

FOR IMMEDIATE RELEASE



## Launch Of “Plant Therapy” by Kladi Vergine

The uniquely illustrated book to create the perfect environment for all types of plants, is out now!

(Manchester) *Plant Therapy* is Studio Printmysoul’s first independent publication that features intriguing illustrations and simple professional advice on caring for indoor plants. Produced by designer Kladi Vergine, the book strikes a balance of both style and substance. It comes filled with easy-to-read information about a variety of plants, how to care for them sitting alongside gorgeous bold illustrations and a very useful infographic chart. *Plant Therapy* will help you transform plant care and maintenance from a chore into a happy experience. Nearly all of the 12 plants in the book are perfect for beginners, ensuring a stress-free, successful and fulfilling experience.

Four years ago Kladi founded Studio Printmysoul where she designs for the printed page, web & walls. She has combined more than ten years of roaming the world – studying and visiting universities and museums – to create an exquisite mix between explosive colours, geometry, consumer psychology and communication. She is an avid plant collector and has a thing for paper. Kladi started collecting more and more plants as a calming hobby to break an otherwise fast routine and found her design-thinking method works for both the shrubs and her projects.

“The care and determination used to grow and make plants survive, as I share in *Plant Therapy*, is very similar to how I develop and curate a design project. Observe, learn about the subject and find the correct solution, within existent

limitations, to create a noticeable difference and bring beauty to life” she says. “I have spent years observing plants behaviour through different seasons and conditions, I have never given up trying to find the best spots to heal or revive flagging plants.”

*Plant Therapy* is a great example of that: printed on premium luxurious papers, made in Italy by Fedrigoni, with an elegant black rainbow foil by Foilco studded on the completely biodegradable cover. The book was written and illustrated in-house and the text is curated by Ian Hughes. Top and bottom white sections of the book focus on selected plants likes succulents or the much loved Monstera by giving cultivation information, SOS info, pet toxicity and tips on how to purchase a plant; the middle section contains stunning full page illustrations, printed in two layers using white ink and CMYK creating a lush finish that contrasts with the dark paper. The result is a useful book which looks and feels great.

\_ENDS\_

### **Book Information**

Plant Therapy by Kladi Vergine  
£20.00  
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### **For Editors**

Kladi is from Lecce, Salento, an area of the vibrant South of Italy, she moved to Manchester from Australia in 2011. She fell in love with Manchester’s great mix of local and international atmosphere and great creative cooperation.

Four years ago she founded Studio Printmysoul with the objective to deliver professional design services to start ups and medium sized businesses. Supporting family businesses, men and women with great vision, aiming to mark a business soul into the market. With roots as a Southern Italian street artist, underpinned by a HBA in Corporate Communication and a Master’s degree in New Media, Kladi tirelessly works towards creating pieces of work which will seductively embody any company’s aims & objectives.