

17 November 2008, Melbourne, Victoria, Australia

MELBOURNE SYMMETRY – BOOK LAUNCH AT FEDERATION SQUARE

Come and see why 750 copies have pre-sold before being published and meet the photographer!

Melbourne Symmetry is a new photographic, coffee table book with current (2008) imagery of the city that is uniquely Melbourne, reflected in the cylindrical panoramas themselves and the stylish design, hard cover, high quality, full colour production. Proudly supported by the City of Melbourne and with a percentage of sales proceeds being donated to the Lord Mayor's Charitable Foundation, *Melbourne Symmetry* will be officially launched by Scott Chapman, Director of Marketing – City of Melbourne at NGV Shop at The Ian Potter Centre: NGV Australia, **Federation Square at 5pm, 20 November 2008.**

Con Hionis' most recent photographs of the city of Melbourne have been compiled in this new, high quality book – *Melbourne Symmetry*. This book is the most recent and contemporary perspective of our stylish and unique city of Melbourne! *Melbourne Symmetry* is not your average pictorial souvenir book. It identifies with the city's style, engages your visual palate, highlighting the city's differences and uniqueness. *Melbourne Symmetry* captures a 360 degree view of Melbourne and features a short description of the imagery that follows in each section that includes Melbourne's: Landmarks, Cityscapes, Street Art, Arcades & Markets, Docklands, Parks & Gardens and Streets.

"I felt at the same time a local and a visitor in my own city. A couple of shots turned into tens of shots. A friend with years of experience in the tourism and publishing industry (now my publisher) said 'take a few more and we'll have enough for a book'... and here it is" remarked Con Hionis.

Melbourne Symmetry is a high quality coffee table book great as a one-off gift, souvenir or corporate customised gifts (with company logo) that can be used as VIP, staff and/or speaker gifts, and all in time for Christmas! Enquire about the bulk order rates.

Promoting the city of Melbourne to locals and visitors alike, the tourism and Melbourne corporate sectors have welcomed and supported *Melbourne Symmetry* through pre-sales of over 750 copies of the limited first print run!

The publisher, 186Red, will be donating a percentage of all sales proceeds of the book to the Lord Mayor's Charitable Foundation, who support over 800 Melbourne based charities a year.

Family, friends, general public are ALL welcome to attend the public launch on Saturday 22 November 2008 at the Book Market in The Atrium, Federation Square between 11am – 5pm. Book signing will occur throughout the day.

Melbourne Symmetry has a RRP of \$34.95 and will be available for purchase at the launches and through selected gift shops, bookstores (Angus & Robertson, Dymocks, McGills, Readings) and many tourist outlets, commencing 20 November 2008.

About the Photographer – On the back of his successful inaugural exhibition, Con Hionis, Australia's upcoming, Melbourne based photographer, showcases a truly unique aspect of Melbourne with more than 70 captivating, cylindrical panoramas in *Melbourne Symmetry*.

Given his first camera at the age of eight, Con was introduced at an early age to the beauty of photography. He spent hours at the studio watching his father Dennis 'round up' and immortalise the large wedding and christening parties for the perfect shot. In the late 60s and 70s Hionis Studios was a household name amongst Melbourne's large Greek population.

When his father passed away, Con felt an urge to take up photography again. Experimenting with different techniques, he arrived at a formula clearly demonstrating his love of symmetry, attention to detail and fascination with cities. The Melbourne series and his passion for panoramas was born.

For more information about *Melbourne Symmetry*, book orders or the launches, please contact Effie Dimitropoulos, Managing Director, 186Red Pty Ltd on 03 8807 1429, email effie@186red.com