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RECKLESS KIDD

Near the end of *Twinkle Twinkle*, a Japanese novel from new indie publisher Vertical, Inc., Kaori Ekuni writes: "To be perfectly honest with you, I think it's reckless to love and trust another person. It's ... foolhardy." Fortunately, Chip Kidd, who designed her book's cover, is a reckless lover. To him, Vertical represents "what every designer wants. They're fearless, they're smart, they want to be challenged, they want to challenge the marketplace." Vertical hopes to publish 10 new English translations of bestselling Japanese novels each year, and Kidd's charge is to build Vertical's visual identity singlehandedly, in addition to designing its lavish covers: *Twinkle Twinkle* has a die-cut jacket over expensive printed binding, *Ring's* jacket is clear acetate, and *Ashes* has a double-graduated jacket—essentially, one jacket on top of another. Kidd, who has designed 800 titles for Knopf, is already looking forward to October, when Vertical publishes the first of Osamu Tezuka's eight-volume graphic-novel series *Buddha*; under his direction, the books will be designed with *obis* (Japanese belly-bands) and spines that, once lined up, will form the title character's face.

—Maggie Kinser Hohle

