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## Paper World Stylish Paper Models to Pop-Out and Create

**Helen Friel**

### Keynote

Pop-out, fold and stick together each of the ten beautifully designed paper projects, then populate your desk with them or admire on your mantelpiece.

### Description

**Pretty-up your world with the perfect paper creations in *Paper World*.**

Simply pop-out, fold and stick together each of the ten super simple, super stylish 3D models, then populate your desk with them or admire on your mantelpiece. From piranhas to piñatas, this cool and quirky collection of projects makes a gorgeous gift for an arty friend.

You can also create amazing paper sets to make your models feel at home.

Innovative paper artist Helen Friel has worked on a host of super cool campaigns for clients like Etsy and Ted Baker, as well as editorial projects for *Vogue*, *Stylist*, *Vanity Fair* and *Elle Decoration*.

### Sales Points

- Ten super simple, super stylish 3D paper models
- Simply pop-out, fold and stick together each of the ten, beautifully designed paper projects, then populate your desk with them or admire on your mantelpiece
- From piranhas to piñatas, this cute and quirky collection of projects makes a gorgeous gift for an arty friend
- Featuring innovative designs by Helen Friel, paper craft engineer/illustrator and creator of pioneering paper campaigns for clients from Ted Baker to Vanity Fair

### Author Biography

Helen Friel is a paper engineer based in London. Since graduating from Central Saint Martins in 2009 she has been creating work in paper for both editorial and advertising clients. Her popular workshops attract a trend-conscious crowd who are drawn by her on-trend designs, sophisticated colour palette and couldn't-be-simpler assembly method.

Many of her pieces are stage sets in miniature, creating worlds with layers of card and paper. They are often influenced by an off-beat sense of humour that captions the delicate cut-outs. Her work has been featured in books *Papercut*, *Papercraft* and *Papercraft 2* as well as publications including *Elle Decoration*, *The Telegraph*, *The Metro*, and *Computer Arts*.

Helen also works in moving image and her animation *Revolution* is the winner of a PDN Photo Annual Award as well as an official selection for the Fantoche International Animation Film Festival, Melbourne International Animation Festival, New Zealand International Animation Festival and the London International Animation Festival.

Working from her studio in South London, Helen has produced work for clients including: Ascot, Computer Arts, Etsy, Fast Company, Grazia Magazine, Harrods Magazine, Harvard Business Review, Ryan Air, The Savoy Hotel, *Stylist Magazine*, Tatler UK, Tatler Asia, Ted Baker, *TIME*, *Vanity Fair UK* and *Vogue*.

Michael O'Mara.

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