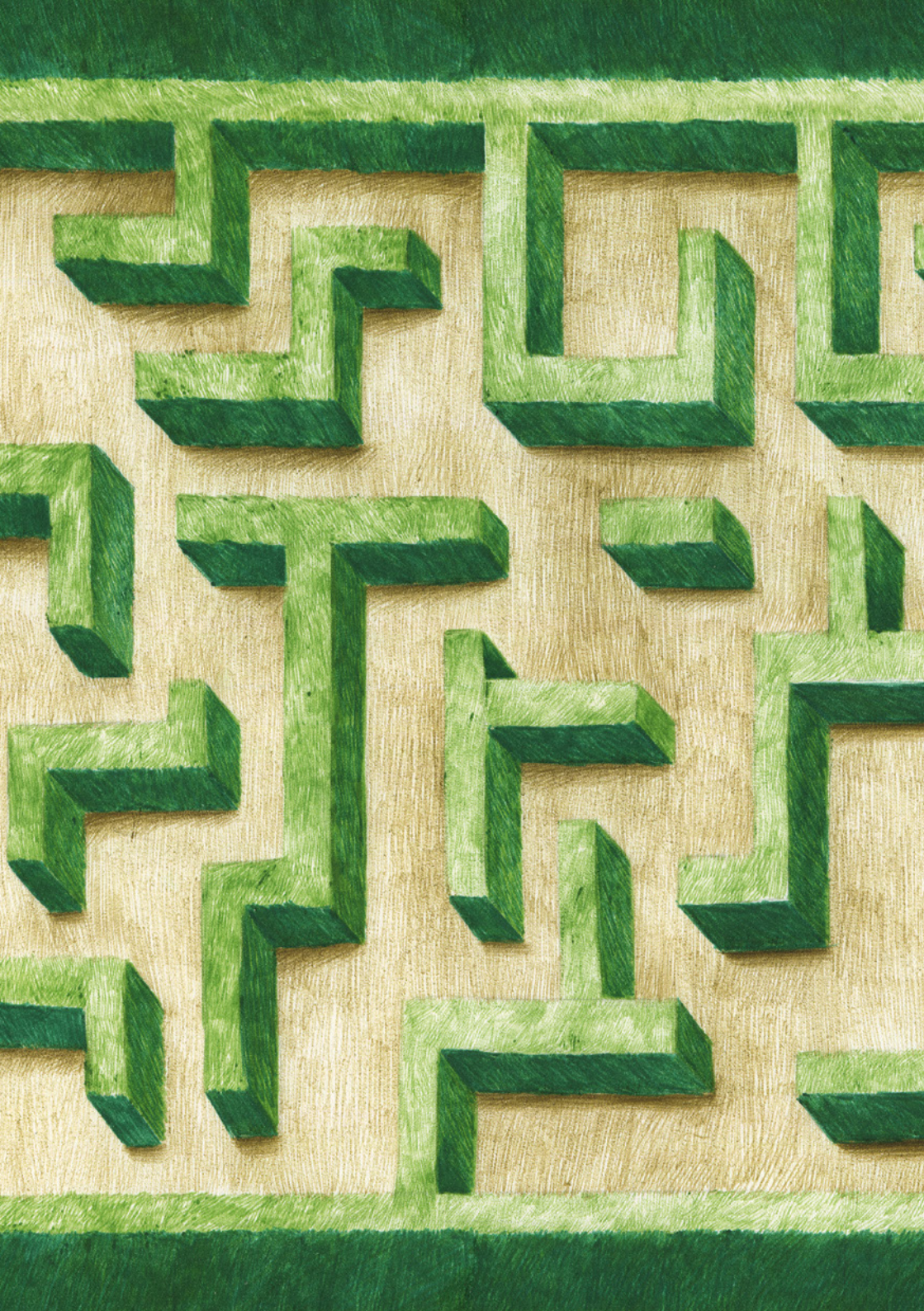




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GG



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WATERCOLOUR: THE ANIMAL KINGDOM

Miriam Sugranyes

Format: 20.5 x 15.5 cm · Paperback

Pages: 112

ISBN: 9788425234682

Not yet published (November 2023)



An easy, entertaining, step-by-step book to draw and paint your favourite animals.

For the last 7 years the author has been working as an illustrator and Art Director at CRIN (Child Rights International Network) combining it with freelance work, specially in the editorial field for publishers such as PRH, Edicions 62, MTM.

In January 2020, she co-founded The Rights Studio, a new creative hub for people and organisations to engage on human rights issues affecting children, young people and future generations through the arts and other creative expressions.

SELLING POINTS

- A fun book for all ages
- Like a calligraphy workbook you will practice the direction of the strokes
- You will learn how to apply watercolour techniques for light, detail and texture.





MAGIC JUNGLE

A manual to develop our creative spirit

Ana Victoria Calderón, Nadia Payan & Margarita Calderón. Illustrations by Núria Riaza.

Format: 17 x 23 cm · Hardcover

Pages: 140

Words: 16,000

Price: €24.00

ISBN: 9788425233357

Explore and develop
your creativity



Ana Victoria Calderón, Nadia Payan and Margarita Calderón have a professional creative career in illustration, fashion, branding, coaching or education. They are the creative minds behind The Magic Jungle Experience, the annual retreat that welcomes people from all around the world, offering orientation for artists with an entrepreneurial spirit.

Magic Jungle is a practical guide that will help its readers develop their creative spirit. This book invites them to embark a journey of self-discovery in order to connect with their more authentic creative self, along their creative career, professional or not, with advice and exercises at all stages.



WE BELIEVE THAT:

- Creativity lives in all of us.
- Your art doesn't have to be your business, but it could be.
- Developing your intuition will help put you on the right track.
- To believe in your art, it is fundamental that you know yourself on a deeper level.
- Creative practices bring you closer to your divinity.
- Creating art makes you happy. It's that simple.
- Art can be many different things.
- It's never too late to take up your creativity once again.



Modelos de negocio para creativos



Crear y vender productos físicos:

- Reproducciones de arte (láminas o prints)
- Artículos de decoración
- Papelería
- Ropa
- Accesorios

Crear y vender productos digitales:

- Creación de libros digitales
- Cursos online, seminarios web
- Consultoría a distancia
- Cursos por correo o suscripción
- Guías digitales
- Diseños editables

Cursos y talleres:

- Talleres artísticos
- Grabar un curso y subirlo a una plataforma online
- Ser profesora en centros educativos
- Crear una plataforma de enseñanzas
- Formarse en arteterapia

Redes sociales y blogging:

- Espacios publicitarios en tu web
- Contenido patrocinado en tus perfiles de redes sociales
- Tener una cuenta privada en redes sociales con acceso de pago
- Monetizar contenido en formato audiovisual
- Reseñas de productos remuneradas
- Incluir publicidad en tus podcasts
- Abrir una sección de donativos en tu web

Financiamiento público / privado:

- Becas de organizaciones artísticas
- Recaudación de fondos a través de compañías públicas
- Patrocinios

Licencias:

- Cesión de derechos con royalties
- Cesión de derechos con tarifa fija

Ofrecer un servicio:

- Diseño de producto
- Diseño de moda
- Diseño gráfico o ilustración
- Ilustración editorial
- Colaboración con marcas

Puntos de venta:

- Venta a particulares o al por mayor
- Trabajar en depósito (dejar en la tienda y que te liquiden sobre las ventas)
- Asistir a ferias y bazares
- Abrir tu propia tienda online.

Vender arte original:

- En galerías
- Crear series limitadas de grabado
- Crear obras por encargo
- Venta a particulares
- Hacerlo desde tu propia web con venta online
- Venta a empresas u otras instituciones corporativas.

Vender servicios

- Coaching y asesoramiento
- Charlas y seminarios
- Talleres y tutoriales.

Reparte el peso entre tus pilares

	Ejemplo 1	Ejemplo 2	Ejemplo 3	Ejemplo 4
100	utilidad	crecimiento	intuición	diversión
75	educación			compasión
		libertad	exploración	exploración
50	seguridad	amor	servicio	presente
25	autenticidad	autenticidad	fortaleza	integridad

El hecho de determinar con claridad tus valores personales te ayudará a acercarte a tu yo auténtico, a alinear tu obra con tus motivaciones para crear y a conectar tu mundo interior con el exterior. Integrar la curiosidad inocente de nuestra niñez con los valores adultos nos abrirá a un camino muy placentero para nuestra alma creativa. Esta combinación mágica es fascinante y nos lleva a una expresión artística pura, inimitable y magnética que, además, mantendrá intacto el entusiasmo por tu obra.

Con el siguiente ejercicio, descubriremos cómo integrar nuestros valores de forma holística, incluso aquellos que te parezca que no guardan relación entre sí.

● EJERCICIO

LA UNIVERSIDAD DE TUS SUEÑOS

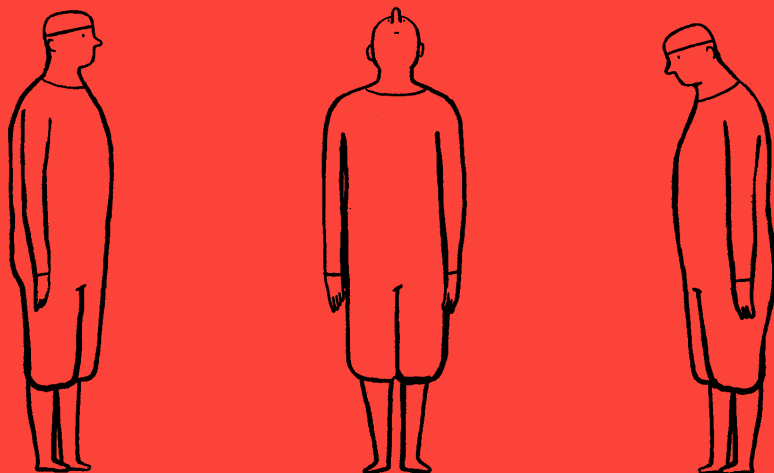
Imagina que vas a empezar en la universidad, sea por primera vez o porque regreses después de varios años. Imagina que, además, es una universidad especial en la que se ofrecen todas las materias que te interesan. No importa si existe o es inventada; en esta universidad se puede aprender cualquier cosa. Solo te debe guiar que las clases sean sobre algo que realmente quieras aprender, no sobre algo que creas que "debes" aprender. Tu programa tiene que basarse en tu interés y curiosidad. Tampoco importa que tus clases no tengan nada en común. Enfócate en tus sentimientos acerca de lo que te encantaría experimentar o aprender y haz una lista de, al menos, diez clases a las que te gustaría asistir. ¡Escribe todas las que se te ocurran!

JUNGLE 29



- Chapters are devoted to the exploration of the creative self, developing a personal style, reclaiming your creative space, communicating your art, concretion, expansion and nourishing your creativity.

GURIDI



Raúl Nieto is the illustrator behind Guridi, the artistic name with which he signs his artwork. An acclaimed picture book artist whose works have been published in many languages, Raúl Nieto studied painting at the Faculty of Fine Arts of Seville and has extensive experience in visual communication in the spheres of printing, design, and advertising.

This year, our publishing house has commissioned him its yearly brand image campaign **GG by Guridi**.



INTERVALS

The silence of images

Guridi

Format: 15 x 21 cm · Paperback

Pages: 96

Words: 3,500

Price: €23.90

ISBN: 9788425233357

In this new book, Guridi offers us his **creative vision of the picture book**. He delves into the relationship between images and text, between space (physical and mental) and characters, and especially the intervals—the interstitial spaces that give rise to deep meaning of works of this kind, inviting the active participation of readers. His practical advice sets us on the path to create our own visual works - illustrations but also architecture and stage design, photography or film - according this idea of empty space.





CONNECTIONS

Words and objects as sources of creation

Guridi

Format: 15 x 21 cm · Paperback

Pages: 144

Words: 5,500

Price: €16.90

ISBN: 9788425233357

The creative process starts with a reaction, a creative impulse emerging from an unexpected connection.

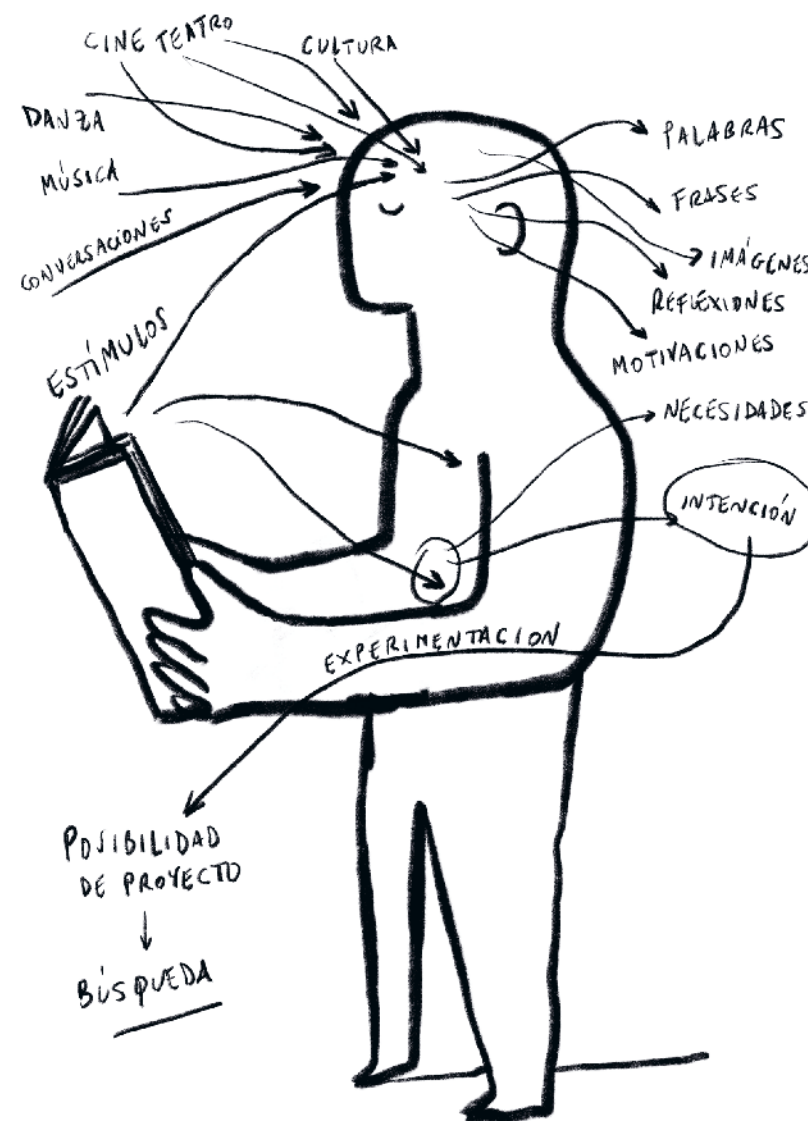
In this book the author shows us how the connection between everyday objects and words produces images and stories that come together to define a work and give it an identity.

SELLING POINTS

- This guide will take artists from idea to the final project.
- An invitation to enrich the art we make with elements from the world around us.
- An intimate portrait of the creative process from one of the most acclaimed illustrators of the international scene.

People always say that the most important part of a project is the idea. But without a plot or story to support it, an idea cannot grow. It needs to be provided with a “truth” resulting from the experiences and life lessons we have learned and shared with others —this is what makes a project unique—.

GURIDI





IMPERFECTION

I have tried to write a manual,
but this is the result

Guridi

Format: 15 x 21 cm · Paperback

Pages: 112

Words: 5,500

Price: €14.90

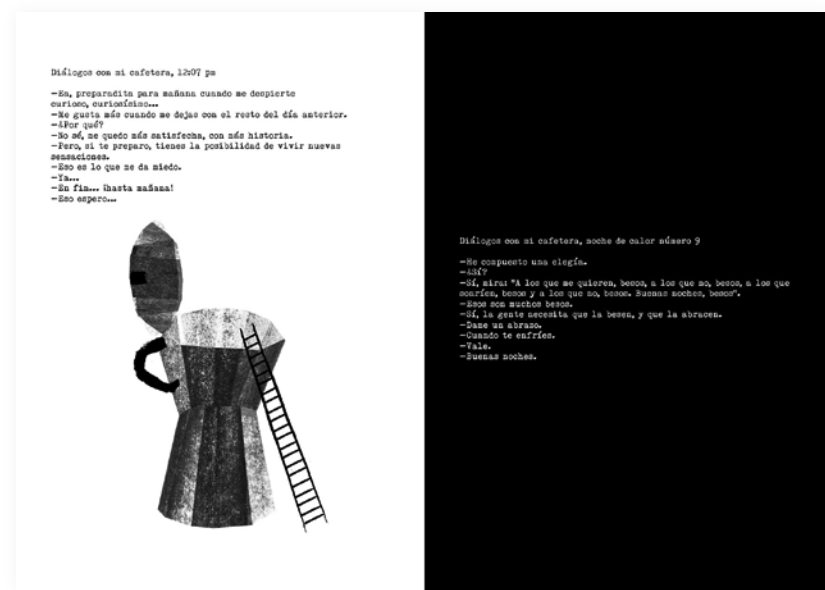
ISBN: 9788425232268

How to turn our wrinkles and scars
into signs of character and authenticity?

Creativity arises from the marvelous chaos
of observation, emotion, reflection, knowledge
and action.

Using his experience and his most private
reflections, Guridi talks about the resources
and thoughts that accompany him during
the creative process, and the things he has
learned about art, himself and the world that
surrounds us and how they have allowed him to
construct his own personal language and vision
in the field of illustration.

This book is all together an essay, a poem,
a sketchbook and a manual of creativity.





PAINT YOUR WORLD

Resources and advice to create your own sketchbook

Maru Godas

Format: 21 x 24 cm · Paperback

Pages: 178

Words: 25,000

ISBN: 9788425230806

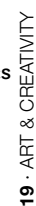
Not yet published

Maru Godas is a graphic designer, illustrator and urban sketcher who lives in Barcelona. In addition to collaborating with a number of magazines and other press, she currently teaches courses and workshops on art techniques and urban sketching around the world.

Start painting and express yourself in your sketchbook!

The **sketchbook** is the perfect tool to help us discover and represent our world. In this book, the author offers **resources** and **exercises** to improve artistic technique, **inspiring ideas** to help readers discover their creative voice, as well as many more resources to explore one's creativity and learn about the infinite possibilities of the sketchbook.







CREATIVE PORTRAITS

On the art of losing friends

Lluísot

Format: 21 x 28 cm · Paperback

Pages: 184

Words: 7,000

Price: €21.90

ISBN: 9788425234361

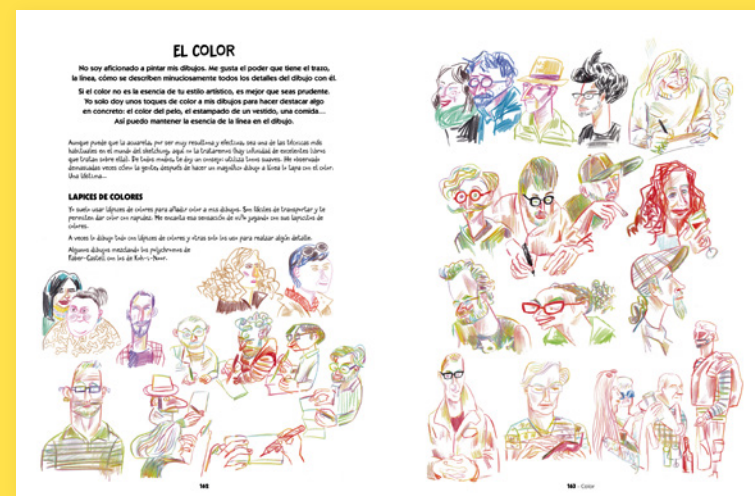
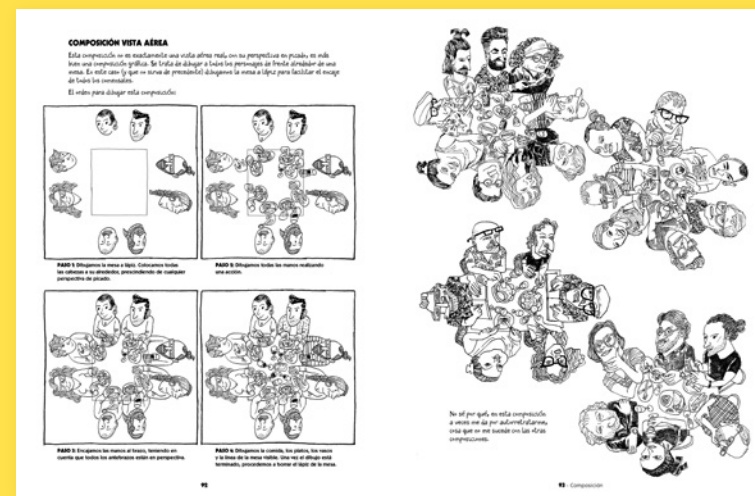
The indispensable tool to learn how to draw life portraits

Lluísot takes us by the hand to show us step by step how to create portraits and other human figures in a fresh and informal style. The goal is to release ourselves from the academic formalism and to find a personal style and generate outstanding art.

With basic drawing techniques as well as further resources, this book is an invitation to awaken our creativity and to enjoy drawing.

Including haircuts, moustaches, accessories, features, shoes, clothing as well as indications on composition, color, textures,...

Lluísot is an illustrator, cartoonist, scriptwriter, urban sketcher, and professor living in Barcelona. He started publishing in the famous satirical magazine *El Jueves* in 1983, with which he has been collaborating until 1997. His drawings have appeared in many other Spanish magazines and newspapers.



SELLING POINTS

- Drawing for fun, light years away from boring drawing lessons
- A famous artist showing through the example of his personal style, how to dare to forge your own
- Resources, advice, small tricks to get started and to keep going



SKETCHING FASHION

A practical history of fashion illustration

Laia Beltran & Lucy Victoria Davis

Format: 14 x 19 cm · Hardcover

Pages: 224

Words: 22,500

Price: €22.90

ISBN: 9788425233821

For fashion illustration fans!

Sketching fashion takes us on a journey in two stages. The first one draws the fascinating history of fashion illustration beginning in the Renaissance period. The second stage consists of renowned names of contemporary fashion illustrators working all over the globe.

The authors don't just outline their careers but also look at the techniques of these 21 contemporary artists to show how eclectic fashion sketching can be.

SELLING POINTS

- Interviews with 21 contemporary fashion illustrators about their creative approach and illustration techniques
- The history of fashion illustration in a "casual" way (small format, fresh writing style) .
- Over 200 illustrations, full colour.



Laia Beltran is a culture journalist and a collaborator of various Catalan media. She teaches Cinema and Fashion at Escola Superior de Imatge i Cinema de Barcelona.

Lucy Victoria Davis is an illustrator specializing in fashion sketching. She leads fashion illustration workshops for fashion, communication, design, and art students.





DESIGN OF CREATIVE PROCESSES

Method for generating ideas and co-creating for teams

Alejandro Masferrer

Format: 16 x 23 cm · Paperback

Pages: 136

Words: 23,500

Price: €16.25

ISBN: 9788425232435

Rights sold: English and French

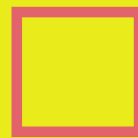
The ultimate guide to co-creation

Working as a team is something that is both gratifying and complex. Alejandro Masferrer has created an effective method for working through the different stages of creative projects, according to their type. This marvellous guide will be of great use if we want to avoid the typical blind spots, errors, imbalances, and threats that could hinder the development of a project and the work carried out in a team.

Alejandro Masferrer is a designer who specialises in facilitating co-creation for teams working in design and innovation. He was co-founder of The Pop Up Agency, a nomadic agency that worked in 48-hour sprints, and the creator of Triggers, a company offering consulting services to help foster the creative process and the design of tools for teams.



The circle
(meeting)



The square
(basis)



The star
(activation)



The open triangle
(exploration)



The closed triangle
(filtering)

SELLING POINTS

- The five stages of the creative process
- Typologies of creative sessions
- Problem solving



GREEN AU NATUREL

Drawing techniques for nature illustration

Santi Sallés

Format: 17 x 24 cm · Paperback

Pages: 128

Words: 9,900

Price: €16.90

ISBN: 9788425231612

Rights sold: French

2ND
PRINT!

A manual for nature drawing

Capturing the beauty of nature and learning how to distinguish the infinite variety of its forms and colours can be a real challenge, but it is also a source of endless pleasure for those who love drawing and nature. Santi Sallés runs through all the techniques and resources you need to be able to render the beauty of plants, flowers, trees, and natural landscapes.



SELLING POINTS

- A very practical manual including a wide range of materials and painting tech.
- Helps you master the use of colour using a rich range of greens.
- An opportunity to go out into nature and put these techniques into practice.
- You'll draw leafs, plants and trees, countryside, woods and forests, urban and interior greens.

Santi Sallés is a graphic designer, illustrator, creative artist, and urban sketcher; in short, a multidisciplinary artist with a long trajectory behind him. He has worked for different advertising agencies and companies such as Estrella Damm, Seat and Teatre Lliure, among others.





20

21

Lápices de colores | Acuarelables o permanentes

El comportamiento de los lápices de colores es muy parecido al del lápiz de grafito, pero con pigmentos de colores en la mina. Permite muchos registros, texturas, tramas y tonos dependiendo de la presión que ejerzamos sobre el papel. Existen lápices más blandos o más duros, acuarelables o permanentes. Hay infinidad de colores (estuches de hasta 150 colores) y marcas. Yo trabajo con dos de ellas: Caran d'Ache y Faber-Castell.

Lápices de colores de la marca Caran d'Ache, modelo Prismalo. Aquarelle, y de la marca Faber-Castell, modelo Polychromos. Los primeros son acuarelables, aunque yo los utilizo básicamente porque la mina es más blanda y da unos colores muy luminosos. Los Polychromos son perfectos porque son resistentes al agua y pueden añadirse acuarela encima sin que el color del lápiz se diluya.

Son ideales para dar los últimos toques y reforzar sobre la acuarela o el gouache.

44

Hojas | Morfologías

Es imposible entender la naturaleza sin tener en cuenta las hojas. Para dibujar hojas es imprescindible observar detenidamente su forma y color. Podemos trabajar de muchas maneras, utilizando únicamente una mancha, en blanco y negro reforzando las zonas más oscuras con texturas, con lápices de colores o dibujando solo el contorno. También funciona bien trabajarlas en collage con recortes de papeles o dibujar de modo más realista y riguroso (ilustración científica). Esta última técnica requiere más tiempo debido a su complejidad; necesita más observación y mayor control en el dibujo. El primer paso es dibujar con lápiz la forma según el modelo, aplicar después la acuarela y, una vez seca, dar unos toques con lápices de colores para dar brillo y profundidad al dibujo.

Cuando tengo que dibujar hojas busco siempre aquellas que me llaman la atención por su color o su forma. Es interesante atreverse y ponerse retos, muchas veces el resultado es sorprendente.

En la naturaleza hay infinidad de hojas, que podemos clasificar por su forma:

1. Aciculares
2. Redondeadas
3. Oblongas
4. Elípticas
5. Acorazonadas
6. Ovoides
7. Oboradas
8. Lanceladas
9. Oblanceoladas
10. Palmadas. A. Simples B. Compuestas

César Manrique
**MOMENTO
DE PARAR**
y otros ensayos sobre arte,
paisaje, geología y ecología



GG

TIME TO STOP

and other essays on art, landscape,
geology and ecology

César Manrique

Format: 13 x 20 cm · Paperback

Pages: 164

Words: 27,000

ISBN: 9788425234385

Not yet published

The ultimate edition of 37 essays (some published here for the first time) on ecology by the major Spanish artist César Manrique.

I have always sought out Nature's essence, its hidden truth: my life's purpose. The magic and the mystery that I have encountered on this long search are just as real as our apparent and tangible reality.

César Manrique

César Manrique (1919 -1992) was a multidisciplinary artist (sculptor, painter, landscape architect...) born in Lanzarote (Spain). He was the precursor of non-figurative art in Spain, establishing matter at the centre of his compositions. His pictorial imaginary draws from impressions of the volcanic landscape of Lanzarote which he seeks to understand emotionally.

Editor's note

Essays:

- Mirador del Río
- Geología y paisaje
- Motivación del libro: Lanzarote, arquitectura inédita
- Arrecife: problema
- Cualquier artista auténtico...
- SOS por Lanzarote
- Vale la pena vivir
- Consideraciones en torno al medio ambiente en Canarias
- Lo que siento al ver dónde estoy
- La Vaguada-Madrid 2
- Un grave peligro sobre Lanzarote
- Momento de parar
- Las banderas del cosmos
- Lanzarote se está muriendo
- Arte-medio ambiente
- Fauna atlántica
- La creación total
- Revelación de una noche
- Saber ver, y no mirar, es la clave del conocimiento
- Mis ideas sobre el arte actual y sus consecuencias
- El talento de la naturaleza
- Optimismo utópico
- Mis ideas sobre el arte y todas sus posibles aplicaciones para la salvación del medio
- Taro de Tahíche: casa museo de César Manrique
- Discurso pronunciado en la recepción del Premio Fritz
- Schumacher de la Alfred Toepfer Stiftung FVS
- Discurso pronunciado en el acto oficial de inauguración de la Fundación César Manrique
- Origin of the texts





LOOK AND TAKE PHOTOGRAPHS

Learn how to use your camera to create the pictures you intend

Jesús G. Pastor

Format: 16 x 23 cm · Paperback

Pages: 144

Words: 22,500

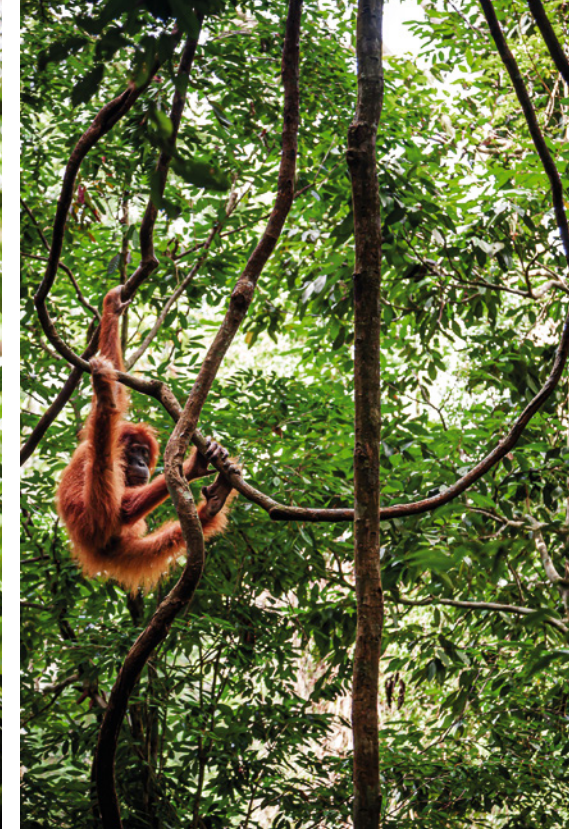
Price: €18.00

ISBN: 9788425232749

What do we observe around us? How to capture it with our camera?

This book takes us on a surprising journey of discovery through the world of photography. The definitive manual on how to handle a camera and its technical features which also shows readers how to see through the lens. Photography is a powerful tool of transformation and a source of enjoyment, and this book will help readers achieve both –making them fall even more in love with photographic medium.

Jesús Pastor is a journalist and photographer whose work has taken him to more than fifty countries. He combines his work as photojournalist for international media outlets such as The Huffington Post, The Sunday Times and El País with commercial photography and teaching at all levels, from university degree programmes to classes for Nikonistas, and other workshops.



ESTAR PARA VER

La fotografía captada al vuelo, sin contacto ni poses puestas, en inglés es conocida como *street photography*, literalmente, fotografía ingeniosa y sin maña. En español, algunos llaman a ese tipo de imagen espontánea y sin artificio, *fotografía robada*.

Más allá de esas reglas lingüísticas y legislaciones, dependientes del contexto y la finalidad de los imágenes, para captar lo que está pasando tal cual deberemos practicar nuestra discreción,

atención y rapidez. Observemos dónde está cada elemento, sus líneas y colores y contémoslos en el azar, un factor tan esencial como ajeno a nuestro control. Atención: sin estar, es imposible ver. Las probabilidades de que el azar colabore son proporcionales a la cantidad de tiempo que pasemos observando el mundo cámara en mano. Las casualidades existen, sí, pero fotográficas dependen, además, de nuestra perseverancia.

La luz del sol es nuestra fuente de luz, natural más artificial. Cuando ilumina de manera directa o difusa y genera sombras definidas. Cuando es indirecta, es suave y las sombras son difusas o casi inexistentes. Miramos estas dos fotografías de luz, suave y uniforme. El sol ilumina a los chicos directamente, pero los chicos filman su luz que llega al hombre en indirecta, reflejada, que directa a unos metros frente a él y es imposible ver el reflejo de lo que le ilumina.



28 mm - F10 1/80 - f/11 - 1/800 - AF-C - 22 - Prioridad obturación
Joaquín Zapata, Bulgaria, 2010



28 mm - F10 1/80 - f/11 - 1/800 - AF-C - 22 - Prioridad apertura
Lago Anichil, Pakistán, 2012



28 mm - F10 1/80 - f/11 - 1/125 - AF-C - 22 - Manual
Mount Bromo, Java, Indonesia, 2007



24 mm - ISO 400 - f/4.5 - 1/800 - AF-C - 22 - Prioridad obturación
Boda de los Julianes, Barcelona, España, 2013

Focal length, Film Speed, Aperture & Diaphragm, Shutter Speed, Focusing, Light Value and Light Meter

SELLING POINTS

- An invitation to learn a new way of experiencing and understanding photography.
- Amply covering both technical and abstract aspects by way of practical and easy-to-understand examples.
- Simple, unpretentious language with a highly personal educational approach that is both committed and passionate.

A camera is a tool that helps us, even forces us, to always search for beauty, anywhere. It is an object that enables us to see more, to see differently...

Jesús Pastor

Aprende a
fotografiar productos
como un profesional
MARTÍ SANS



PRODUCT PHOTOGRAPHY HANDBOOK

Martí Sans

Format: 16 x 23 cm · Paperback

Pages: 144

Words: 26,500

Price: €16.90

ISBN: 9788425231339

3RD
PRINT!

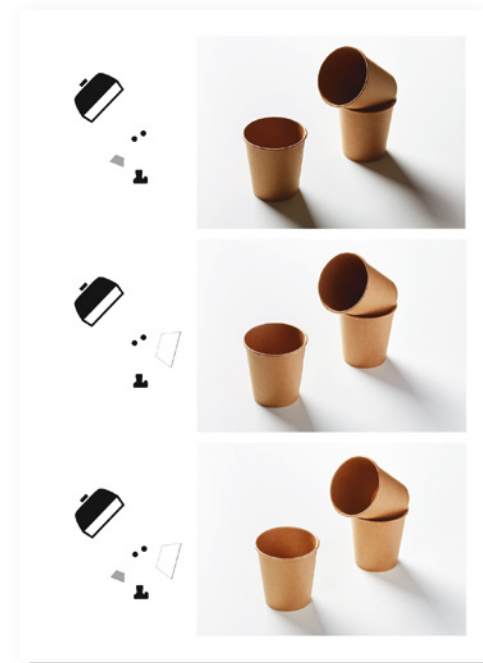
A technical manual of product photography with special attention to illumination techniques

Behind product photography lies a world of infinite possibilities, a world beyond that of those bland catalogue photographs taken against a white background. This book brings together all the main techniques used in product photography – from basic to advanced – showing readers the tools that are available to them, helping both amateurs and professionals improve their craft in the studio.

SELLING POINTS

- There are no other books on this topic.
- The author's main concern is to clarify difficult issues such as lighting and polarization, etc.
- Contains simple text and processes are explained using images as examples, clarifying understanding.

Martí Sans is a photographer specialising in product photography. He takes photographs for advertising and offers in-person and online workshops on still-life and food photography.





Joan Fontcuberta, *El nacimiento de Venus*, 1992.
Fotograma de Judit sobre una reproducción
de Botticelli.



PANDORA'S CAMERA

Digital photography. What happens?

Joan Fontcuberta

Format: 15 x 22 cm · Paperback

Pages: 192

Words: 66,500

Price: €18.00

ISBN: 9788425228339

Rights sold: French and Italian

Awards: National Award for Essay, 2011



KISS OF JUDAS

Photography and truth

Joan Fontcuberta

Format: 15 x 22 cm · Paperback

Pages: 136

Words: 35,000

Price: €15.00

ISBN: 9788425228322

Rights sold: English, French and Italian

Over 10,000 copies sold in Spanish



PHOTOGRAPHY NOTES

Resources and basic techniques
of analogical photography

Jordi Gumí

Format: 14 x 20 cm · Paperback

Pages: 112

Words: 15,000

Price: €13.90

ISBN: 9788425229862



MACRAMÉ

An introduction to macramé with step-by-step projects

Ikram Mayouni

Format: 19 x 25 cm · Paperback

Pages: 160

Words: 18,500

Price: €21.90

ISBN: 9788425233104

Inspiring projects, explained throughoutly

A DIY book that keeps alive this ancestral art through fresh projects from the artist's studio, explained step-by-step with the help of drawings and photographs.

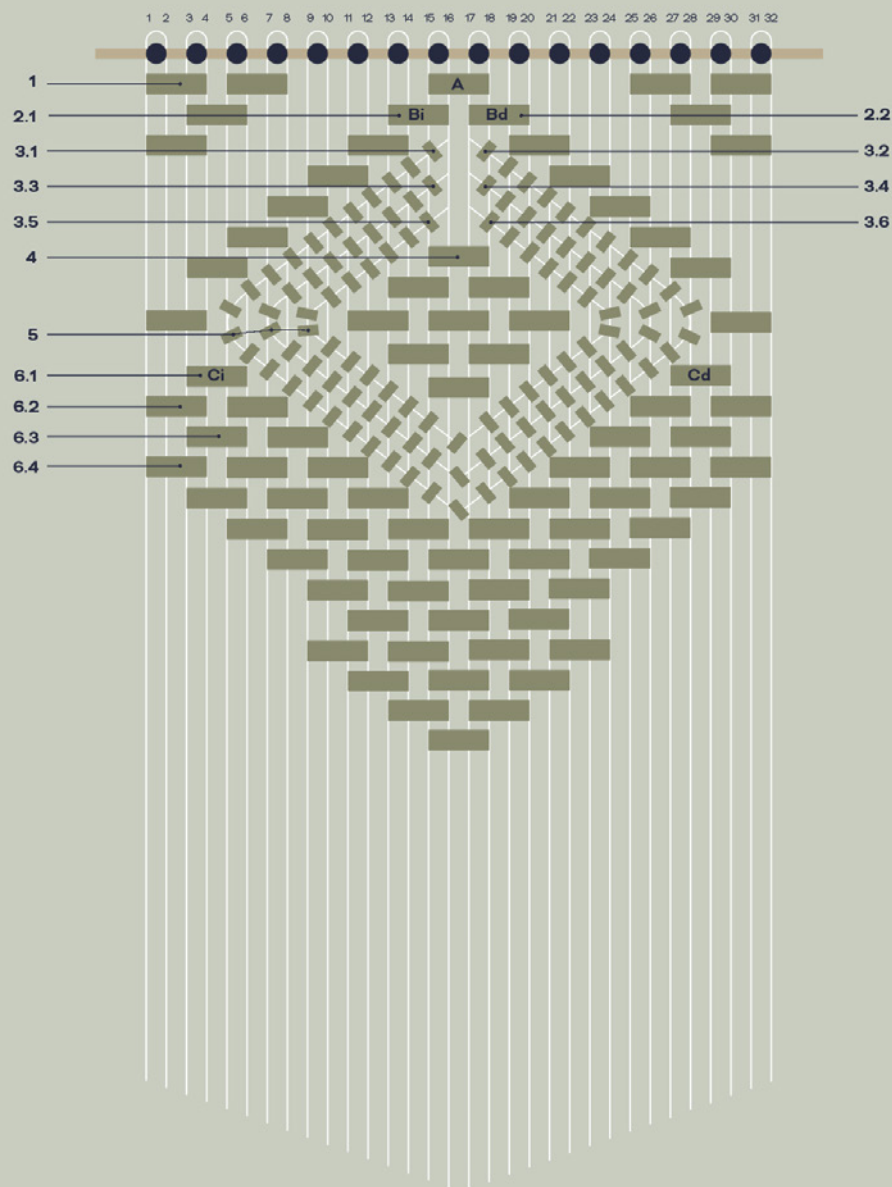
Abha explores the macramé technique, creating pieces with natural fibres such as cotton, linen and jute.

SELLING POINTS

- 10 basic knots (cow hitch knot, square knots, clove hitch, spiral knots,...) and a range of alternated knots.
- 15 simple and surprising projects.
- Gorgeous photography, full instructions and clear diagrams.

Ikram Maymouni is an artisan-designer of macramé pieces sold both in stores and online. She divides her time between macramé creation and workshops. Her in-person and online classes attract students from around the world.





TAPIZ NATURAL KINTAMANI

En este tapiz, la baqueta es la protagonista y marca el ritmo de los nudos. Esta baqueta irregular está hecha con la misma cuerda guía en todo su recorrido por el tapiz. Su irregularidad afecta a la forma de los nudos planos y a la composición general. El corte final de las cuerdas está hecho ligeramente en diagonal, imitando el recorrido del último tramo de la baqueta.

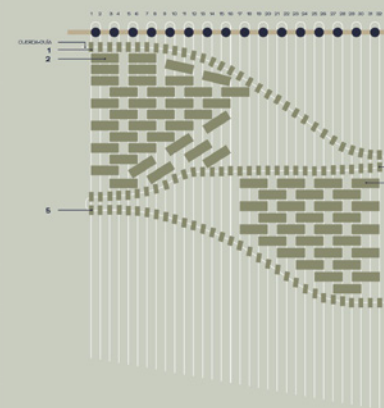
DIFICULTAD: Fácil
TIEMPO: 2 horas
TAMAÑO FINAL: 60 x 80 cm

MATERIALES:
55 m de cuerda de algodón natural de 3 mm
Soporte de madera de 45 cm

NUDOS
Nudo de montaje
Nudo plano
Baqueta horizontal y baqueta diagonal

PREPARACIÓN
Cortamos diecisiete cuerdas de 3 m y una cuerda de 1,5 m.
Colocamos las diecisiete cuerdas sobre el soporte con un nudo de montaje inverso.

PROYECTOS



1. PRIMER TRAMO DE BAQUETA

• Con la cuerda de 1,5 m, que será la cuerda guía, comenzamos a anudar en horizontal hasta la cuerda 10. A partir de ella, seguimos anudando el resto de las cuerdas en baqueta diagonal.

2. PRIMER TRAMO DE NUDOS PLANOS EN COLUMNA Y PUNTO DE ZURRÓN

• Con los dos primeros grupos de cuatro cuerdas, hacemos columnas de tres nudos planos.
• Con el tercer grupo de cuatro cuerdas, hacemos una columna de dos nudos planos.
• Con el último grupo de cuatro cuerdas, hacemos un solo nudo plano.
• Bajo estos nudos, con las mismas diecisiete cuerdas, hacemos nudos planos en punto de zurrón hasta obtener un total de nueve hileras.

3. SEGUNDO TRAMO DE BAQUETA

• Con la misma cuerda guía del tramo anterior, seguimos anudando en baqueta más o menos horizontal hasta la cuerda 15. Anudamos en diagonal el resto de las cuerdas.

• Al realizar este tramo de baqueta, los últimos nudos del punto de zurrón quedarán curvos o irregulares.

4. SEGUNDO TRAMO DE NUDOS PLANOS EN PUNTO DE ZURRÓN

• Con los cuatro últimos grupos de cuatro cuerdas, de la 17 a la 32, hacemos nudos planos en punto de zurrón hasta obtener un total de diez hileras.

5. TERCER TRAMO DE BAQUETA

• Con la misma cuerda guía, seguimos anudando todas las cuerdas en baqueta más o menos diagonal.

CIERRE DE LA PIEZA

• Cortamos las cuerdas del tapiz ligeramente en diagonal, dejando las cuerdas más largas, de unos 25 cm, del lado derecho. Desatrevzamos las cuerdas para darles un acabado original.

PROYECTOS



PICTORICAL EMBROIDERY

The five elements of the technique

Gimena Romero

Format: 18 x 25 cm · Paperback

Pages: 96

Words: 10,000

Price: €21.90

ISBN: 9788425232473

Pictorial embroidery as artistic express

Earth (thread), water (colour), fire (stitches), air (empty space), and soul (intentionality) are the elements of embroidery which see their greatest expression in pictorial embroidery. The author guides her readers in the application of these principles in their embroidery work.



Acentos



Sentido de la puntada

Gimena Romero (Mexico City, 1985) earned her degrees in plastic and visual arts in Mexico and France. She is an artist and illustrator specialising in textile design. Winner of several awards, her work has been shown in numerous countries around the world.



Los acentos

En el bordado pictórico, los acentos pueden parecer algo informal y demasiado trabajados, pero aportan personalidad y contención a la figura, contraste a la luz y limitación al color, lo que te permite señalar lugares interesantes para la mirada.

¿Cómo reconoces los acentos en la vida real? Observando. Todos los elementos que sueramos en esta técnica de pintar con hilo son elementos que traemos a la tela desde la observación del mundo que nos rodea. Probablemente te preguntes: "¿Cómo los voy a reconocer?". Quizá habrás que reformular la pregunta: "¿Cómo puedo aprender a observar el mundo a mi alrededor?". Hay modos de reconocer qué atrae nuestra mirada. De hecho, el artista traduce a su propio lenguaje lo que capta su atención del mundo que lo rodea. Por eso puede que los acentos que yo vea no sean los mismos que reconocas tú.

Vamos, por ejemplo, esta pieza: Caribú de tierra. Mi intención fue contener la figura, delimitar el peso y mantener una silueta general como si fuera un fardo de tierra, una semilla a punto de germinar. Sin los acentos, no hubiera podido enmarcar el pelo que sobresale de la mandíbula y de las orejas, ni marcar un límite en el cuello y dar movimiento a la cola. Si el papel de los acentos en la técnica se encuentra casi tras bastidores, pero es el primer momento de la metamorfosis del mundo a través de la mirada. El acento atrapa tu mirada, es un instante en la imagen que aporta realismo, aunque no necesariamente sea real.

Existe otro recurso parecido al que llevo: línea perimetral. No es un acento, es la línea que contiene el dibujo, lo que sería el patrón que se va a transferir a la tela.

Si bien estamos bordando un momento del modelo, un instante en el que la luz lo crea de tal o cual forma, en realidad trabajamos con el recuerdo de ello. Esta es la razón por la que decimos que se trata de una ilusión, una imagen creada por nuestra mente a partir de la experiencia con el proceso. Es una ilusión de realidad que cobra vida en nuestras manos, una ilusión que modela cómo percibimos el mundo.

22



SELLING POINTS

- Exploring the relation between art and technique
- A guide to learn how to express yourself in your embroidery work
- Extra-ordinary examples of an renowned embroidery artist



By the same author:
Embroidered Mexico
 From tradition to contemporary stitching

Format: 19 x 25.5 cm · Paperback | Pages: 192
 Words: 16,000 | ISBN: 9788425229381 | Price: €23.90

OVER 10,000 COPIES SOLD!



STENCELLING FOR CERAMIC SURFACES

All you need to know about decorating ceramics

Patricia Lázaro

Format: 19 x 25 cm · Paperback

Pages: 128

Words: 18,500

Price: €21.90

ISBN: 9788425233081

Rights sold: German

Do you imagine decorating you own dishes or tiles with a motifs or on a special occasion?

Do you imagine bringing the dishes to life with characters and colors?

Do you imagine to draw a story on the breakfast bowls?

In the first chapter readers will learn how to make stencils from a given design; the second provides tips on how to apply them, and the third explains how to fire the pieces in a kiln. For those wanting to take their creativity further, the book provides some more technical information on ceramic pieces and teaches how to design the decoration before stencilling.

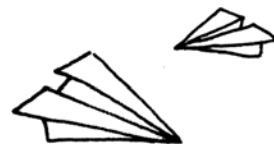


Patricia Lázaro uses her ceramic pieces to tell us stories, little stories from our daily lives. She owns the Chichinabo studio, in central Madrid, where she sells her work.



SELLING POINTS

- The book combines text, illustrations, and photographs.
- The stencil projects are appealing and personal, just the inspiration readers need to connect to their creativity.
- An accessible technique with impressive results.





ORGANIC BEAUTY

Illustrated handbook of natural cosmetics

Maru Godas

Format: 24 x 30 cm · Hardcover

Pages: 128

Words: 30,000

Price: €22.90

ISBN: 9788425230790

Rights sold: English, French, Italian and Portuguese

This is an homage to feminine beauty and nature. Maru Godas provides a new perspective on the world of cosmetics, based on a better understanding of the properties of natural products, showing us how we can incorporate them into our beauty habits. Rather than using conventional beauty products with their chemical ingredients, there are many organic products that are easy to find which are good for us and the environment.

This guide provides information on natural ingredients, including information on their properties and benefits, as well as recipes for essential oils, soaps and creams that we can easily incorporate into our new and natural beauty routines.



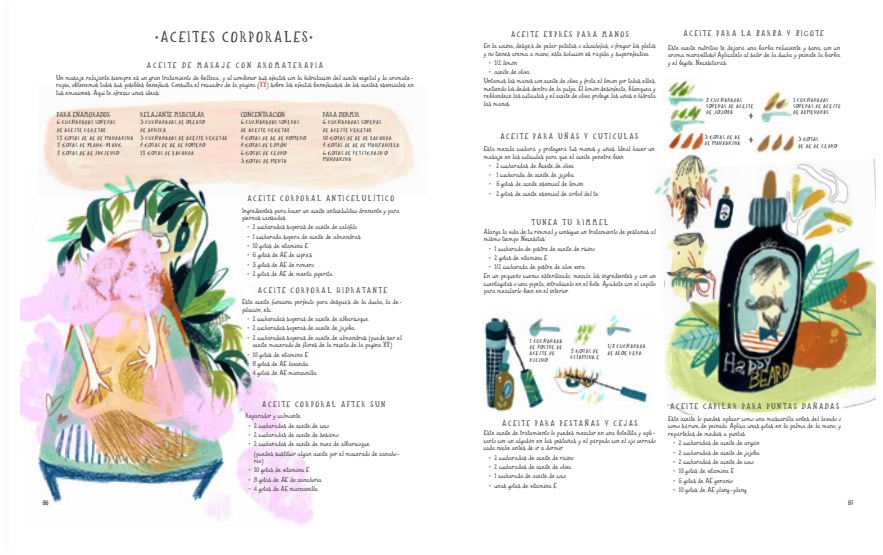
4TH
PRINT!

Maru Godas is a graphic designer, illustrator and urban sketcher who lives in Barcelona. In addition to collaborating with a number of magazines and other press, she currently teaches courses and workshops on art techniques and urban sketching around the world, a pursuit she combines with her passion for natural cosmetics.

SELLING POINTS

- An approach to cosmetics that is healthy, sustainable, effective and fun!
- A detailed explanation of each of the plants, fruits, roots and other products that will help us to better understand all their properties and applications.
- A beautifully illustrated book with a great variety of make-at-home recipes using everyday ingredients.







PRINTMAKING YOUR WAY TO SUCCESS

Vostok Printing Shop

Format: 19 x 24 cm · Paperback

Pages: 142

Words: 29,000

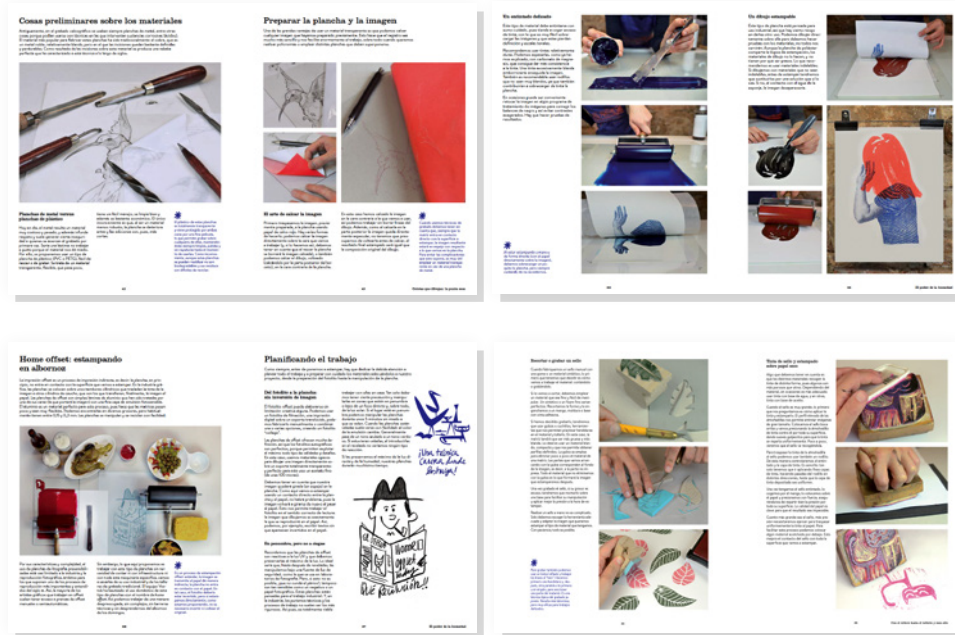
Price: €19.90

ISBN: 9788425229909

Rights sold: French

Printmaking Your Way to Success is a comprehensive handbook of manual printmaking techniques with a fun and experimental approach. Covering and explaining the various techniques used in traditional printmaking, this book provides the knowledge and tricks needed to master the art, always in keeping with the playful, irreverent and pro-DIY spirit of the prestigious Barcelona **Vostok Printing Shop**.

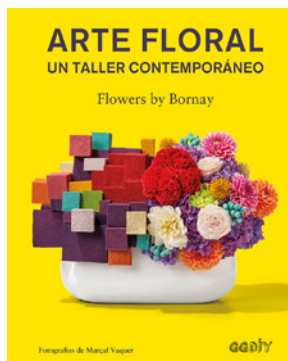
Clear and simple illustrations accompany each of the book's instructions. Also included are notes which build upon, specify or relate to information on other pages. Nearly every chapter of the book concludes with a section containing step-by-step instructions for a project featuring the technique covered. It is a straightforward, simple, comprehensive book but also quite readable and easy-to-understand.



TECHNIQUES COVERED:

- Stencilling
- Ink pads
- Photopolymer stamps
- Drypoint technique
- Photosensitive inks
- DIY offset printing
- Screen printing with limited resources
- Multicube Stamper
- Stamping roller
- Flexistamp
- Superstamp





FLORAL ART

A contemporary workshop
Flowers by Bornay

Format: 19 x 24 cm · Paperback

Pages: 144

Words: 14,000

Price: €24.90

ISBN: 9788425229909

Twenty-three floral projects inspired in as many different art works

This book is more than just a book on contemporary floral design. It is the embodiment on paper of the creative universe of Flowers by Bornay, a group of Barcelona artists which have revolutionised the world of floral art.

23 floral projects, each accompanied by step-by-step instructions and all beautifully photographed by Marçal Vaquer.

Flowers by Bornay is a creative team based in Barcelona led by Joan Xapelli which has developed its own floral design language through its irreverent use of colour and love of cinema, art, comic books, literature and science fiction. For a decade the group has worked with prestigious brands and companies all around the world, including Hermès, Louis Vuitton, Burberry, Pronovias, Mango, Zara, Tous and Rolex, creating the most imaginative art out of the flowers and plants that surround us.



SELLING POINTS

- A singular and irreverent book, where floral design and pop culture go hand in hand.
- 23 easy, funny and artistic projects with instructions step-by-step.
- Unique floral arrangements and bouquets made by the called Bornay Method.



1. 2. 3. 4. Las hojas agudadas y carnosas de la Echeveria desmontamos sus tallos para pintarlos completamente de azul, el color base de nuestra galaxia particular. Una vez seca, hay que pintar un lateral de rojo, y el opuesto, de negro.

5. 6. 7. Antes de empezar a pintar, se cortan unos cuantos dados de espuma, conocidos como píxeles en el argot Bornay. Se procederá a pintarlos de negro, para lo que se recomienda enmarcarlos en un pulido de madera, como si fueran un pincho de tortilla (para ver el proceso detallado, consultar el proyecto The Lake).



8. 9. Cuando la planta crezca está totalmente seca, llega el momento del 'bigue galaxy', otra expresión 100% Bornay. Consiste en espolvorear de blanco algunas hojas centrales, presionando el polvorcillo con menos intensidad. Con ello se consiguen puntos de luz, evitando que los colores de base queden planos.

10. 11. 12. La preparación del recipiente es muy sencilla: basta con rellenarlo de tierra para trasplantar la Echeveria desmontada y que esta quede bien sujeta. La base de tierra se cubre con los píxeles de espuma pintados previamente de negro, que deben quedar a ras del recipiente. Para que encajen como un mosaico, quizás sea necesario cortar algunos píxeles con las tijeras.



CROCHET CREATIONS

24 proyectos de ganchillo para todo el año

Ingrid Valls & Laire Villar

Format: 19 x 24 cm · Paperback

Pages: 144

Words: 15,000

Price: €18.00

ISBN: 9788425229404



FOOTWEAR PATTERN- DESIGN AND SHOEMAKING

Natalio Martín

Format: 16 x 23 cm · Paperback

Pages: 152

Words: 37,000

Price: €24.90

ISBN: 9788425228476



PLANT MAGIC

Natural remedies and cosmetics based on the four elements of nature.

Ana Gayoso - El Jardín de las Lilas

4 volumes: Air, Fire, Earth and Water

Volume 1: Air

Format: 17 x 23 cm · Hardcover

Pages: 224

Words: 45,000

ISBN: 978-84-252-3419-4

Not yet published (February 2024)

A compendium of science and traditional knowledge about plants and techniques to elaborate your own remedies and cosmetics.

El Jardín de las Lilas (The lilac garden) is a family farming business of permaculture. We cultivate and recollect several plant varieties and transform them into hydrolats, essential oils and extracts.

I am the flowers we cultivate in the fields of El Jardín de las lilas, my love for my family and my land, the freedom to live in harmony with nature, my laboratory where I research ancient processes to create plant medicines, following the spagyric tradition.

ANA GAYOSO





The element Air starts with the spring equinox and the sign of Aries and ends with the summer solstice and the sign of Gemini. Air generates life. Aries is the time of the year light defeats darkness and nature awakens: time of the seed, the sprout and the bud. The sign of Taurus is Springs plenitude, pure energy, light and joy. Time of growth, condensation, flowers. In Gemini the air is getting warmer, and nature is gaining in intensity, colour and fragrance. It is the time of pollination.

In this manual, you will learn all about plants and plant signatures as well as their active principles (primary and secondary metabolites); how to collect and dry plants under the influence of the moon; the different procedures of extraction such as distillation, maceration, solvents, enfleurage... and how to use surfactants, preservatives, and antioxidants in the elaboration of, among others, essential oils, tinctures, infusions, butters, hydrolats, resins, concrètes, absolutes as basic preparations of your remedies, cosmetics, perfumes, and food.

A treasure of knowledge about plants and the elaboration of natural remedies and cosmetics by an outstanding specialist

Both a practical manual with basic recipes for food, remedies and cosmetics, as well as an inspiring example of practice of ecological agriculture.



FOOD SOVEREIGNTY

An illustrated dictionary

Marina Monsonís & Carla Boserman

Format: 18 x 14 cm · Paperback

Pages: 168

Words: 21,000

Price: €21.90

ISBN: 9788425233227

Activism for the Okm food culture

A fusion between an illustrated dictionary of concepts related to food sovereignty and a book of recipes using these ingredients, techniques, and the stories the author learned from her community in the Barceloneta –Barcelona's traditional fishing district which is now a multicultural neighbourhood.

This book is an act of pure activism aimed at a Zero km mindset in which people share their knowledge of culinary traditions with their community.

Marina Monsonís works on projects that connect cooking with political, critical, social, and cross generational aspects to debate and transfer knowledge on the complexities and conflicts of the Zero km food movement. She is interested in actions in radical spaces with constellations of people working together to investigate local techniques and practices, old and new, as part of a nurturing ecosystem for the harmonious enjoyment of all.

Carla Boserman is an artist, teacher, and researcher. She researches and draws in context.



SELLING POINTS

- A Mediterranean story with global repercussions
- 33 complete recipes and many more instructions on techniques and Zero km ingredients
- The beautiful illustrations illuminate the book adding another dimension to the storytelling.



SMALL CABIN BIY

A book that helps children and grown-ups to build their own huts

David Tapias

Format: 20.5 x 22.5 cm · Paperback

Pages: 128

Words: 11,000

Price: €19.90

ISBN: 9788425231988

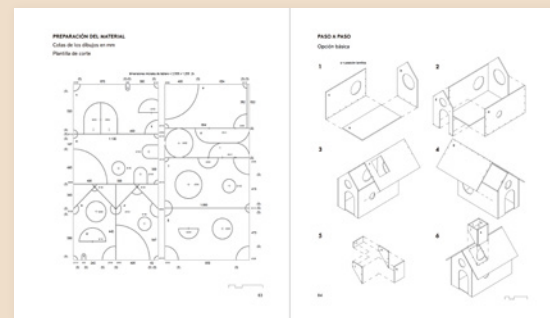
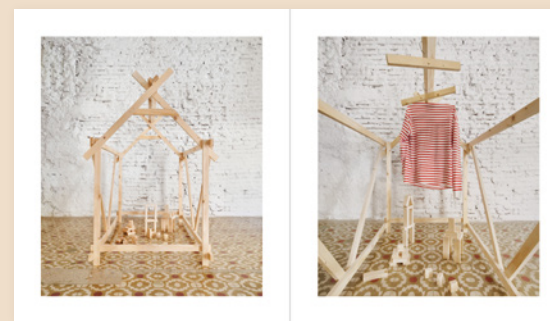
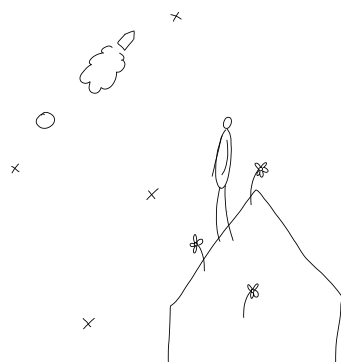
Rights sold: German

Built it yourself! A playbook for children and adults together!

Based on children's innate drive and ability to build, this book explores ways of encouraging these aspects through the building of huts with adults, for mutual learning and adventures in building.

The book is geared towards families, schools, friends, communities, and hobbyists and its goal is to promote playfulness, imagination, and the unique emotions that arise when we build things with others.

15 projects ranging from the very simple using found materials to more complex wooden structures.



David Tapias is an architect and founding partner and director of Aixopluc.

What do we do at Aixopluc? We devote ourselves to making the Earth a better place to live. To achieve this, we work with you to build living spaces where we can be free, love each other and live peacefully. We carry out research and development, applying the most appropriate techniques to succeed; we transform energy and sustainable materials, and share the resulting knowledge with you and the community to continue learning together.

SELLING POINTS

- Every child's dream: a book on how to build huts!
- An opportunity to spend time with the kids: to play, to learn, and to share.
- Projects for all skill levels (and ages), from the simplest projects to ones requiring some carpentry.



POTTERY WORKSHOP WITH LUSESITA

Laura Lasheras

Format: 20.5 x 22.5 cm · Paperback

Pages: 144

Words: 9,500

Price: €19.90

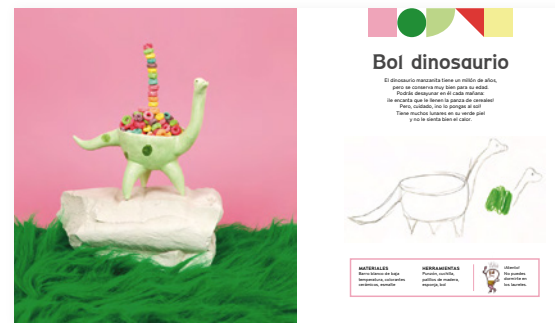
ISBN: 9788425231803

Pottery for children in all senses: based on the skills and imagination of their age.

In these technology-driven times where everything moves at a breakneck speed, taking the time to work with our hands and immersing ourselves in primeval pottery techniques allows us to reconnect with our inner selves.

Lusesita invites children to discover their passion for pottery, an activity requiring both creativity and practice, process and concentration.

Through 17 unique projects readers will learn how to work with clay, a material that can be moulded into an infinite number of shapes thanks to its great malleability. With the artist's refreshing and unique style, they will discover that pottery is not only a fun and surprising activity, but also an incomparable artisanal experience.



Laura Lasheras is the potter behind Lusesita, the artistic name she uses on her art pieces and an internationally recognised name in the world of artistic pottery.

SELLING POINTS

- A fun and beautifully illustrated guide with step-by-step instructions on basic pottery techniques.
- 17 simple and surprising projects whose originality will amaze grown-ups and children alike.
- A new opportunity to improve manual skills, concentration and focus.



TRIS, TRAS!

Stories and activities to imagine,
create and play

Pim Tam Pon

Format: 21.5 x 28 cm · Paperback

Pages: 88

Words: 6,500

Price: €19.90

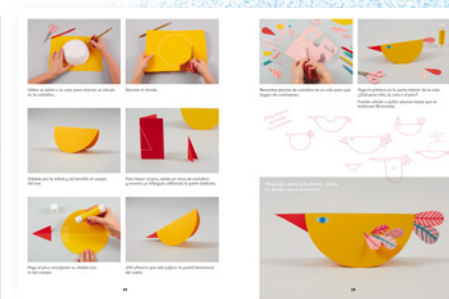
ISBN: 9788425231308

Rights sold: Italian

Creative and fun activities

A unique book of stories, activities and games designed to stimulate the imagination and ingenuity for the youngest among us. A universe made up of unique, multi-coloured characters and stories, this book contains 15 projects that will help kids bring to fruition their ideas and inventions, using paper and cardboard.

Plant an idea in a flower pot and watch it grow, build a folding city you can take with you, learn how the sun's rays can paint a picture... These are just some of the ideas designed to immerse the young reader in a world of fantasy, which, in turn, will help to develop their manual skills and imagination.



Pin Tam Pon is the artistic name of the duo formed by Julia Abalde and Clara Saez, two curious minds who connect their work as illustrators to visual arts education. In this book they bring together the elements which they are most passionate about: play, imagination, creating, and visual art – the elements that play a central role in their numerous workshops.

SELLING POINTS

- A fun and unique book that helps children gain greater creative autonomy.
- Crafts using paper, cardboard and simple materials that offer an infinite number of variations.
- An opportunity to develop the attention and focus for the youngest among us.





CRAFTY CUISINE

Handicrafts for young chefs

Laia Falcón

Format: 19.5 x 24.5 cm · Paperback

Pages: 84

Words: 8,000

Price: €18.00

ISBN: 9788425231964

Rights sold: French

A playbook for preparing food with paper and other at hand materials.

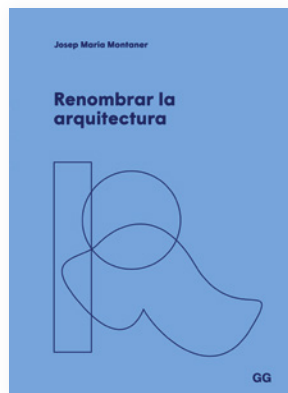
Crafty cuisine is a handicraft book for children inspired in one of the most traditional kids' games: playing house, pretending to cook. The book offers an introduction about the different types of foods, with explanations and anecdotes about their origin and uses. It includes 25 projects/recipes, which are fun and sophisticated, recreating traditional dishes from all around the world: a sponge burger, yarn noodles, paper macaroni... With recycled materials and some drawing tools, Laia Falcón brings us a cookbook full of imagination.

Laia Falcón the founder and director of El culturista, a free magazine with cultural events for families in Barcelona. This project has helped her carry out several other cultural awareness and dynamisation events, some of them in cooperation with important cultural institutions in Barcelona.

SELLING POINTS

- A practical book that provides resources to stimulate children's imagination.
- An opportunity to increase culinary vocabulary and knowledge.
- Lots of ideas to recycle disposable materials and transform them into amazing dishes.





RENAME ARCHITECTURE

Its technical, ethical, and formal evolution

Josep Maria Montaner

Format: 15 x 21 cm · Paperback

Pages: 254

Words: 90,000

Price: €22.00

ISBN: 9788425234651

A study of the sources, meanings and evolutions of some of the key concepts of architectural theory.

SELLING POINTS

- J.M. Montaner explores further some of the most important issues of the contemporary architectural debate.
- A reflexion for students combining history and contemporary theory.
- An invitation for students to apply contemporary theory in their projects and make them more diverse.

Josep Maria Montaner is a full professor in the Department of Architectural History at the Barcelona School of Architecture, and co-coordinator of the post-graduate degree, “21st Century Housing Laboratory”, with Zaida Muxí.

Revisiting architectural theory of the eighteenth and nineteenth centuries can be useful to rename - or reinterpret or redefine - the main issues and concepts of architecture, as many of the traditions, reflections and actions of our days find their roots there.

Since the Renaissance, the evolution is threefold, technique with its opportunities and limits; form related to culture, ethics, politics, and materials; and ethics with humanistic, social, cultural, and cooperative values.

We need to correct the predilection of the Renaissance for the sight as sense, and the individual male creator above teamwork or female artists. We need to find a holistic interpretation, getting rid of imposed hierarchies.

The book is structured in three parts, the first one composed of seven texts related to the history of modern architecture. The second one analyses some key aspects of contemporary architecture. The third part focusses on methodological issues of the contemporary debate, ecology and feminism, to create more varied methodologies and narratives and unites theory and practice.



POLITICS AND ARCHITECTURE

For an ecofeminist and common urban planning

Josep Maria Montaner & Zaida Muxí

Format: 15 x 21 cm · Paperback

Pages: 254

Words: 83,500

Price: €22.00

ISBN: 9788425232459

Urban planning by a scholar with experience in local politics

Almost ten years after the first edition of the book *Arquitectura y política* (*Architecture and Politics*) and after working in institutional politics, the authors revisit in this new book the key postulates of contemporary architecture —and its responsibility towards society— adapting them to new ways of thinking about and making policies, with feminism representing one of its main guiding principles. To this end, the authors take us on a thematic tour of the social role of architects and urban planners throughout history and in the present era of globalization. Based on issues such as community life, equal participation, gender equality, and sustainability, the book identifies and analyses contemporary vulnerabilities in architecture.

SELLING POINTS

- A vision of politically committed urban planning policies.
- An insightful perspective on how architecture operates within political institutions.
- An accurate survey of the innovative urban planning policies recently implemented by the city of Barcelona.

Josep Maria Montaner is a full professor in the Department of Architectural History at the Barcelona School of Architecture, and co-coordinator of the post-graduate degree, “21st Century Housing Laboratory”, with Zaida Muxí.

Zaida Muxí is a professor in the Department of Urban and Territorial Planning at the Barcelona School of Architecture, where she has focused her research on urban planning and gender, architecture and politics, and the concept of global cities.



ARCHITECTURAL CRITICISM

Josep Maria Montaner

Format: 15 x 21 cm · Paperback

Pages: 128

Words: 45,000

Price: €14.00

ISBN: 9788425233876

4th revised edition



THE MODERN MOVEMENT OVERCOME

Essays on contemporary architecture

Josep Maria Montaner

Format: 15 x 21 cm · Paperback

Pages: 168

Words: 55,500

Price: €16.00

ISBN: 9788425233852

Rights sold: Greek, Italian



FROM DIAGRAMS TO EXPERIENCES

Towards an architecture of action

Josep Maria Montaner

Format: 15 x 21 cm · Paperback

Pages: 184

Words: 62,000

Price: €18.00

ISBN: 9788425226700



THE CONTEMPORARY CONDITION OF ARCHITECTURE

Josep Maria Montaner

Format: 14 x 20 cm · Paperback

Pages: 128

Words: 28,500

Price: €14.00

ISBN: 9788425227882

La casa como jardín



Xavier Monteys

GG

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Xavier Monteys has, for many years, studied the notion of the House, not just as an architectural space but also as an occupied space, as the space for an after-dinner conversation with the family, for children to play, a territory transformed by DIY, a warehouse of personal objects —an endless list of uses that determine a way of living.



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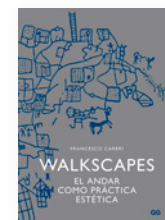
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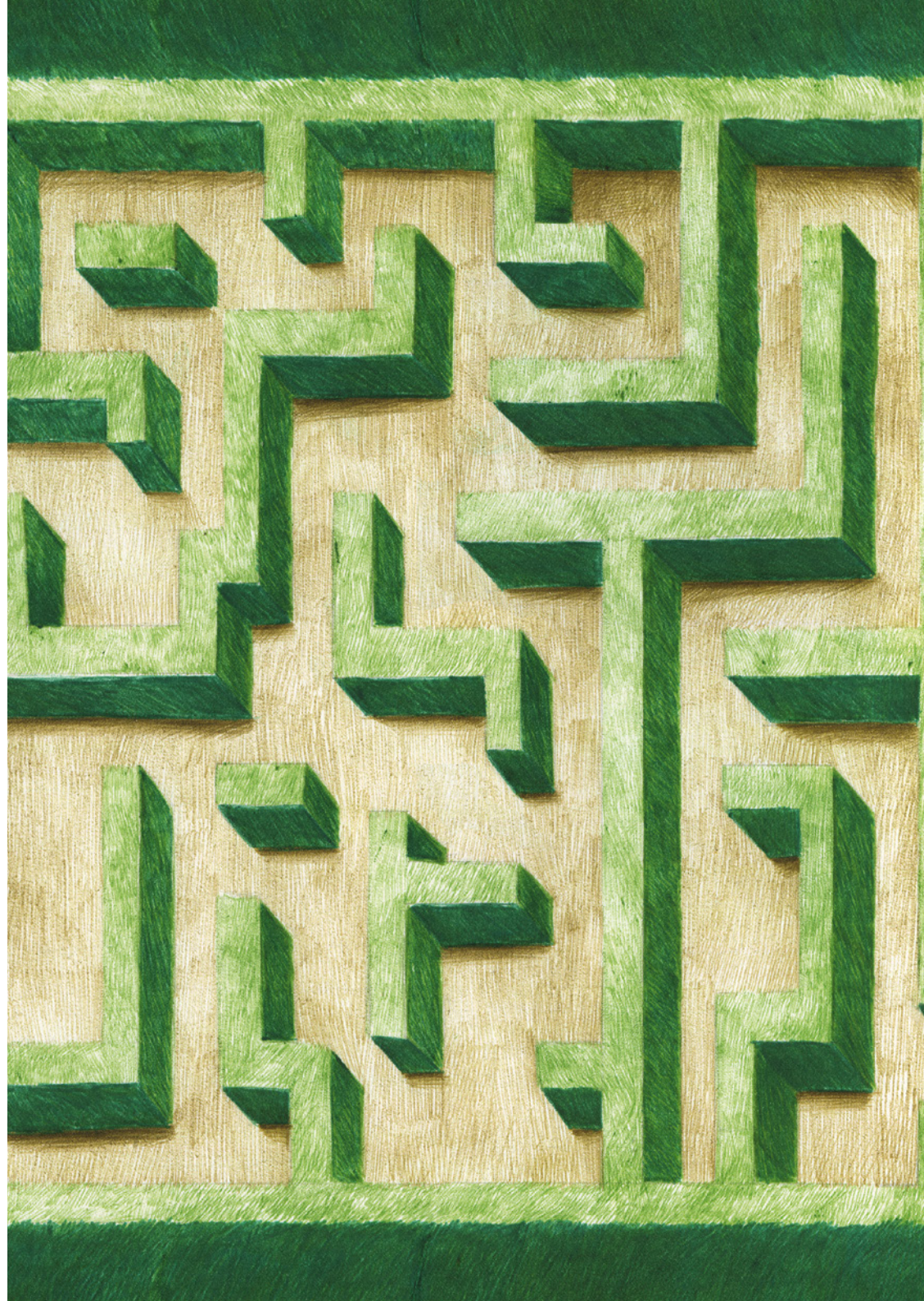
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