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Press Release

about us

daab was founded by Ralf Daab in November 2003 in Cologne, Germany. Together with the artist Feyyaz, he developed a new, trendy and unique selection of design, architecture and photography books.

A worldwide distribution network was established in only two years. In addition to the subsidiaries daab inc. in New York and daab ltd. in London, many international distribution partners have been signed up worldwide. While the first titles published in July 2004 were distributed in as many as 60 countries, sales coverage has increased to about 120 countries up to date.

Apart from the regular book trade, daab books are further sold in secondary markets such as furniture stores or fashion and design shops with remarkable success.

All books are multilingual in five languages and are subject to a very defined branding. For both professionals and interested individuals alike, all daab books have clean-cut layouts, which emphasize the visual component.

While most publishers focus on established artist, architects, designers and photographers, the philosophy at daab is to discover young, up-coming names and to bring their work to a worldwide audience.

In 2006 Ralf Daab compiled the first daab cd along with Jens Andersson. The idea was to create a nice give-away which captures the spirit of daab. daab club vol. 01 was so well received that people asked for more. In 2007 daab club vol. 02 was released and is now available through iTunes, callarecords and many other music download portals. daab club vol. 03 is being produced and will be coming out this summer.

In the late Fall of 2007 daab founded edaab, a new web community for creative people. The beta version of edaab was launched in October and will have been enhanced and completed in 2008.

love, peace, books & music

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