

The \$300 Photo Book of Apple Products

Written by Marco Attard
24 November 2016

Apple announces what is possibly the ultimate collectible for its most ardent of fans-- "Designed by Apple in California," a 300-page photo book detailing 20 years of Apple products and the design behind them.



Available in 26 x 32cm or 33 x 41cm sizes, the book features 450 photos taken by photographers Andrew Zuckerman. It chronicles the 20-year period between the launch of the original iMac and the Apple Pencil, and is reportedly the result of 8 years of work. As such, it comes printed on "specially milled German paper with gilded matte silver edges, using eight color separations and low-ghost inks" and is "both a testament and a tribute to the meticulous design, engineering, and manufacturing methods that are singularly Apple." Or so the company puts it, at any rate.

Of course, the idea of Apple releasing such a self-congratulatory volume-- never mind one bearing a \$300 price tag-- is ripe for mockery. And that is exactly what The Late Show did, with a clip satirising the company's now familiar style of product release video. "Using the most innovative technology from 1440, we were able to take an experience that was instantly familiar and charge \$300 for it," a Jony Ive-esque narrator tells, before insisting "its touchpage technology allows you to simply swipe your finger on a page to turn it." Clever!

Apple mega fans can get the book at select Stores, such as Apple Regent Street in London, Apple Opera in Paris, and Apple Ginza in Tokyo.

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