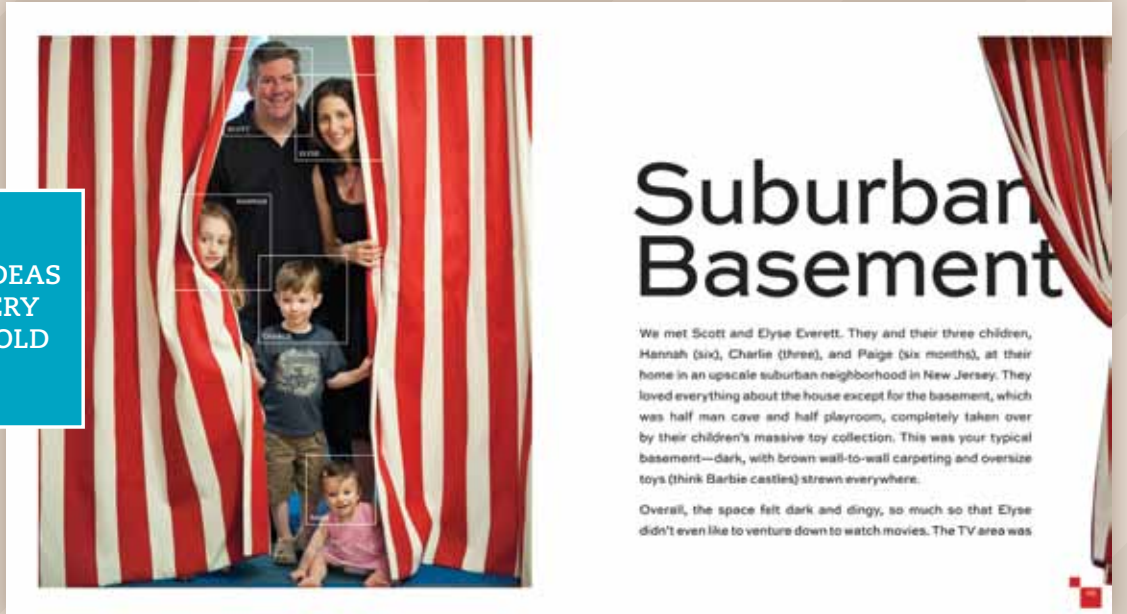
MARKETING & PUBLICITY

- National media appearances
- Cross-promotion with HGTV's *Home by Novogratz*
- Cross-promotion with national home furnishings brand CB2
- National feature coverage in home, lifestyle, and parenting magazines
- 15-city author tour

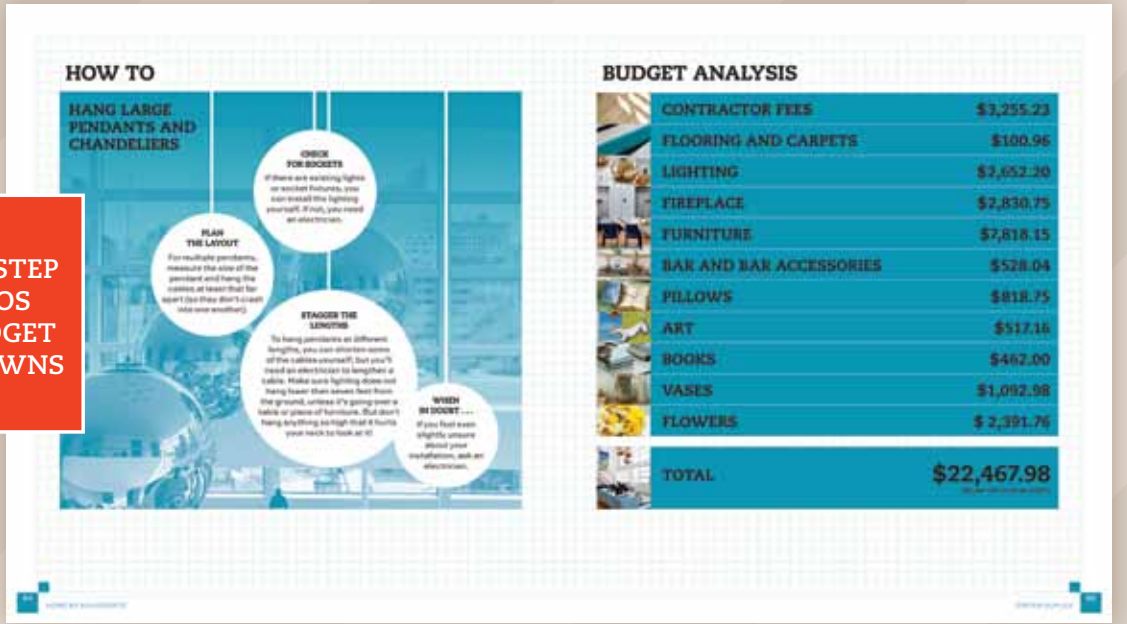
OCTOBER 2012

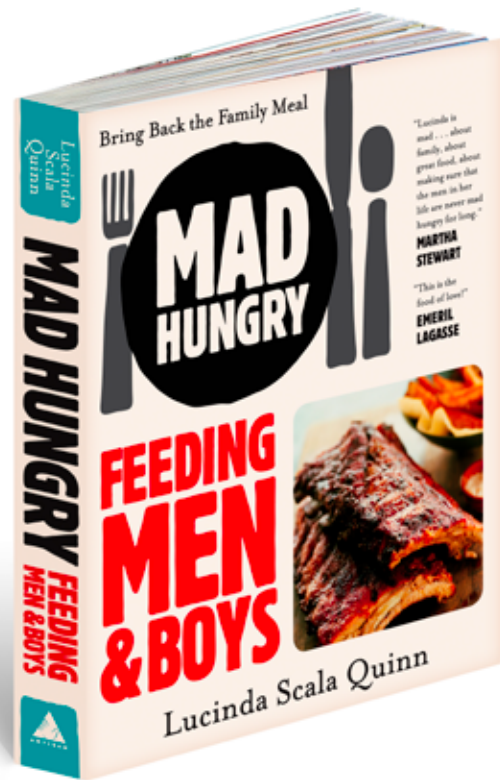
More than 500 color photographs
320 pages
8½" x 9½"
Hardcover, jacketed
\$35.00
ISBN 978-1-57965-499-3
No. 85499
DESIGN

DESIGN IDEAS FOR EVERY HOUSEHOLD



STEP-BY-STEP HOW-TOS AND BUDGET BREAKDOWNS





“Authentic, practical, logical, and most of all inspiring . . . an instant classic.”
—Eric Ripert

Mad Hungry
Feeding Men & Boys
LUCINDA SCALA QUINN



A PRACTICAL GUIDE FOR FEEDING YOUR FAMILY AND BUILDING A LOVE OF GOOD FOOD

They eat standing in front of the fridge. They want dinner five minutes ago. They are mad hungry. Sound familiar? If so, help is on the way.



MARKETING & PUBLICITY

- National media appearances
- Back-to-school food features
- Holiday gift guides

SEPTEMBER 2012

75 color photographs
288 pages
7½" x 9½"
Paperback
\$18.95
ISBN 978-1-57965-512-9
No. 85512
COOKING

Recipes and strategies for bringing back the family meal

When first published in 2009, Lucinda Scala Quinn’s *Mad Hungry* met with critical acclaim, but it wasn’t just the media that fell hard for this book—it was mothers everywhere, who embraced her message to bring back the family meal and loved the ease, simplicity, and robust goodness of her recipes. The book went on to launch a TV series (*Mad Hungry with Lucinda Scala Quinn*) and now, with over 65,000 copies sold, it is available in a paperback edition that will reach a yet wider audience.

In *Mad Hungry*, Scala Quinn shares winning strategies for how to sate the seemingly insatiable, trade food for talk, and get men to manage in the kitchen. She provides recipes for single-skillet meals, dinners that yield fabulous leftovers, and dishes that are a cinch to stretch for extra guests. Her grab-and-run breakfasts will help kids start the day right, and her healthful drinks make it easier for guys to say no to soda. Along with her techniques that help make homemade meals second nature, nourishing both diner and cook, Scala Quinn offers empowering advice on how to feed one’s family’s spirits as well as fill their bellies.



LUCINDA SCALA QUINN started cooking professionally as a teenager. She has worked as a chef, cooking teacher, caterer, and food writer, and is currently Executive Food Director of Martha Stewart Living Omnimedia. Her cooking show, *Mad Hungry with Lucinda Scala Quinn*, airs weekdays on the Hallmark Channel, and she is a frequent guest on NBC’s *Today*. Lucinda, her husband, and their three hungry boys live in New York City.

“Simple and delicious food.”
Jamie Oliver

“Lucinda Scala Quinn shares her love of food and how to create a sense of community and fun around the table.”
Eric Ripert

“A love letter to the American family.”
Matt Lee & Ted Lee

Authors of The Lee Bros. Simple Fresh Southern

“I wish I had kids, just so I could make these recipes with them.”
Johnny Iuzzini
Executive pastry chef at Jean Georges

Author photo © Mikkel Vang



Young House Love 251 Ways to Paint, Craft, Update, Organize, and Show Your Home Some Love

SHERRY AND JOHN PETERSIK

Design ideas for every style, skill level, and budget, from the beloved couple behind YoungHouseLove.com

This debut book by bloggers Sherry and John Petersik is filled with hundreds of fun, deceptively simple, budget-friendly ideas for sprucing up a home. With two home renovations under their (tool) belts, 5 million blog hits per month, and an ever-growing audience since the launch of *Young House Love* in 2007, Sherry and John are home-improvement experts primed to pass on a slew of projects, tricks, and techniques to do-it-yourselfers of all levels. Whether an experienced decorator or a total novice, on a tight budget or with money to spend, any homeowner or apartment dweller will find ideas for his or her own home makeovers here. Learn to trick out a thrift-store mirror, spice up plain old roller shades, “hack” your Ikea table to create three distinct looks, and so much more.

With all new ideas (no repeats from the blog!) and more than 250 photographs and illustrations, this is a book that readers will return to again and again for the creative projects and easy-to-follow instructions in the relatable voice the Petersiks are known for. Adding a little wow factor to your home has never been more fun!



SHERRY AND JOHN PETERSIK are the creators of the hit home improvement blog *Young House Love*. Now in the midst of transforming their second fixer-upper in Richmond, Virginia, Sherry and John spend their days tackling as many DIY projects as possible with their daughter, Clara, and their Chihuahua, Hamburger, by their side. They write a column in *Better Homes & Gardens' Do It Yourself* magazine, and they've appeared on HGTV and on *The Nate Berkus Show*.

MARKETING & PUBLICITY

- National feature coverage in home, design, bridal, and lifestyle magazines
- 15-city author tour
- Online marketing campaign with promotional video
- Author-driven social media campaign
- Regional trade show promotion

NOVEMBER 2012

150 color photographs; 100 illustrations

304 pages

7½" x 8½"

Paper-over-board

\$25.95

ISBN 978-1-57965-478-8

No. 85478

DESIGN/HOW-TO

1 + 2 = 251

YOUNG
COUPLE

WHOLE HOUSE
RENOVATIONS

DOABLE, AFFORDABLE IDEAS
TO UPDATE YOUR HOME



Unexpected transformations

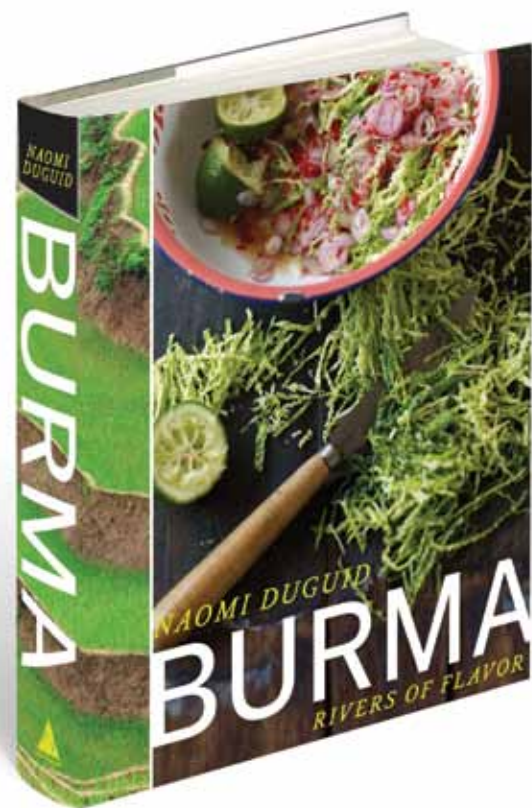
Helpful step-by-step illustrations



Design tips for every style



NEW RELEASES



“A captivating cuisine and culture captured in an amazing book.”

—Nancy Harmon Jenkins

Burma **Rivers of Flavor** **NAOMI DUGUID**

MARKETING & PUBLICITY

- National media appearances
- National feature coverage in food, news, and lifestyle publications
- 8-city author tour to include Houston, New York, San Francisco, Seattle, and Washington, DC
- Regional trade show promotions

OCTOBER 2012

175 color photographs and a map

384 pages

7½" x 9¾"

Hardcover, jacketed

\$35.00

ISBN 978-1-57965-413-9

No. 85413

COOKING/TRAVEL

A dazzling collection of recipes and travel tales from a renowned, award-winning cookbook author

The fact is, some books simply need to exist. *Burma: Rivers of Flavor* is one of these. Here is an alluring cuisine from a country that, like a kind of beautiful Buddhist Sleeping Beauty, is awaking from fifty years of isolation to take center stage. At the crossroads between the great Indian subcontinent to its west, Southeast Asia to its east, and China to its north, it's an amazing place in between. Burma is culturally rich and complex in many ways, but perhaps nowhere more than in its extraordinary food culture. Here, Naomi Duguid demonstrates how its simple recipes manage to be elegant and earthy at the same time. The book features photographs throughout—of the finished dishes, of people, of a hauntingly beautiful land—as well as travel tips, a history of Burma, extensive glossaries, and a bibliography.

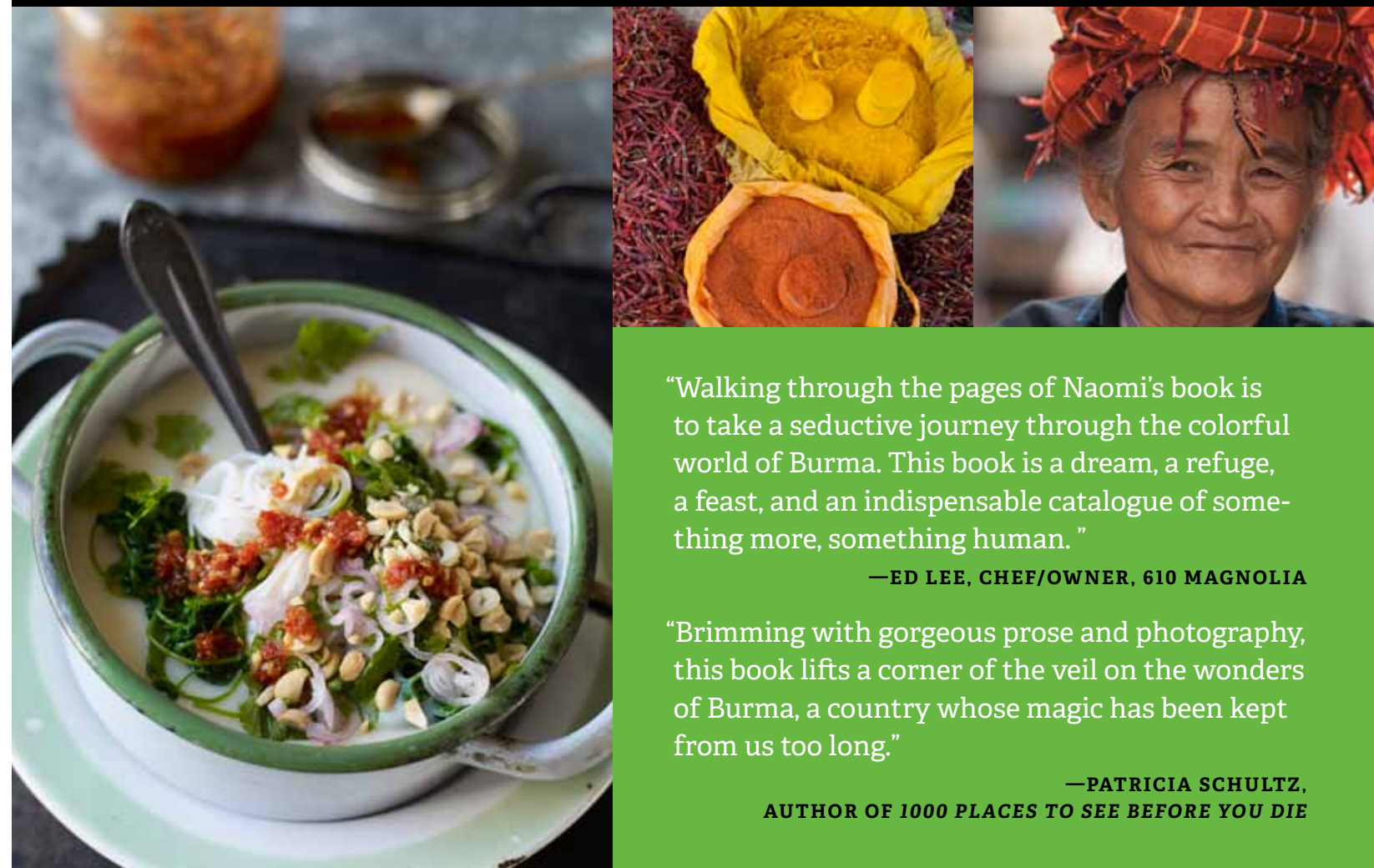


NAOMI DUGUID is a photographer, writer, world traveler, and great cook. Her first book with co-author Jeffrey Alford, *Flatbreads & Flavors: A Baker's Atlas*, won the 1996 James Beard Award for cookbook of the year and the IACP Julia Child Award for best first book. With Alford, she is the author of five subsequent well-received cookbooks: *HomeBaking*, *Seductions of Rice*, *Hot Sour Salty Sweet*, *Mangoes & Curry Leaves*, and *Beyond the Great Wall*. Duguid writes the “Global Pantry” column for *Cooking Light*, and her articles and photographs frequently appear in *Food & Wine*, *Eating Well*, and *Saveur* magazines. Her stock photo agency, Asia Access, is based in Toronto, where she lives when she is not on the road.

Author photo © Laura Berman



NAOMI DUGUID'S EXTRAORDINARY TRAVEL COOKBOOKS HAVE 400,000 COPIES IN PRINT

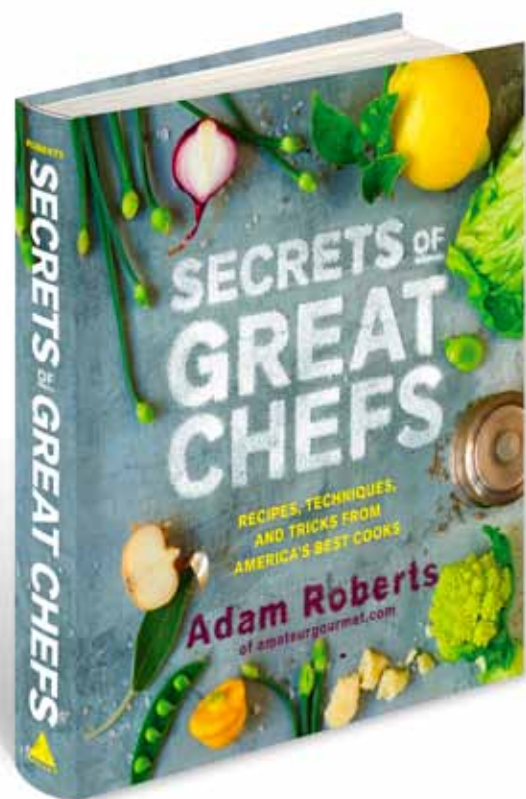


“Walking through the pages of Naomi’s book is to take a seductive journey through the colorful world of Burma. This book is a dream, a refuge, a feast, and an indispensable catalogue of something more, something human.”

—ED LEE, CHEF/OWNER, 610 MAGNOLIA

“Brimming with gorgeous prose and photography, this book lifts a corner of the veil on the wonders of Burma, a country whose magic has been kept from us too long.”

—PATRICIA SCHULTZ,
AUTHOR OF 1000 PLACES TO SEE BEFORE YOU DIE



Secrets of Great Chefs Recipes, Techniques, and Tricks from America's Best Cooks

ADAM ROBERTS
of amateurgourmet.com

Learn to cook from the best chefs in America

Some people say you can only learn to cook by doing. So Adam Roberts, creator of the award-winning blog *The Amateur Gourmet*, set out to cook in 50 of America's best kitchens to figure out how any average Joe or Jane can cook like a seasoned pro. From Alice Waters's garden to José Andrés's home kitchen, it was a journey peppered with rock-star chefs and dedicated home cooks unified by a common passion, one that Roberts understands deeply and transfers to the reader with flair, thoughtfulness, and good humor: a love and appreciation of cooking.

The culmination of that journey is a cookbook filled with lessons, tips, and tricks from the most admired chefs in America, including how to properly dress a salad, bake a no-fail piecrust, make light and airy pasta, and stir-fry in a wok, plus how to improve your knife skills, eliminate wasteful food practices, and create recipes of your very own. Most important, Roberts has adapted 150 of the chefs' signature recipes into totally doable dishes for the home cook. Now anyone can learn to cook like a pro!



ADAM ROBERTS is the creator of *The Amateur Gourmet*, called one of the "World's Best Food Blogs" by *The Times* of London and a "food world must-read" by *The Denver Post*. Since he began his blog in 2004, Roberts has been featured on CNN and hosted several shows for Food Network online, and in addition to his own blog, he writes for *Food & Wine*, *Salon*, *Serious Eats*, *The Huffington Post*, and *Epicurious*. He is currently discovering places to eat in his new hometown: Los Angeles, California.

Author photo © Elizabeth Leitzell

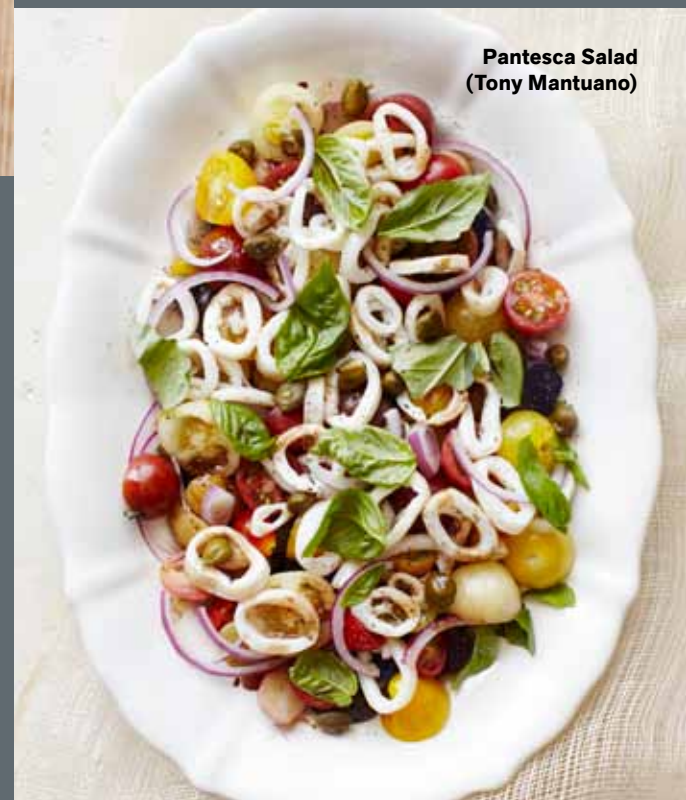


Mussels and Clams Triestina
(Lidia Bastianich)



Sweet-and-Sour Balsamic-Glazed Spareribs
(Vinny Dotolo & Jon Shook)

**The food you
want to eat
from the chefs
you want to
learn from**

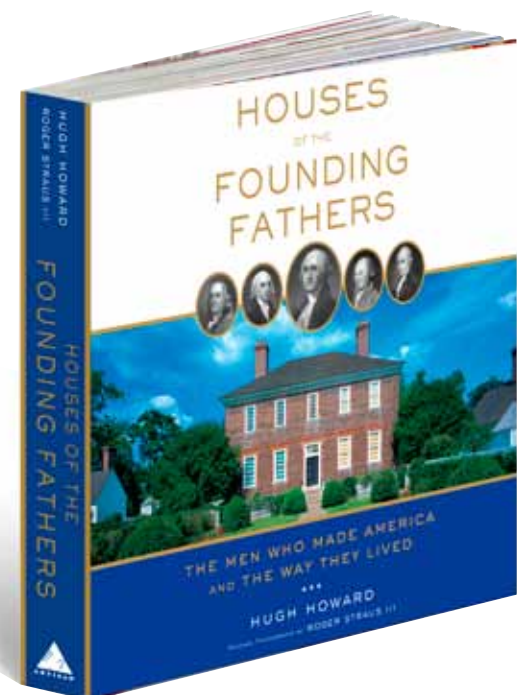


Pantasca Salad
(Tony Mantuano)

"The most inspiring portrait of contemporary American cooking we've seen." —Matt Lee and Ted Lee, authors of *The Lee Bros. Simple Fresh Southern*

"Everyone from beginning cooks to sure hands will learn something new on each page." —Dorie Greenspan, author of *Around My French Table*

"Secrets of Great Chefs is guaranteed to make you a better cook." —Colman Andrews, editorial director of *TheDailyMeal.com* and author of *The Country Cooking of Italy*



Houses of the Founding Fathers

The Men Who Made America and the Way They Lived

HUGH HOWARD
Original photography by **ROGER STRAUS III**

A riveting look at the domestic life of the Founding Fathers

When they declared independence in Philadelphia in 1776, they changed the course of Western history. But the patriots—landowners, merchants, and professional men who hailed from towns, cities, and plantations scattered along the Eastern Seaboard—had private lives, too, quite apart from the public deeds we know so well. In this breathtaking volume, historian Hugh Howard and photographer Roger Straus examine the everyday lives of the Founding Fathers.

On an eye-opening tour of 39 stately 18th-century homes, we visit the mansions of such legendary figures as Jefferson, Washington, Adams, and Hamilton, along with the homes of many other signers of the Declaration of Independence or the Constitution. At sites from Maine to Georgia, with stops in each of the 13 original colonies, the grand story of the Revolution emerges from unique and individual domestic perspectives. There are tales of friends and enemies, murderous relatives and adoring wives, runaway servants and reluctant revolutionaries. The result is a penetrating look at the private lives of the men whose ideas ignited an insurrection against Great Britain—and who helped create the modern world.

HUGH HOWARD and **ROGER STRAUS III** have collaborated on six books, including the brand-new *Houses of the Presidents*. Howard lives in East Chatham, New York, with his family. Straus resides in North Salem, New York.

MARKETING & PUBLICITY

- National review coverage
- Promotion at historical sites

OCTOBER 2012

More than 400 new color photographs;
more than 100 archival photos, line drawings,
maps, and diagrams

368 pages

9 7/8" x 9 7/8"

Paperback with flaps

\$26.95

ISBN 978-1-57965-510-5

No. 85510

HISTORY/ARCHITECTURE



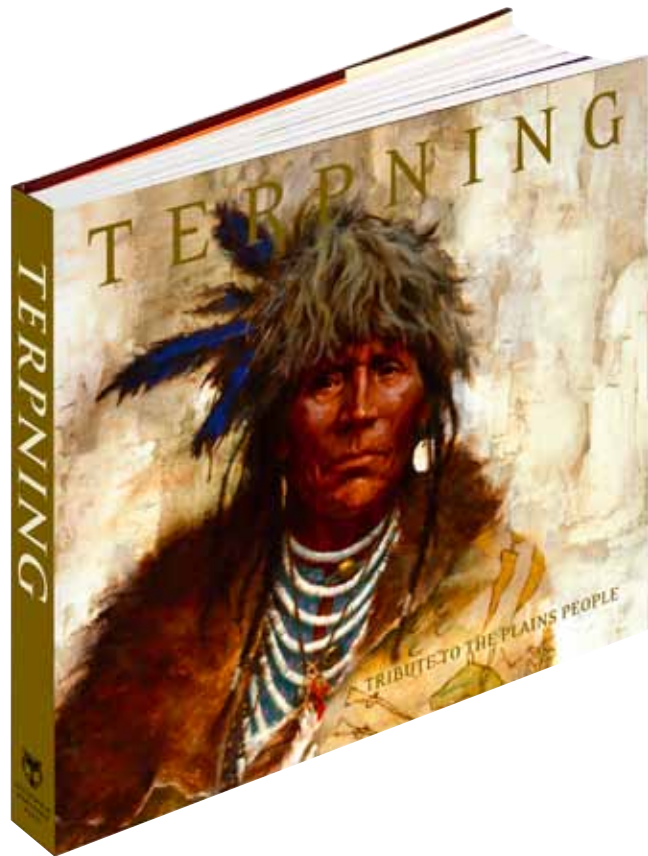
“By bringing us into the homes of our founders, *Houses of the Founding Fathers* makes them come alive and reminds us that they were wonderfully human. . . . After reading it, I felt wrapped in the warmth of our heritage.”
—Walter Isaacson, author of *Steve Jobs* and *Benjamin Franklin*

★ ★ ★

“What a smart, elegantly conceived book this is! Hugh Howard and photographer Roger Strauss III walk us through the homes of our Founding Fathers, transporting us back in time. A real treasure!”

—Douglas Brinkley, author of *Cronkite* and *The Wilderness Warrior*





Terpning
Tribute to the Plains People
PAINTINGS BY HOWARD TERPNING
 Text by Harley Brown

MARKETING & PUBLICITY

- One-man exhibition of 80 paintings at the Autry National Center for Western Art, Los Angeles, opening May 2012
- Reviews or excerpts in national art publications, including *Art of the West* and *Southwest Art*
- 8-page blad
- Regional trade show promotions and holiday catalog advertising

SEPTEMBER 2012

125 full-color paintings
 184 pages
 14" x 12"
 Hardcover, jacketed
 \$85.00
 ISBN 978-0-86713-151-2
 No. 83151

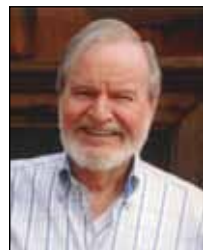
FINE ART (WESTERN)

Terpning, the storyteller of the Plains Indian, presents his most important paintings of the past 35 years

Howard Terpning is one of the most lauded painters of Western art and considered by many to be a national treasure. He is known as the "storyteller of the Native American" because of his devotion to and respect for his subject matter, almost exclusively the Plains Indian. He particularly favors the period beginning in the late 18th century when a Great Plains culture of Indians and horses thrived along with the buffalo.

Passion, compassion, extraordinary talent in palette and brushstroke, and an exceptional ability to evoke emotion and narrative in his paintings have made his work rise to the top as he strives to keep alive the heritage and culture of Native Americans through the power of art.

With more than 120 full-color paintings, this volume is the most comprehensive collection of Howard Terpning's work to date. The text by fellow artist Harley Brown provides a unique artist's view of Terpning's oeuvre through discussions of his colors, composition, inspiration, and sheer talent.



Born in Illinois and educated at the Chicago Academy of Fine Arts and the American Academy of Art, **HOWARD TERPNING** (left) began his art career in the heyday of commercial illustration. He lives in Arizona.

Author **HARLEY BROWN** is a painter who also writes about art. He is the author of three previous books, and is a member of Cowboy Artists of America. He lives in Tucson, Arizona.



Friendly Game at Rendezvous



The Power of the Medicine Robe



The Force of Nature Humbles All Men

All art © Howard Terpning