



**Dayspring**

## ThingsAsian Press Asia Inspired Books and Gifts

### Client

The Publisher of Global Directions, Inc., a San Francisco-based developer of Web properties including the online travel magazine ThingsAsian.com and ThingsAsianPress.com.

### Situation

Global Directions, Inc. first came to Dayspring in 1999, seeking to build Web properties that would reach Western travelers who shared a passion for Asia. Initially, Dayspring completed GDI's corporate Web site, brand identity and marketing collateral, built a Web site supporting multi-lingual email access, and developed ThingsAsian.com, a premier and content rich online travel magazine. GDI then approached Dayspring with a new idea.

Inspired by the many expert, adventurous and independent contributors who helped build ThingsAsian, GDI sought to expand its deep Web content into print media. Their vision, ThingsAsian Press, included publishing travel books, children's books and Asia inspired notecards. To introduce these products to bookselling professionals, ThingsAsian Press needed a Web site.

### Vision

ThingsAsian Press created an arena for writers and photographers with expert, recent knowledge of Asia to share their experiences. Within months of launching the press, the publisher had several original travel books and a stable of unique gifts to promote and sell. With limited corporate staff, the publisher needed a Web site that would display the books and gifts, provide detailed product and ordering information, and serve reviewers, distributors and booksellers.

### Execution

Dayspring responded by developing a clear and elegant Web site, with design elements that link ThingsAsian Press to the client's other Web properties. The visually rich homepage opens a window to Asia, inviting users to browse the growing list of titles and gifts. The Web site's simple and direct navigation provide easy access to product images and detailed product information. Dayspring continues to provide ThingsAsian Press with design direction, copywriting and Web maintenance services.

Pleased with Dayspring's skilled design and reliable partnership, ThingsAsian Press also depends on Dayspring for book design, product design, Flash design and marketing collateral.

*Dayspring has served as Global Directions, Inc.'s Web design and development partner since 1999.*

*"In 1999 I decided to out-source our entire technical department. Now, I create the content and Dayspring takes care of the rest. I am a very happy web publisher."*

**Albert Wen**  
Founder  
Global Directions, Inc.



[www.thingsasianpress.com](http://www.thingsasianpress.com)