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Metallica Pop-Up Book Created by Perth Digital Agency Amid Cancelled Tour

More info: <https://www.lethal.com.au/metallica>

James Hetfield, frontman to the world's biggest heavy metal band 'Metallica', recently checked himself into rehab, cancelling the Australian and NZ legs of the band's international WorldWired tour.

Perth-based agency Lethal Digital has spent this year creating a children's pop-up book, inspired by H.P. Lovecraft and Metallica's song ironically titled 'The Thing That Should Not Be'.

Lee Rekman, Director of Lethal Digital had planned to meet with James, Lars, Kirk and Rob on Thursday 17th October, 2019 in Perth prior to their show at Optus Stadium to present the pop-up book idea, with the intention of collaborating with Metallica's charitable foundation, 'All Within My Hands'.

"A pop-up book with shiny gates and a compelling graphic story is the ideal medium to introduce the world's greatest metal band to future followers. It's my passion project for fellow Metallica fans to share with their young 'metalheads'. Reading, learning and interacting with the 3-D adventures of James, Lars, Kirk and Rob."

The Thing That Should Not Be:

A small and deluxe, hardcover pop-up book featuring 3-D renderings of Metallica.

The book references Metallica's 1986 Master of Puppets song by the same name, co-written by James Hetfield, Lars Ulrich and Kirk Hammett.

<https://www.metallica.com/songs/song-25911.html>

Metallica sought their lyrical inspiration via American writer, H.P. Lovecraft's short story monster, Cthulhu a.k.a. 'The Thing That Should Not Be'.

Design features a book cover with robust magnetic closure, inviting readers to 'open the doors' of discovery spanning six illustrative pages.

The Thing That Should Not Be is purely conceptual.

Metallica has NOT commissioned the book.

Although the original meeting didn't eventuate as planned, several copies of the pop-up book are on their way to one of the band members.

For further info, including high-res images, contact Lee Rekman at Lethal
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