AVAILABLE NOVEMBER 15, 2018



A good chef knife is the most important tool in any kitchen. Professional chefs often describe their knives as an extension of their body. Considering that Japanese knives are world famous—not only for their good looks, but also their extreme sharpness—it's no wonder so many chefs all over the world choose Japanese kitchen knives above all others.

Kevin Kent, the Knifenerd, takes us behind the scenes with a personal look into the lives, skills and artistry of the blacksmiths who make the world's finest knives. Award winning photography by Visti Kjar transports the reader behind the scenes, into the rarely seen, dimly lit, sweaty, bustling, historic workshops of some of the worlds best blacksmiths. Feel the intense heat of the forge, smell the coal fire, hear the deafening blows of the hammer on red hot steel and see the sparks fly.

From the forging and sharpening to the choosing and collecting, Kevin Kent relays his extensive knowledge and passion on the subject of Japanese knives... including unpopular opinions about Damascus steel.

If you never knew you were interested in Japanese kitchen knives, Kevin's engaging stories and fresh view will change that.

Available at knifewear.com







THE KNIFENERD SUPPLIESE KNIVES THE INSIDER'S VIEW OF THE BLACKSMITHS, CREATION, CARE, AND ARTISTRY OF THE BEST KITCHEN KNIVES IN THE WORLD KEVIN KENT HITH PHOTOGRAPHY BY VISTI KJAR

MSRP \$45 8.25" x 10.25" 312 pages Award winning photography by Visti Kjar

Proudly printed in Canada

FOR BULK SALES, PLEASE CONTACT:

Long Ladder Media

info@longladdermedia.ca

FOR PROMOTION AND INTERVIEWS PLEASE CONTACT:

kevin@knifewear.com

ADDITIONAL PROMOTIONAL MATERIALS, INCLUDING HIGH RESOLUTION IMAGES AND SAMPLE PAGES:





Published by Long Ladder Media longladdermedia.ca



When Kevin was seven years old, his uncle gave him a pocket knife and said, "Don't tell your Mom."

To this day, it's been his secret and the start of his knife passion. While working in London, UK at the celebrated St. John Restaurant, Kevin bought a Japanese knife and found his calling. Back in Canada, Knifewear was born, as Kevin began selling Japanese kitchen knives from his backpack and bicycle. He now has five knife shops across Canada (with plans for more), opened a chain of stores called Kent of Inglewood (focusing on axes and straight razors), and produced an award winning documentary about Japanese blacksmiths called Springhammer as well as its sequel Springhammer 2: The Making of a Knife.

If you meet him in person, ask him to tell you his Lou Reed story.

Twitter @knifenerd

Instagram @knife.nerd



Visti Kjar was born in Penang, Malaysia, grew up in Western Canada and now makes Calgary, Alberta his home. Visti's photographic inspiration arrived while flipping through his father's photos and hearing stories of his travels to remote and exotic regions of the world.

In his early 20s, Visti got his feet wet (literally) and dabbled in underwater photography as a NAUI Dive Master. But he didn't get serious about photography until he spent his first summer as a park archeologist in Yellowstone National Park.

A lover of landscapes of all types—urban, industrial, and natural—Visti endeavours to capture the unique aspects of this world. He is continuously seeking unusual experiences, while refining, evolving, and improving his view of the world through his camera.

Instagram @downnorthphotography



Across Canada, and around the world, Knifewear has cultivated a reputation as the place to satisfy a craving for Japanese steel. Kevin Kent, president and founder of Knifewear, instills in his staff an enthusiasm for these precision culinary instruments — who in turn share that same enthusiasm with the customers who flock to the shops. It's that passion that brings chefs, foodies, and knife lovers to Knifewear for "new knife day", "knife gift day" and "I just want to pop into 'The Shop'" day.

Facebook, Instagram and Twitter @knifewear knifewear.com