

PATTERNITY

PRESS RELEASE, 18 May 2017

BE GREAT BE GRATEFUL

A Creative Journal of Everyday Positivity From PATTERNITY

Out 27 July 2017

Gratitude is powerful. It makes us feel happier, healthier and more hopeful. Join **PATTERNITY** on an empowering voyage of exploration – from drain-cover spotting to cosmic pondering, simple observations to nature immersions – and discover inspiring and innovative ways to invite more gratitude into modern life.



Be Great, Be Grateful by PATTERNITY. Photography by Yeshen Venema.

Since founding **PATTERNITY** in London in 2009, **Anna Murray** and **Grace Winteringham** have built up a global following, first as a visual archive of patterns both natural and designed, then as a multidimensional research and creative studio. Now, following the success of their first book ***PATTERNITY: A New Way of Seeing*** in 2015, they are digging deeper into their belief in the power of pattern to create positive change with a new creative journal, ***Be Great, Be Grateful*** – released on **27 July**.

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More than ever before, the new journal explores how design and pattern might shape the way we live our lives, using the format of a gratitude journal to create positive thoughts and habits, underpinned by conscious ritual and the simple act of taking the time to notice the world around us.

For **PATTERNITY**, pattern does not only exist on a visual level, but permeates every aspect of our lives – the things we do, the connections we make, the relationships that sustain us, and the way we behave day-to-day. *Be Great, Be Grateful* is both an exploration of this philosophy and a practical, interactive guide to using pattern to discover and implement a more positive and purposeful way of living.



Be Great, Be Grateful by PATTERNITY. Photography by Yeshen Venema.

'Modern life can seem so overwhelming. We feel as though happiness is something 'out there' that we need to really strive for – but so much of happiness is really about getting into the habit of being grateful. Our journal has prompts, ideas and daily entries designed to help you take time each day to stop and appreciate life's moments, as well as in-depth exercises, insights and playful ideas that we hope will help empower to make gratitude a key part of their life pattern.'

– Anna Murray, Co-Founder, PATTERNITY

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Published by **Ebury Press**, the book is divided into three sections: 'The Mundane', which considers the hidden and overlooked incidental patterns of the everyday world; 'Me', which explores the personal rhythms of our own body and mind; and 'The Magnificent', which broadens the scope to the macrocosmic level, looking at our relationships with the biggest picture of all: the universe at large.



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Daily journal pages allow the reader to record their own observations, chronicle their moments of gratitude and set their intentions, while step-by-step guides offer instructions on exploring everyday patterns and opening up to the power of gratitude. Sitting at the intersection between creativity and wellbeing, *Be Great, Be Grateful* is the definitive how-to manual for anyone interested in looking beneath the surface, finding inspiration in the unexpected and living more positively.



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For more information, images, interviews and review copies, please contact me (Jodi Moss) at jodi@zetteler.co.uk or on 07910 705147.

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Notes for Editors

Be Great, Be Grateful by Anna Murray and Grace Winteringham

Flexi-cover case

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About PATTERNITY

Since 2009, Anna Murray and Grace Winteringham have been unpicking the visual rhythms of everyday life. Inspired by a deep-seated belief in the positive power of pattern to change the world and expand our minds, they created the world's leading online archive of pattern imagery, both man-made and natural. From its Hackney base, PATTERNITY swiftly grew from a repository of mesmerising imagery to become a fully-fledged research consultancy, an interdisciplinary creative studio and an events and education outreach initiative – all dedicated to encouraging and enhancing our appreciation and understanding of pattern in the world around us. Anna and Grace's expertise, creativity and unique perspective have been sought by the likes of Apple, Bompas & Parr, the BBC, the Barbican Centre, Céline, Clarks Originals, Diageo, The Foreign and Commonwealth Office, Getty Images, Granta, Levis, Nike, Selfridges, the School Of Life and the V&A; and PATTERNITY-designed product ranges are sold in major museums and luxury independent retailers worldwide. The first book, *A New Way of Seeing*, was published in 2015.

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Anna Murray and Grace Winteringham, Founders of PATTERNITY.
