

# The Walking Dead Pops to Life

*Featuring notable walkers from the popular AMC show, Insight Edition's latest pop-up book brings the guts and gore*

## *The Walking Dead: The Pop-Up Book*

by Stephani Danelle Perry

This spectacular pop-up book from paper engineers David Hawcock (*Journal of Inventions: Leonardo Da Vinci*) and Becca Zerkin forms the perfect guide to the world of AMC's *The Walking Dead*. Filled with gory pops, the book takes the reader through some of the most iconic moments from the series.

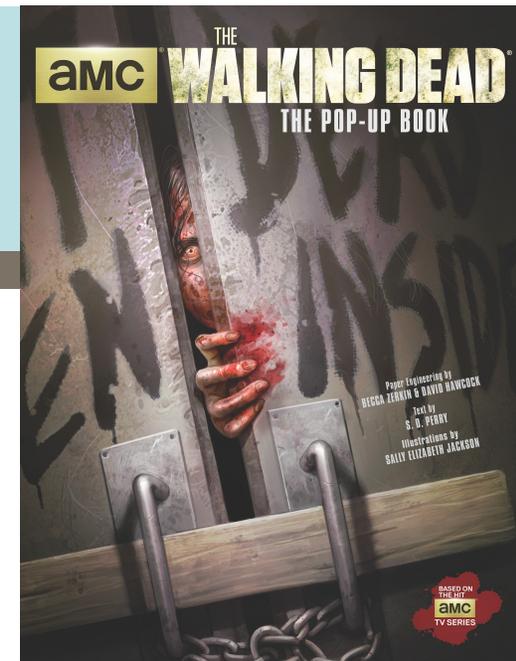
The book will feature five spreads, each with its own central pop that depicts a key element from the show, such as the prison where the survivors found refuge before being attacked by the Governor or the Walker known as "Bicycle Girl" reaching out at the reader. Each spread will also include several smaller pops depicting other memorable elements from *The Walking Dead*, such as the Governor's "man cave," including his unique aquarium complete with severed heads; the Well Walker; and much more.

### About the Contributors:

**Stephani Danelle Perry** lives in Portland, Oregon, with her husband and two children. She writes horror/sci-fi/fantasy multimedia novelizations and tie-ins for love and money, dabbling in the universes of *Star Trek*, *Aliens*, *Alien vs. Predator*, and *Resident Evil*, among others.

**David Hawcock** has designed and engineered many successful pop-up titles, including *Journal of Inventions: Leonardo da Vinci* and *The Amazing Pull-Out Pop-Up Body in a Book*. After graduating with a degree in graphic design, David worked for design groups in London before turning freelance and specializing in 3-D graphics. He worked with advertising agencies and publishers, including Saatchi & Saatchi and Dorling Kindersley, and later set up his own company creating ideas-based projects for publishers around the world. David lives in Bath, UK, is married, and has three children. When not playing with the latest pop-up idea, he enjoys scuba diving and driving ancient Land Rovers.

**Becca Zerkin** is a paper engineer who works alongside Matthew Reinhart to create amazing pop-up titles such as *Star Wars: A Galactic Pop-Up Adventure*, *Game of Thrones: A Pop-Up Guide to Westeros*, and *Transformers: The Ultimate Pop-Up Universe*. A former elementary school teacher, Becca is also reviewer of children's books for *The New York Times Book Review* and serves on the Children's Book Committee of Bank Street College. She, her husband, Ihsan, and their children, Julian and Zadie, all live happily in New York City.



### BOOK DETAILS

Insight Editions

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Hardcover

978-1-60887-444-6

5 spreads, with over 20 pops

Nonfiction/Entertainment/TV

\$65.00

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## Story Ideas:

- October 2015 marks five years since *The Walking Dead* premiered on AMC; the series has been the highest-rated show on television among adults 18-49 for three years running. The Season 5 premiere was the highest-rated episode in series history, with 17.3 million viewers in total tuning in that day.
- Halloween Gift Guides: *The Walking Dead: The Pop-Up Book* adds horror to any house
- *The Walking Dead: The Pop-Up Book* will join the ranks of Insight Editions' celebrated *The Walking Dead* books, including two *The Walking Dead* poster collections and a series of journals.
- *The Walking Dead: The Pop-Up Book* follows Insight Editions' best-selling *Game of Thrones: A Pop-Up Guide to Westeros*, winner of the Gold award for the 44th Creativity International Print and Packaging Design Awards.

## About the Publisher:

**Insight Editions** is a publisher focused on creating superlative illustrated books on photography, music, and popular culture. Lavishly produced and visually stimulating, every volume from Insight is dedicated to the skillful interplay of word and image. The books produced are unique works that combine the highest quality print production values with time-honored traditions of publishing and rich subject matter. Elegant and informative, books from Insight showcase the best of art and photography in exquisite presentations of the bookmaker's craft. For more information, visit [www.insighteditions.com](http://www.insighteditions.com).



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