



Book: Footwear Design, Portofolio Skills
 Author: Aki Choklat
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The second book mentioned in WORD ABOUT BOOK this time (The Euro*pean Leather Shoe and Hide Nr. 1- 2013) is in much and many a contrast to the first book (See other article on this page: Handmade Shoe for Men) in this column even if all manufacturing of shoes have its base in the simple shoemaker craftsmanship. This book is a introduction to shoedesign and the shoe as a fashion phenomen. It have 6 chapters, a glossary and different referenses back in the book. All together spread over 192 pages. The author writes in the introduction that the weight of the book is in chapter 3 and 4. This chapters have the titles: 3. Recharge and 4. Collection Design. The other chapters have following titles: 1. Footwear Design Now and Then. 2. Shoe Basis. 5. Presentation. And 6. Training and working in the footwear Industry. The content in all the chapters exist of a row photos, sketches, idedesign and informative texts through singel standing section and mentions. But also several intresting intviwes with shoedesigners/tradspeople is spread through the book. The shoedesign is the central topic the whole way and mainly is this most a textbook for (coming!) students/designers of shoe. But it can also de some for different types of craftsmanship in connection to the material hide and leather to get impulses from, through «common» reference points. The book take you real with «back stage», not to the champagne and the kanapes, but in to the hard working world as shoedesign is about. And both funny and interesting enough for a northerner: *the author as is named Aki Choklat is really from Jyväskylä in central Finland. He has done a international career as a shoedesigner and is today proffesor by the Polimoda International Institute of Fashion and Design in Florence, Italy.

*Source: Article, Helsinki Times. On Twitter, Friday 24 February, 2012.