

# UNWRAPPING HISTORY



A part of a limited edition series, the book was released at the Nehru Centre, London in January 2010 and subsequently at Johannesburg, South Africa in May 2010 to mark the centenary celebrations of Tolstoy Farm.

With only 1869 copies in print, it's a collector's delight, offering an opportunity to own a part of history. Numbered exclusive copies today adorn the homes of men and women who have shaped this earth. His Excellency Nelson Mandela possesses copy number 80 while Lord Attenborough enjoys copy number 184.

The book is produced to act not merely as a piece of art but the contents published to be treated as treasured experiences of a man so simple yet so unique and valuable. The layout and format puts context to the period and customs during the life of the Mahatma.

With over 200 images on 325 pages printed on wood free paper with advanced reprographic techniques, hand bound in silk, titled with stainless steel, packaged in a pinewood case with each copy numbered and certified, it would be safe to say it's the most exquisite book printed on the Mahatma till date.

The book also has had the rare honour of being previewed at the Metropolitan Museum of Art in New York.



The production of this limited edition adopts principals of recycling and uses renewable energy through its multiple stages of construction. The pinewood box that cases this piece of art is crafted from used wooden pallets, the paper used for printing has a high post-consumer content and is certified for use of renewable energy in its manufacture, while the print inks are soya based environment friendly. The binding silk paper is totally handcrafted; the glue is natural and totally reversible ensuring minimum wastage.

To further spread the Mahatma's message that is so very relevant in today's world, the student edition of the book is being translated into nine languages and the sale of every limited edition book subsidises 10 copies of the student edition targeting to reach 18000+ young minds with the life and message of Gandhi.

Rare letters from the Mahatma have been reproduced in the last few pages of the book; they provide a rare sight into the hand of Gandhi, his command over multiple languages and his style of clear and simple messaging. The credit for these letters rests on the shoulders of Lord Noon formerly Sir Gulam Noon. But for his initiative of buying these at the auctions at Sotheby's the book would not have the privilege to display them.

“ I have always been fascinated with the life of Mahatma Gandhi and have purchased his letters three times, which were auctioned at Sotheby's and returned them to the Indian Government. Mahatma Gandhi is an inspiration to the world. He was not only Indian but a citizen of the world and will be remembered for thousands of years ”

- Sir Gulam Noon, London. 18th April 2010



“Principle of non-violence is the greatest force at the disposal of mankind... peace may be achieved around the negotiating table, but it is sustained around community tables. Peace starts with people”

- Statement from His Excellency Ban Ki-moon Secretary-General of the United Nations. 1st October 2010



Pages from the book have been juxtaposed with statements of the Mahatma creating a Fine Print collection that provide an overview of his life. Nehru Centre London, the Indian high commissions of Malaysia and Thailand, The secretary general's office at the United Nations are all adorned by these collections. Printed on archival paper they truly are reminders of this simple man and the power of his values that caused change in the past and would do so in the future.

“The world recognized Gandhi a long time ago and continues to find him...We need to ensure the children of our world do not forget this power of peace and truth”

- Birad Rajaram Yajnik at the United Nations, 1st October 2010.

*Birad Rajaram Yajnik is a name brand synonymous with fine print production, more than 35000 fine print copies across 9 titles have been designed and produced under his direction. His books include Tirumala Tirupati - The Legends and Beyond, The Great Indian Yoga Masters, India - Colours East of Indus and Ancient Trade Routes. Since 1995 he has consulted with the leading brands of the world in print and digital media. He has travelled widely in North America, Europe and South East Asia and has photographed in more than 50 cities around the world.*

