

PAUL McCARTNEY ARCHIVE COLLECTION

RAM



RAM - Paul McCartney Collection

GRAMMY NOMINEE 2013 - Best Boxed or Special Limited Edition Package

For the RAM collection, Paul McCartney wanted to do a more extravagant box set than previous collections to include a lot of memorabilia from life on his farm in Scotland. James Musgrave from YES Studio Ltd, London, designed the components to fit into a clam-shell box and ICLA engineered them to one millimeter tolerances. Truly a harmony of design and engineering.

The clam-shell is wrapped in coarse weave cloth over grey board and decorated with a 4-color process + satin aqueous tip-on, black foil stamping and silkscreen sequential numbering on the outside and royal blue printed liners on the inside.

The RAM Book is Smyth sewn and soft bound with end sheets and an exposed spine, printed with the RAM album colored graphic on the folded edges of each text signature, so the spine of the book matches the graphic of the album cover. The program is singer sewn with cream-colored thread and printed 4-color process throughout on smooth cream offset.

The photograph envelope is printed 4-color process / black on smooth offset cover to mimic an actual photograph envelope with string ties. Five photographs are printed 4-color process + coating on special paper to look like actual photographs.

The ephemera envelope is printed 4-color process on 216 gsm Mohawk Loop Antique Vellum Fossil and finished with string ties. The ephemera lyric pages, reproductions of Paul's written lyric sheets and comments, are printed 4-color process to include stains, doodles, marker annotations, marks, written notes, see through impressions and logos on various weights and textured papers to represent the original documents.

A Small Book of Sheep is quarter bound with black fabric on the spine and black foil on the covers. The text is printed with black halftone reproductions of the sheep on Paul's farm.

And lastly, four re-mastered CD's and one DVD (Deluxe Album, Mono Album, Thrillington, Bonus Audio and one Bonus Film) are housed in black sleeves with a circular die cut window to reveal the label graphics on each disk.

Nominated for a Grammy in 2013 for Best Boxed or Special Limited Edition Package, RAM came in second to Woody at 100: Woody Guthrie Centennial Collection.

“Ladies and gentlemen, this is an album from a long, long time ago, when the world was different. This is an album that is part of my history - it goes back to the wee hills of Scotland where it was formed. It's an album called RAM. It reminds me of my hippie days and the free attitude with which was created. I hope you're going to like it, because I do!” - **Paul McCartney, 2012**