

FORTUNE FAVORS THE BRAVE

David Walentas memoir

Fortune Favors the Brave, David Walentas’ memoir, traces his life—from his impoverished childhood growing up in Rochester, New York, to attending the prestigious UVA on a ROTC scholarship, to literally shoveling shit in Greenland to pay off student loans, and ultimately buying 2 million square feet of virtually abandoned factory buildings in Brooklyn.

It’s a great NYC story, a great love story, and an inspirational adventure story—told colorfully and candidly.

The design decisions in *Fortune Favors the Brave*, a 100,000-word memoir were made to:

1. signal that it is a book to be “read,” with its relatively small format, three-piece binding, and no dust jacket
2. overcome the shrinking attention spans and non-linear reading habits of today’s readers by interspersing full-spread section dividers, chapter openings that face compelling images, and photographs and captions throughout the book that keep pace with the text and provide additional ways of “entering” the story.

Though a number of the photographs are of architectural subjects that might have benefited from being printed on coated stock, the book was printed on uncoated paper to help “equalize” the appearance of the images since many more were archival and of sub-optimal quality.

The stock choice had the additional benefit making the book feel nicer in the hand.





