

MEDIA/PUBLISHING

Louis Vuitton tours two new destinations in Travel Book series

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Amsterdam and Indonesia are featured in new publications. Image credit: Louis Vuitton

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

French fashion house **Louis Vuitton** is expanding its long-running editorial series.

The brand has published two new travel books this week, with Amsterdam and Indonesia receiving the spotlight. These vastly different locales are highlighted through personalized lenses, with illustrator and author Laurent Cilluffo celebrating the capital of the Netherlands and graphic artist Georg Barber exploring multiple islands within the oceanic nation.

Outsider's perspective

Each 160-page piece sees its respective artisan showcase unique aspects of the distinct locations.

Mr. Cilluffo, born in France, is not local to Amsterdam and had not visited the city before preparing his travel book. Instead, he chose to experience a new culture with an open mind, his findings being documented in various writings and hand-drawn illustrations.

Louis Vuitton presents Travel Book Amsterdam

"At heart, I'm not really a tourist," said Mr. Cilluffo, in a statement.

"My vision is fueled by emotional connections," he said. "In order for a scene to become a drawing, it needs to have qualities that speak to me."

Mr. Barber, also known by the pseudonym ATAK, took a similar approach, as the German national came to Indonesia with no concept of his surroundings or the culture he was stepping into. A stark difference is that Mr. Barber chose to visit with his wife and young son, granting a contrasting perspective on the archipelago of approximately 17,500 islands.

Louis Vuitton presents Travel Book Indonesia

"When we arrived in Sulawesi, I felt like we had been plunged into the first *Avatar* film," said Mr. Barber, in a statement.

"I wanted the reader to get a feel for the space around each place, but I also wanted to play with the varying focuses, returning to specific details to enlarge them, thus adding a different tempo."

Travel Book Amsterdam and **Travel Book Indonesia** are now available for purchase in print and are offered for free on the Louis

Vuitton mobile app.

The maison has released several other regional publications this year, including a sports-focused look at Paris ([see story](#)) and a spotlight on the United Kingdom ([see story](#)).

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