



**HOAKI**

# **Rights Catalogue 2023**





Explore the world of colour combinations in fashion.

FORTHCOMING



**FASHION PALETTES**

**Colour inspiration, Meaning & Mood**  
 Lauren Wager, Sophia naureen Ahmad

14.80 x 21.00 cm | 5 7/8" x 8 3/4"  
 304 pages | Fully illustrated in colour  
 English | Paperback  
 10,000 words  
 Rights unavailable in French

This book will present different colour possibilities specially addressed for fashion designers and the fashion world. Each colour will be presented with some basic details such as etymology, composition, temperature, and some text explaining what this colour conveys. All accompanied by some interviews and inspirational images of fashion (following the style of Palette Perfect). It will also deploy the different combinations of each particular colour and what that means.

**Lauren Wager** is a designer, colour consultant, and curator who is inspired by simple beauty and driven by a great sensitivity for colour. Wager has done social media collaborations with Pantone, Marine Layer, Everlane, Le Bon Shoppe, Richer Poorer and Crow Works.

**Sophia Naureen Ahmad** is a colourist, designer and trend forecaster working in the fashion, footwear and product space.



**A practical guide and inspirational on colour combinations, that connects moods and colours in an absolutely original, very inspirational, way.**

**PALETTE PERFECT**  
**Colour Combinations Inspired by Fashion, Art & Style**  
 Lauren Wager

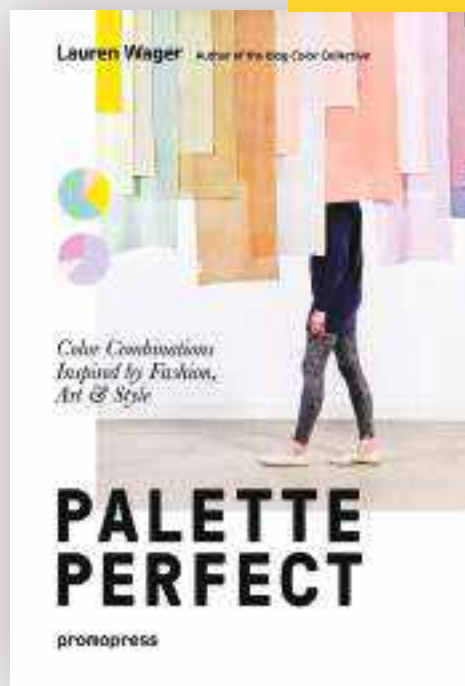
ISBN: 978-84-15967-90-3 (EN)  
 14.80 x 21.00 cm | 5 7/8" x 8 1/4"  
 304 pages | Fully illustrated in colour  
 Paperback  
 Rights sold: Italy/China/Japan/Korea/Italy  
 £19.99 | \$25.00 | €25.00  
 7,698 Words

Colour Collective's Palette Perfect is both a practical guide and an inspirational book on the universe of colour combinations.

Aimed to fashion students and designers, Palette Perfect is both a practical guide and an inspirational book that proposes a reflection on the universe of colour combinations, the moods and atmospheres they evoke and how we associate particular places and emotions to special colours. Each chapter explores a particular mood and describes the corresponding feelings and colour combinations, using as examples exquisite photographs of objects, still-lives, landscapes, interiors and fashion. At the end of each chapter, a wide variety of palettes representing the chapter's particular mood or atmosphere is included.



8TH PRINTING



Lauren Wager is a designer, colour consultant, and curator who is inspired by simple beauty and driven by a great sensitivity for colour. Wager has done social media collaborations with Pantone, Marine Layer, Everlane, Le Bon Shoppe, Richer Poorer and Crow Works. She was featured in UPPERCASE Magazine and she recently worked with Field Tiles to come up with over 100 colours for their upcoming cement tile collection. She is co-owner of Georgie Home, a company that designs and produces textile products for the home, which are sold in West Elm, among other stores. She is also the creator of Colour Collective, an online blog which serves as a colour resource aimed at artists and designers. Her first book, Palette Perfect, evolved from her blog, pairing colour palettes with the work of various designers, artists and photographers. She lives in Columbus, Ohio where she enjoys spending time with her family, collecting rocks, drinking coffee, and finding colour groupings in unexpected places.

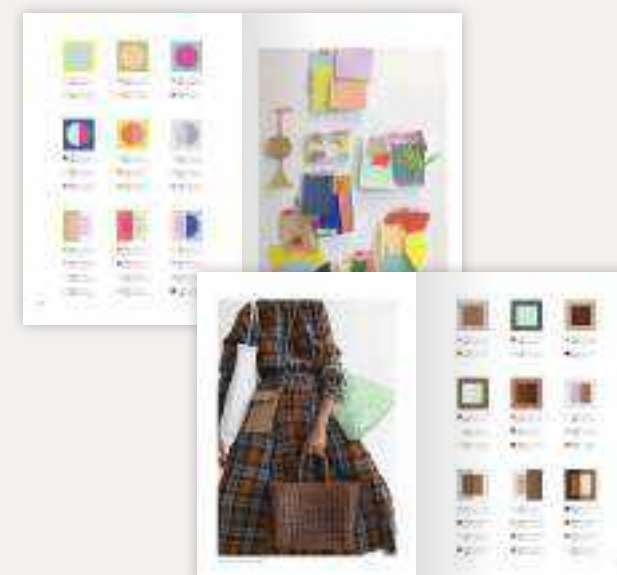
**A new approach to colour combinations with entirely new palettes, organised by season.**

**PALETTE PERFECT, VOL. 2**  
**Colour Combinations by Season. Inspired by Fashion, Art and Style**  
 Lauren Wager

ISBN: 978-84-17656-72-0 (EN)  
 14.80 x 21.00 cm | 5 7/8" x 8 1/4"  
 Preface by: Sophia Naureen Ahmad  
 304 pages | Fully illustrated in colour  
 English and French | Paperback  
 Rights sold: Italy/China/Japan/Korea  
 £19.99 | \$29.95 | €25.00  
 7,500 words

Lauren Wager's follow up to her bestselling Colour Collective's Palette Perfect features a fresh approach to colour combinations with entirely new palettes, organized by season.

What colour is summer? Is it a cool and translucent swimming pool aquamarine, brilliant watermelon red, or the pale pink interior of a seashell? If these colours define summer, what colour is autumn? How about winter? And spring? In Palette Perfect, Volume 2, designer and best-selling author Lauren Wager explores the multiple possibilities of seasonal colour applications, leading the reader through an inspirational presentation of image pairings and colour combinations. The colour palettes are portrayed in a fresh and dynamic way that allows the reader to see how certain colours play off each other in foreground and background, close together and further apart. This format is a different take on colour palettes than Volume 1, and still provides the RGB and CMYK values for artists that would like to translate the colours for web and print. This volume—both a practical guide and inspirational book for designers, illustrators, architects, and crafters, as well home decoration and fashion lovers, professional or otherwise—provides examples of colour application within the worlds of contemporary art, fashion, interiors, photography and graphic design. It is a carefully gathered collection of colour palettes and stunning images with a touch of the unexpected, utterly successful in its aim.



It contains valuable information about the effect of colour in many fields, such as medicine and science, product design, design and advertising.



**LIGHT AND COLOUR BEYOND THE VISIBLE**  
Christian Itten

17 x 24.00 cm | 6 3/4" x 9 1/2"  
240 pages | Fully illustrated in colour  
English text | Paperback  
Rights unavailable: Germany

Johannes Itten's grandson follows in his grandfather's footsteps and examines the perception and effect of colours and comes up with completely different results than his famous role model. Based on the historical colour theory of Goethe and Newton, on colour scales and objective principles, Itten describes colour as the carrier of a message or a signal: how colour effects arise, which colours fit together, what role light plays, and colour in medicine and science, product design, and advertising. Itten uses numerous models and schematic drawings to illustrate his findings, which are used in advertising, product design, and media communication.

In ten chapters Itten talks about colour and its effect on people. He explains the difference between objective and subtractive colour harmonies and additive and subtractive colour blends. He describes the different effects of colour and how colour can be used to communicate with customers. Colour supports the advertising message to the customer and thus enhances it. It also shows how the advertising message can be enhanced by light-dark contrast and complementary contrast. Itten also deals with the combinations of two colours and what message that can be conveyed to the client with this technique. It therefore describes how advertising can be communicated more effectively through colour.

Johannes Itten was born in Wachseldorn, near Thun (Switzerland). From 1904 (at the age of 16) to 1908 he worked as an elementary school teacher. At the beginning of 1908 he began to use the methods developed by Friedrich Froebel (creator of preschool education and the concept of kindergarten) and practiced the ideas of psychoanalysis. Later he was part of the "École des Beaux-Arts" in Geneva, but after a short time he returned to Bern after a series of disagreements with the teachers. He studied Mathematics (1910 to 1912, Berne), Art (1913, Stuttgart). In 1916 he had his first solo exhibition at Der Sturm, In 1916 he founded his own art school in Vienna, master of the Bauhaus in the metal, wall painting and glass workshops (1919 to 1923); he developed the innovative preliminary course, whose purpose was to teach students the fundamentals and characteristics of materials, composition and colour. At this time he published the book: *The Art of Colour*, which describes his ideas of the "colour wheel" or "colour sphere" that included 12 colours.

**Intended for graphic designers, design students, fashion and interior decoration lovers, and all those interested in exciting and unexpected colour combinations that work.**

### PALETTE PERFECT FOR GRAPHIC DESIGNERS AND ILLUSTRATORS

**Colour Combinations, Meanings and Cultural References**

Sara Caldas

ISBN: 978-84-17412-94-4 (EN)  
14.80 x 21.00 cm | 5 7/8" x 8 1/4"  
288 pages | Approx. 400 colour ill. English text  
Paperback  
Rights sold: China/Japan/Korea/Italy  
£19.99 | \$29.95 | €25.00  
10,000 words

**Both a practical and inspirational book filled with colour combinations for any design and illustration project.**

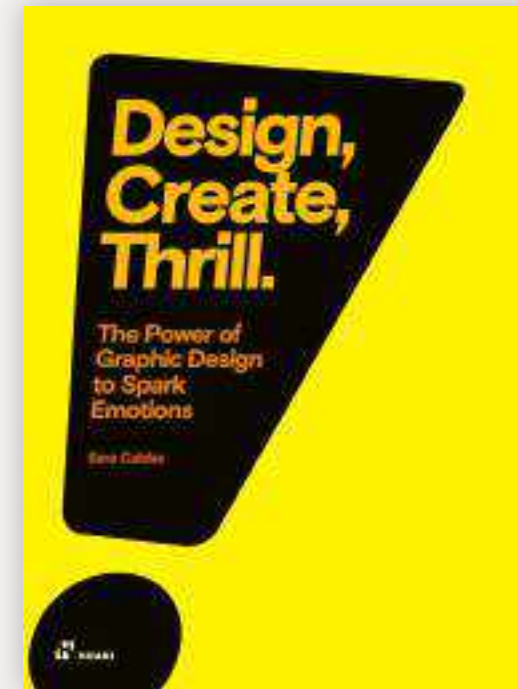
The use of colour and its combinations creatively in illustration, graphic and product design also implies understanding what emotions they convey and how they affect our design and illustrations. We must also consider that colour is also perceived differently in different countries and cultures. All this is widely explained in this second book in the Palette Perfect series, illustrated with projects by renowned international illustrators and designers, and organized by colours (identified with CMYK, RGB and HEX codes) and moods associated with the time of day. Diverging from the traditional segmentation of the colour wheel, the book is divided into 24 chapters, each one being an hour of the day. This separation is represented visually by assigning a colour to each hour, based on the usual daylight, temperature, mood and activities of that time, in the temperate climate zone. For example, the first chapters are the first hours of the morning, where the sky and the overall light is present but less intense. Around 1 pm the temperature is usually hotter, therefore represented with warmer colours (yellow and red); after midnight, the focus is put on activities that could be done at that time, like the neon lights of nightclubs. Based on real examples drawn from graphic, product and illustration, different innovative combinations and palettes are shown for each colour and the meaning it conveys. Intended for graphic designers, design students, fashion and interior decoration lovers, and all those interested in exciting and unexpected colour combinations that work.



**Sara Vieira Caldas** is a Portuguese graphic designer based in Barcelona (Spain). After gaining a bachelor's degree in Communication Design from the School of Fine Arts of the University of Porto (Portugal), she moved to Barcelona to enroll on a Master's Degree at the ELISAVA design school in the same topic. Her education brought her into contact with different areas of visual communication, such as branding, illustration, and editorial design. This broad set of influences sparked her interest in the theme of Emotional Design.



**A best practices manual to “go further”, emoting the audience, structured in 23 principles which bring the designer closer to an emotion-driven design.**



### DESIGN, CREATE, THRILL

**The Power of Graphic Design to Spark Emotions**

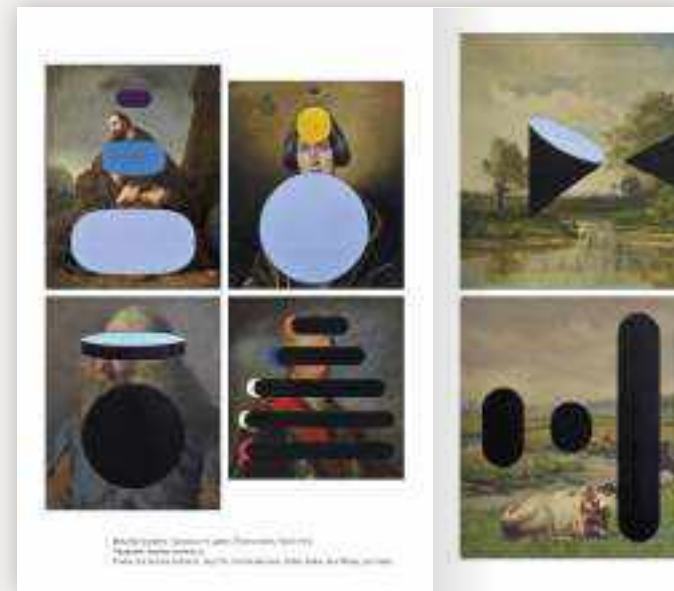
Sara Caldas

ISBN: 978-84-17656-02-7  
18.70 x 24.80 cm | 7 3/8" x 9 3/4"  
184 pages | Fully illustrated in colour  
English text | Paperback  
£19.99 | \$29.95 | €25.00  
18,000 words

**This book aims to bring the designer closer to delivering an emotion-driven design.**

In this book, the author presents the perspectives of several authors and designers on how to achieve an emotional graphic design. Even though they are not absolute truths and there is no guarantee that if a designer follows those principles people will be emotional attached to the work, they will certainly bring them closer to that. Emotional design is a design that reflects on the crucial role emotions have in the human ability to understand the world, promising to enhance the quality of life of its audience. A successful emotion-driven design improves the relationship between the audience and the 'product', creating deep emotional bounds between the two. There are already many theories talking about emotional design in product design, industrial design, and even web design. But what about graphic design? This book aims to bring the graphic designer closer to delivering an emotion-driven design.





**A gateway to the graphic designer's profession, its secrets, processes and the masters' advice transmitted to all who wish to listen to them.**



**How Ideas Are Born  
GRAPHIC DESIGNERS ON CREATIVE PROCESSES  
Miguel Ángel Pérez Arteaga**

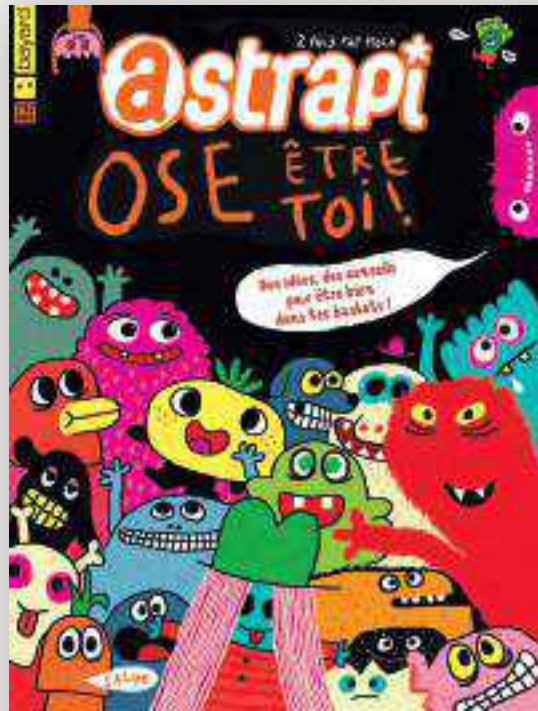
ISBN: 978-84-17656-93-5  
15.20 x 21.50 cm | 6" x 8 1/2"  
304 pages | Fully illustrated in colour  
English text | Paperback  
October 2022  
£24.99 | \$35.00 | €29.00  
21,200 words  
Rights unavailable in French

**26 designers from 15 countries unveil their creative processes, works and their workspaces.**

Ideas are not born alone. They come from a process to a large extent organised and rational but sometimes unconscious and magical. In this book we can enjoy and learn from the creative processes of great graphic designers and creative voices around the world. Here we can find impulsive design versus more cerebral design; radical and avant-garde design alongside poetic, childish, commercial, intellectual, subversive and socially oriented design. 26 designers from 15 countries show us their workspaces, their personal notebooks and their creative processes. They teach us the keys to understand what is behind those magnificent works that inspire, thrill, impact or invite us to action. In this book the creative process itself is inspiration, a unique guide to creativity with storytelling and lessons on how to live your best creative life. The book features the work and creative processes of Sarah Boris (London), Veronica Fuerte (Spain), Fanette Mellier (France), Akinori Oishi (Japan), Stefan Sagmeister (NY, USA), among others.

**Miguel Ángel Pérez Arteaga** is a graphic design and communication expert and co-founder of the design studio Batidora de Ideas. Author and illustrator of twelve children's books published in Spain, Mexico and Brazil, he is also the author of the book *Creatividad: curiosidad, motivación y juego* (Creativity: curiosity, motivation and play) in the series "[Re]thinking education" published by Prensas de la Universidad de Zaragoza. He participated in the exhibitions "Ready to Read: Book design from Spain, a selection of the best books published in Spain" (New York, Washington, Mexico, Buenos Aires, São Paulo, Madrid and Lisbon) and "Ilustrísimos: An overview of children and young adults' illustration in Spain" at the Bologna Book Fair. A finalist in the Daniel Gil Awards (Spain) and the Biennial of Illustration of Amarante (Portugal), he has had numerous individual and collective painting, photography and illustration exhibitions. Miguel Angel Perez Arteaga is a lecturer in the Marketing Department of the University of Zaragoza (Spain).





Twenty-six illustrators from twelve countries offer their insight on creative processes, along with in-depth interviews.



**How Ideas Are Born**  
**ILLUSTRATORS ON CREATIVE PROCESSES**  
Miguel Ángel Arteaga

ISBN: 978-84-19220-19-6  
15,20 x 21,50 cm | 6" x 8 1/2"  
304 pages | Fully illustrated in colour  
English text | Hardback  
April 2023  
£24.99 | \$35.00 | €29.00  
21,200 words

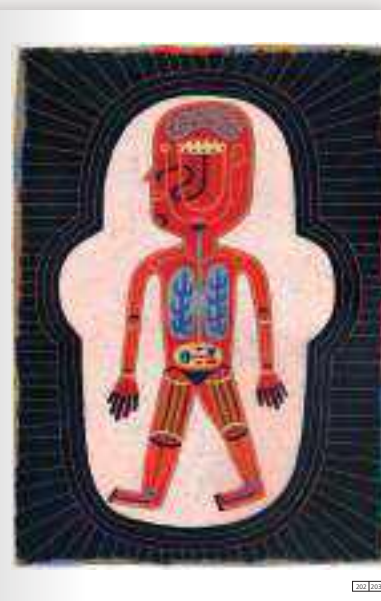
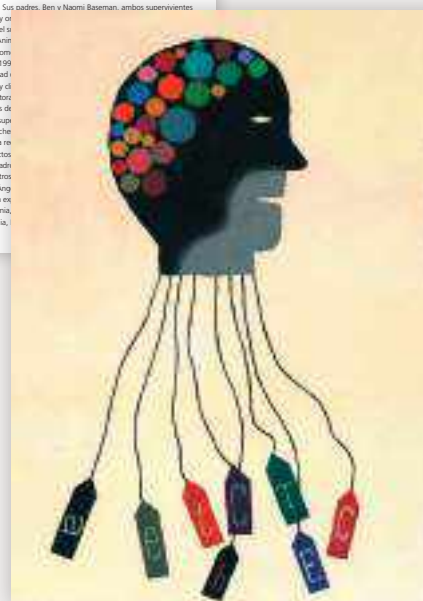
An insightful and visually rich book about illustration and the origins of creativity featuring the work of 26 outstanding illustrators, along with in-depth interviews with each artist in which they discuss their ideas, inspirations and creative processes.

In *How Ideas Are Born*, readers will find a treasure chest of images by 26 diverse illustrators from 12 different countries that the author has gathered, selected and curated for the book. The types of images and styles vary, ranging from the child-like and naïve to the poignant, suggestive and truly masterly. In addition to the 270 images, the book contains 110 drawings and pages from notebooks and sketchbooks that take the reader deeper into the nature of each artist's work. The visual elements are complemented by revealing interviews with each artist in which they discuss what compelled them to become illustrators, their inspirations, and the research, methods, personal philosophies and work processes that allow them to transform a creative impulse or an emotion into an idea, and an idea into a work of art. We learn about what drives and inspires them as well as the origins of their ideas and creativity, from an innocent curiosity about shapes and colours to the desire to share something fascinating and wonderful with others in a unique and original way. The book features the work and creative processes of: Hervé Tullet (France), Chris Haughton (Ireland), Isidro Ferrer (Spain), Gary Baseman (Los Angeles, CA, USA), Lisa Congdon (Portland, OR, USA), among many others.

Gary Baseman

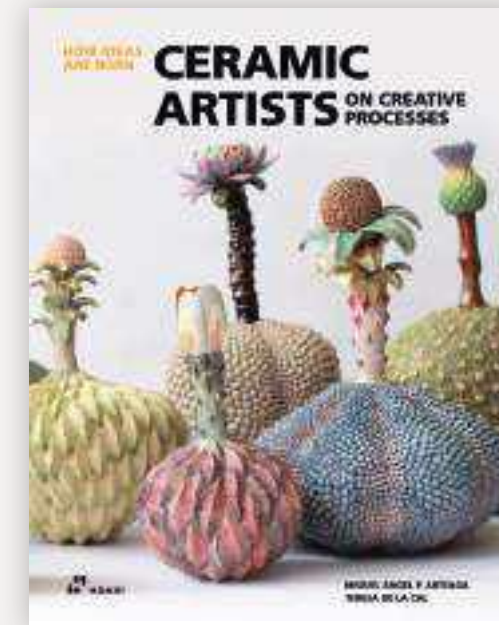


Gary Baseman es un artista interdisciplinar que investiga la historia, el patrimonio y la condición humana (especialmente el amor, la nostalgia y la pérdida). A través de una iconografía única y de narrativas visuales fantásticas que celebran "la belleza de lo agreste de la vida", su obra abraza los mundos de la cultura popular y las bellas artes.  
Baseman es el más joven de cuatro hermanos y el primero nacido en Estados Unidos. Sus padres, Ben y Naomi Baseman, ambos supervivientes del Holocausto y oriundos de Nueva York, emigraron a los Estados Unidos en 1948 y se establecieron en Los Angeles. Desde 1986 a 1989, Baseman trabajó en la división de arte de la editorial ABC/Disney Teache. Entre sus proyectos más recientes se encuentran el libro *Dr. Martens y Udon Creators*. La retro-estética de los años 60 y 70 de Baseman se han visto reflejada en Alemania, Corea del Sur, Italia,





**A representative selection of the work of some of the best ceramic artists in the world.**



**How Ideas Are Born  
CERAMIC ARTISTS ON CREATIVE PROCESSES**  
Miguel Ángel Arteaga

ISBN: 978-84-19220-48-6 (EN)  
ISBN: 978-84-19220-56-1 (FR)  
15.20 x 21.50 cm | 6" x 8 1/2"  
304 pages | Fully illustrated in colour  
English text | Hardback  
November 2023  
£29.99 | \$39.95 | €35.00

**This book contains a representative selection of the work of some of the best ceramic artists in the world.**

The 25 featured artists explain, in their own words, the creative processes behind their work, what inspires them, the strategies they use to stay fresh and creative, what distinguishes their work from that of other ceramic artists, and how they achieve this. Through examples of their most personal creations, -objects capable of affecting us emotionally, surprising us and making us think-, the artists reveal important details about their ceramic creations such as how it was made, how it was shaped and which glaze and engobe coating they used to give the clay colour and texture. The reader is provided with an illuminating glimpse into each artist's unique creative world, including the defining features of their work and some of the secrets that characterize their artistic processes. Paragons of exploration, risk and versatility, the extraordinary artists highlighted in this book rediscover thousand-year-old traditions, reinvent perspectives, transcend boundaries, tell stories and rebel from conventional expectations, creating in the process an exhilarating space where art, clay, water, air and fire meet and, ultimately, inspire. Some of the ceramists included are: BELGIUM: Ann VanHoey; CHINA: Wan Liya; NETHERLANDS: Cecil Kemperink; UK: Nicholas Lees; USA: Lauren Nauman, among others.



**Miguel Ángel Pérez Arteaga** is a graphic designer and co-founder of the design studio Batidora de Ideas. He is the author and illustrator of children's books published in Spain, Mexico and Brazil. His books include *How Ideas Are Born: Graphic Designers on Creative Processes*, *Illustrators on Creative Process*, and *Isidro Ferrer: About Nothing* published by Hoaki Books. He participated in the exhibitions «Ready to Read - Book Design from Spain», a selection of the best books published in Spain, and «Ilustrísimos: An Overview of Children and Young Adults' Illustration in Spain» at the Bologna Fair. He has held numerous solo and group painting, photography and illustration exhibitions.



More than 50 female graffiti artists, urban artists and muralists from 22 countries who contribute to creating an open-air art museum.



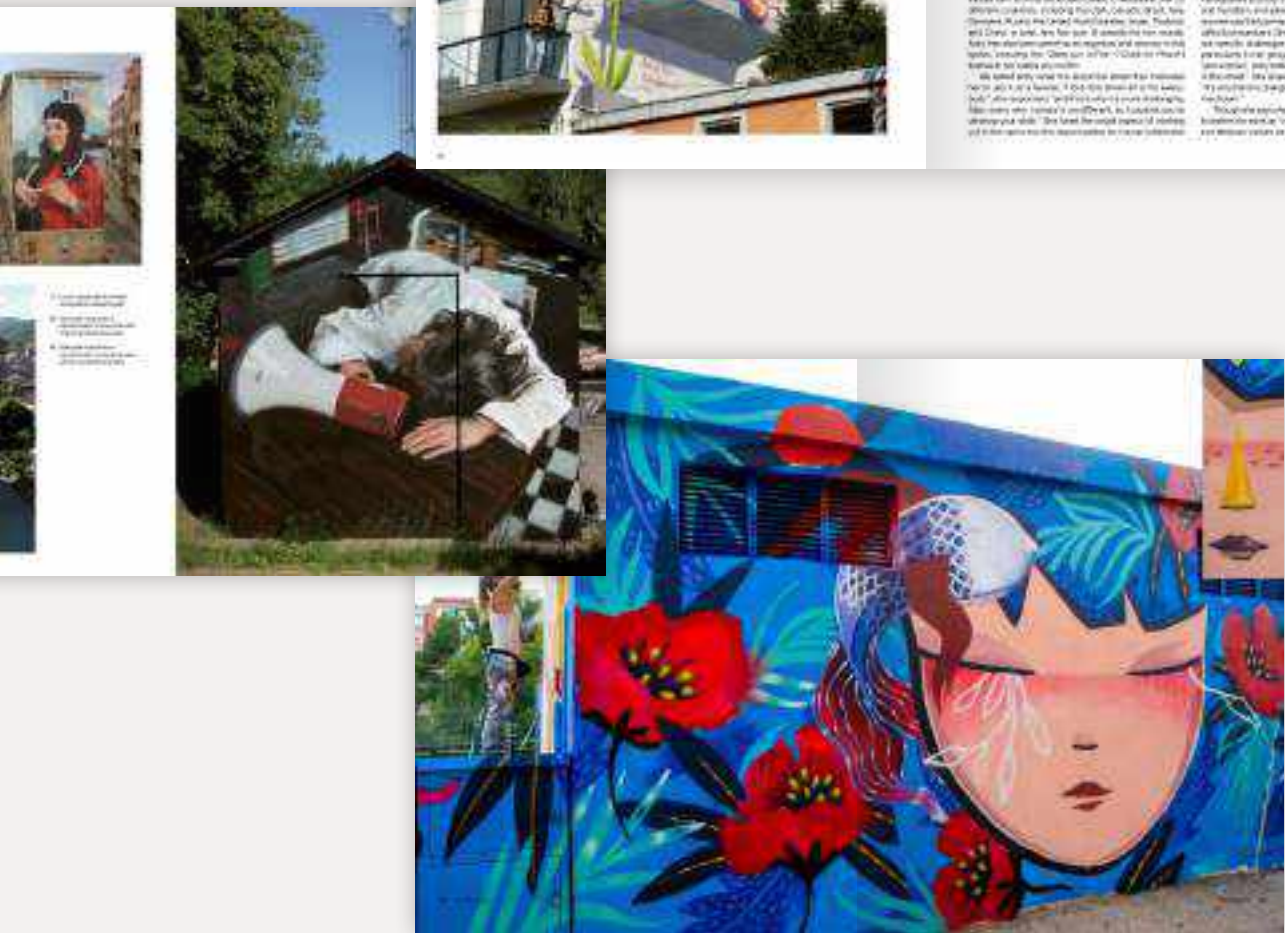
**STREET ART BY WOMEN**  
50+ Essential Contemporary Artists  
Diego López

ISBN: 978-84-17656-97-3 (EN)  
19,00 x 25,00 cm | 7 ½" x 9 ¾"  
240 pages | Fully illustrated in colour  
English text | Hardback  
February 2023  
£29.99 | \$39.95 | €35.00  
34,619 words

**A recognition of graffiti and street art by women from around the world**

This book brings together the personal experiences, dreams, purposes, cultural tastes, struggles and samples of the work of more than 50 female graffiti artists, street artists and female muralists dedicated to reclaiming the public space and enriching our urban environments. This thoroughly illustrated book will inspire the reader to seek out street art in our cities, pointing towards a fairer world in terms of female equality within street art and graffiti. The book shows how these women fight to break free of the inequalities that linger in our society today and continue to affect women's status in many sectors, including art.

Diego López Giménez has a degree in Documentation from the University of Valencia. Passionate about urban art, he is dedicated to delving into this movement within cities and collecting photos of the works and pieces created on the street and meeting their creators.

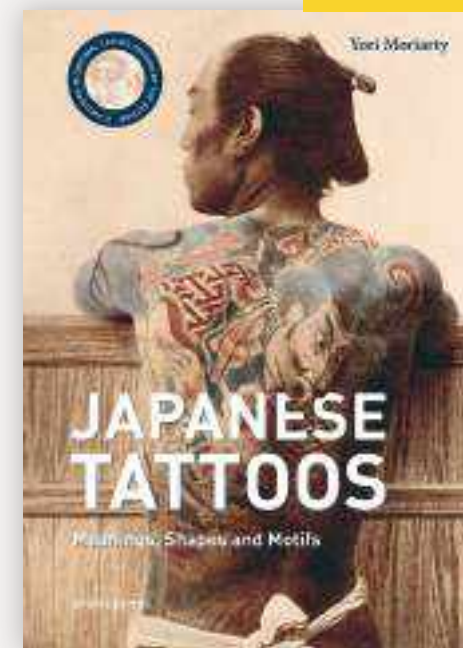






**A visual catalogue and journey through Japan's tattoo culture with Yori Moriarty, a disciple of Osaka Horitoshi.**

7TH PRINTING



**JAPANESE TATTOOS**  
**Meanings, Shapes and Motifs**  
 Yori Moriarty

ISBN: 978-84-16851-96-6 (EN)  
 16,50 x 23,50 cm | 6 ½" x 9 ¼"  
 240 pages | Fully illustrated in colour  
 English text | Hardback  
 Rights sold: Italy  
 £22.50 | \$29.95 | €25.00

**This richly illustrated book reveals the meaning and the secrets behind the most significant motifs from traditional Japanese tattooing.**

The intimate relationship of Japanese tattooing with the dark world of the yakuza has helped cover this form of artistic expression with an aura of mystery. But the culture of irezumi is deep and rich in meanings, shapes and motifs that have gone from colour woodblock prints to being applied to the skin to beautify and protect their bearers. This richly illustrated book reveals the meaning and the secrets behind the most significant motifs from traditional Japanese tattooing—such as mythological and supernatural creatures, animals, Buddhist deities, flowers and historical characters—and turns this art form into a path toward personal knowledge and individual expression. Readers will discover the origin and meaning of each visual representation of the most frequent themes in this art form. The publication begins with a brief review of the history of Japanese tattoo art and then examines each subject (water, mythological animals, real animals, mythological characters, historical characters, flowers, shunga and yokai) through images and descriptive texts; it also includes a gallery of original designs by the author and a glossary.

**Yori Moriarty** took up tattooing in 2000 and, in 2005, began producing Japanese tattoos alongside American artist Jason Kundell. He took his first trip to Japan in 2007 and established contact with its tattoo culture through Osakan tattooist Horitoshi Izumi, in whose studio he worked between 2008 and 2011 over repeat visits that he combined with work as a visiting artist at Everlasting Tattoo in San Francisco, MVL in Leeds and Legacy Tattoo in Helsinki. He has participated in numerous conventions throughout Europe and the United States.



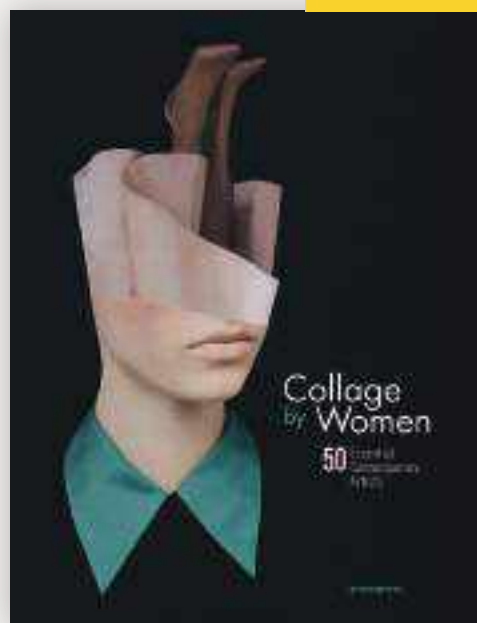
**50 international women artists working in the field of collage today through a rigorous selection of their works.**

**COLLAGE BY WOMEN**  
50 Essential Contemporary Artists  
Rebeka Elizegi (ed.)

ISBN: 978-84-16851-77-5  
19.60 x 26.20 cm | 7 ¾" x 10 ⅝"  
224 pages | Fully illustrated in colour  
English text | Hardback  
£29.99 | \$45.00 | €35.00  
38,500 words

A selection of works and creative processes by 50 international women collagists that should be on our radar through an impressive variety of manual and digital techniques, topics, and aesthetic choices, accompanied by texts that provide in-depth approaches to the work of each one of the featured artists.

Curated by the Spanish collage artist Rebeka Elizegi, this women artists book gives space to voices from all backgrounds, origins, and artistic expressions, and shows the wide variety of perspectives that are shaping the panorama of collage today, bringing to light a parallel effervescence of female artistic initiatives around the world. From emerging names to more well-known and established ones, the artists featured here are pushing back the boundaries of art. Collage by Women wants to call attention to the experiences and creative processes of artists that should be on our radar through an impressive selection of manual and digital techniques, topics and aesthetic choices, accompanied by texts that provide in-depth approaches to the inspiration, influences and work trajectory of each artist. Among the artists contributing to the book are Annegret Soltau, Rozenn Le Gall, Caro Mantke, Eva Eun-Sil Han, Eugenia Lori, Sarah Eisenlohr, Isabel Reitemeyer, Olivia Descampe or Linden Eller.

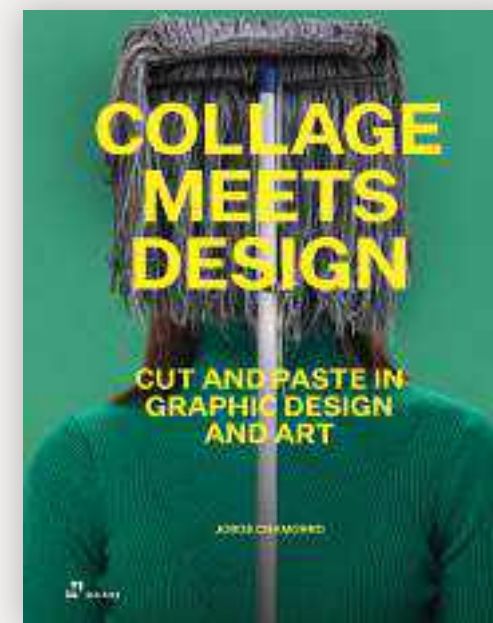


5TH PRINTING

**Rebeka Elizegi** is an art director and graphic designer based in Barcelona, Spain, where she runs the design studio Alehop, with her partner, illustrator Victor Escandell. Along her commercial works, she creates beautiful and illustrative handmade and digital collages for publishing houses, professional decoration projects, as well as personal exhibitions and art works. Her work has been exhibited in Barcelona, Madrid, Los Angeles, and Berlin, and her illustrations have appeared in publications like Sample Magazine, Visual, Inspirational, and many others.



**An examination of the special relationship that design and collage have today.**



**COLLAGE MEETS DESIGN**  
Cut and Paste in Graphic Design and Art  
Jorge Chamorro

ISBN: 978-84-17656-89-8  
19.60 x 25.60 cm | 7 ¾" x 10 ⅝"  
224 pages | Fully illustrated in colour  
English text | Hardback  
January 2023  
£34.99 | \$49.95 | €39.95  
31,000 words

An inspiring showcase of the most relevant contemporary graphic designers using collage.

This book presents a selection of contemporary graphic design studios, collage artists and artists from other disciplines in whose work design and collage intersect in the most diverse and witty ways. It features projects in which different languages and techniques mix, dialogue with each other, complement each other, sometimes dilute each other and question their respective limits. Through this showcase of design projects and art pieces, and through conversations with their authors, we learn about their unique approaches to the creative process, reflect on ways of understanding their work and investigate the special relationship that design and collage have today.

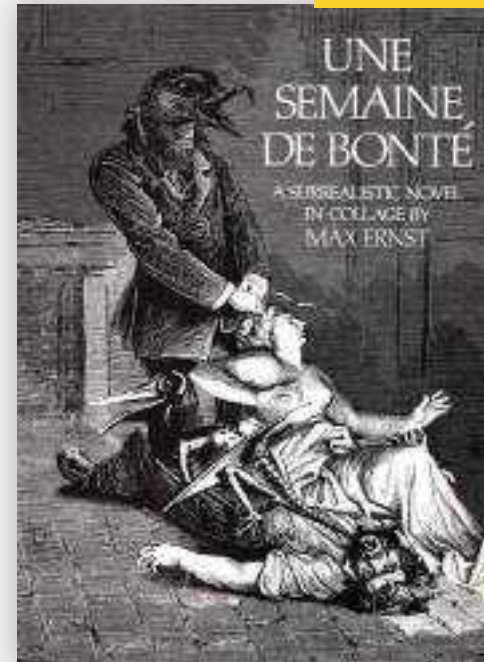
**Jorge Chamorro** (Madrid, 1972) is an independent graphic designer, collage artist and teacher. After earning a B.A. in Audiovisual Communication from the Complutense University of Madrid (Spain) in 1995, he worked as an art director for ten years in various studios and agencies. Since 2005, he has worked independently on projects for Café Royal Paris, for the famous dancer Yomiko Yoshioka, Greenpeace, Random House and others. He discovered collage in 2006, which has since become for him an irreplaceable art form. He has had many solo and group exhibitions, mainly in Spain, Germany, Belgium and France, and his work has appeared in innumerable art and design magazines and books in Europe and America. He lives and works in Berlin and Madrid.





**Brimming with illustrations, this stunningly original book presents the role of light in art throughout history.**

**FORTHCOMING**



**THE INSURRECTION OF IMAGES**

**Massimo Mariani**

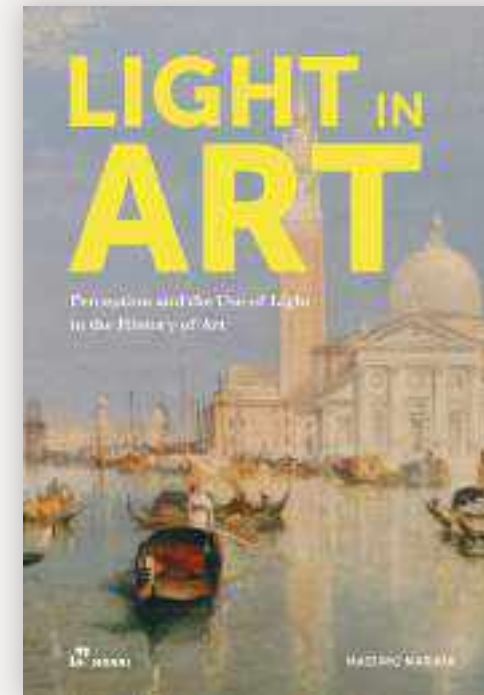
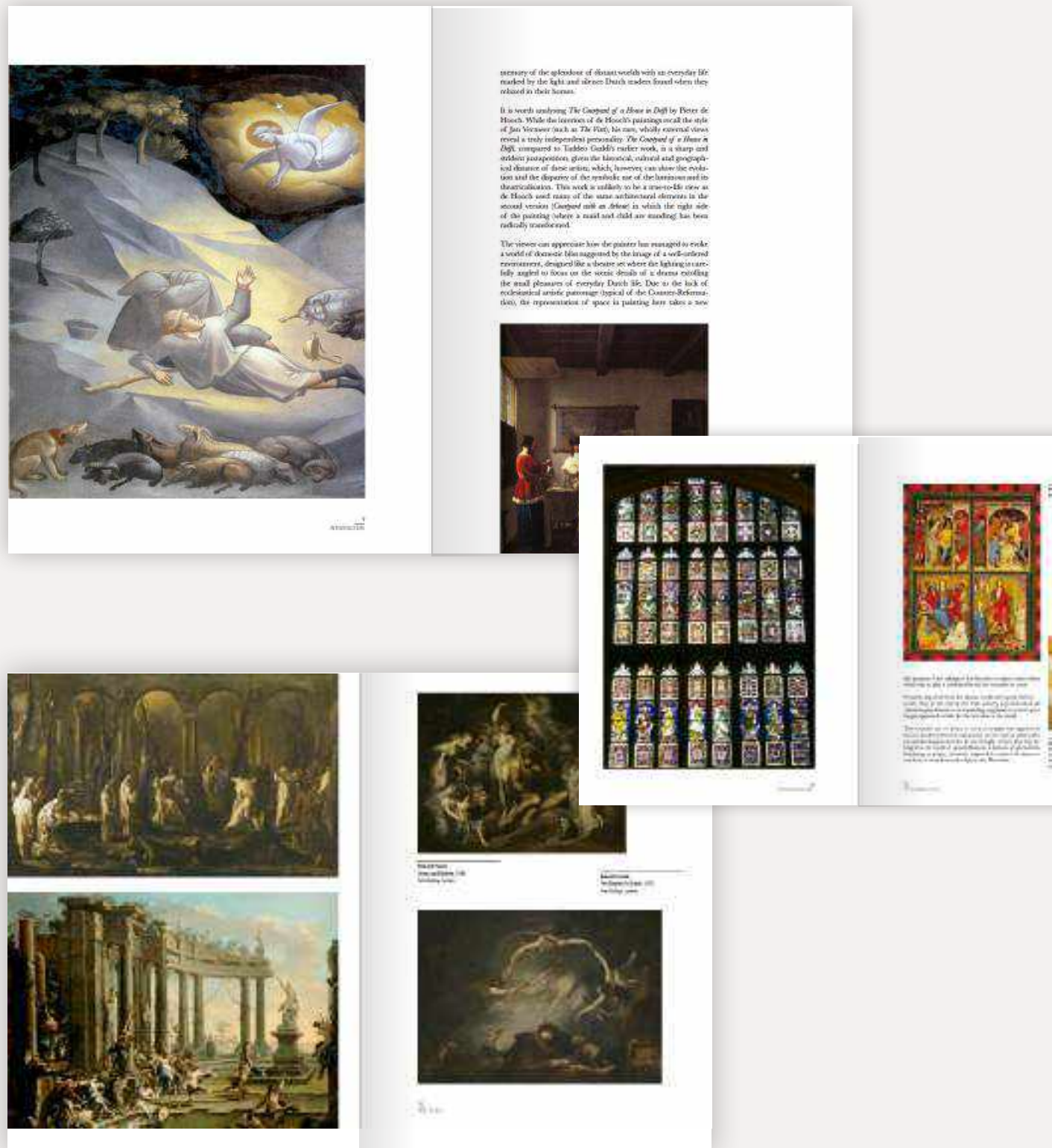
14 cm x 23 cm | 5 ½" x 9"  
224 pages | Fully illustrated in colour  
English text | Paperback  
30,000 words

One of the goals of art is to overcome the conditions that precede it, and modern artists are acutely aware of all the faults of the world and what it lacks. As such, they stand outside of reality, not separate from it but, ideally, a part of it, an outsider looking in. As a result, even revolutionary political movements are openly hostile to art, regarding it as the pastime of idlers and falsifiers of truth. This reaction to art as a subversive force that threatens the health of the body politic is the underlying theme of this book. Through a wealth of images including paintings, engravings, drawings, cartoons and graffiti art, accompanied by insightful explanations, the book explores the age-old tension between art and reality, between the artist and the powers that be. It examines the connection between images and revolt, the relationship between artists and anarchism, and the association between images and the press. The book also provides examples of the resignification strategies of détournement, collage and street art to show how artistic expression continues to confront, challenge, upend, question and rearrange conventional values and mores to offer an insurgent and alternative vision of contemporary phenomena and the world as a whole.

**Massimo Mariani** holds a degree in painting from the Accademia di Brera (Milan, Italy) and has exhibited in numerous galleries in Italy. He has published books on diverse topics, such as cinema, art, the representation of femininity, poetry, and Freud and the subconscious, and has written articles about the art world for Grafica & Disegno. His most recent publication is *What Images Really Tell Us*, a volume about visual rhetoric in advertising and graphic design.



**Brimming with illustrations, this stunningly original book presents the role of light in art throughout history.**



**LIGHT IN ART**  
**Perception and the Use of Light in the History of Art**  
 Massimo Mariani

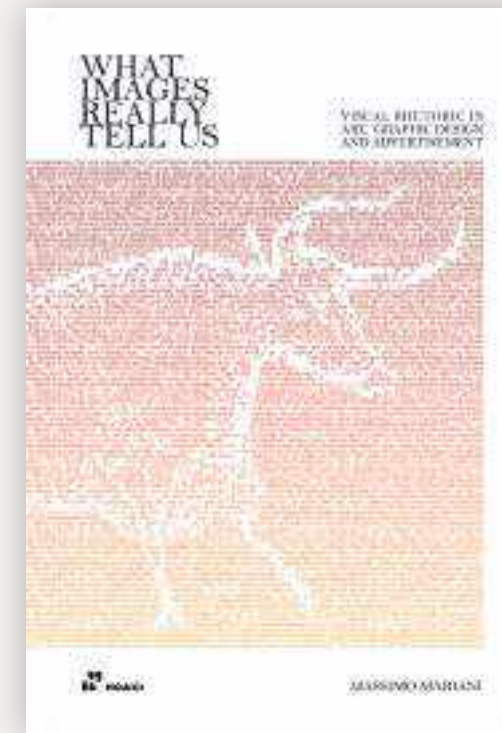
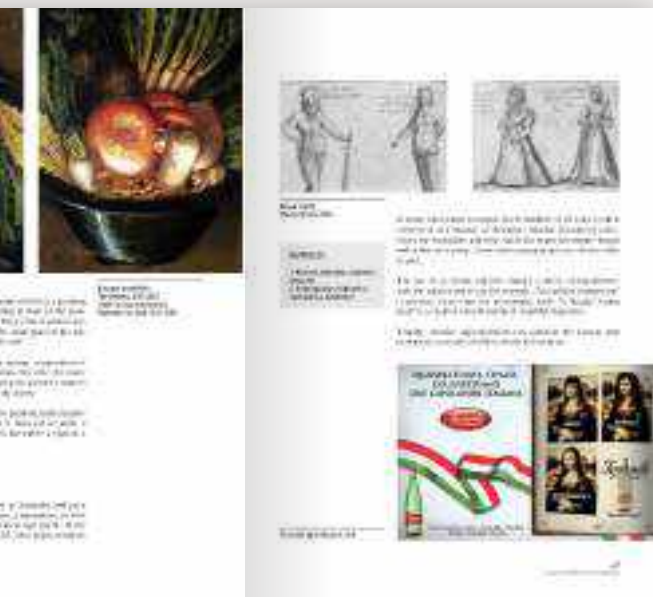
ISBN: 978-84-17656-67-6  
 17,20 x 24,60 cm | 6 3/4" x 9 3/4"  
 200 pages | Fully illustrated in colour  
 English text | Paperback  
 May 2022  
 Rights sold: Germany  
 £25.00 | \$35.00 | €29.95  
 37,300 words

**Brimming with illustrations, this stunningly original book presents the role of light in art throughout history.**

This richly illustrated book takes readers on a tour through the history of art to learn how artists have used light (and its lack of it as shadow) to make a statement about their subject matter or create a specific mood, with examples by masters such as Giotto, Botticelli, Caravaggio, Vermeer, Courbet, Turner, Klimt, and many more, as well as theoretical approaches starting with Plato and Aristotle, moving on to Descartes, Newton, Goethe and Chevreul. Throughout history, artists have played with light, approaching it as both a subject and tool to create the desired atmosphere, convey ideas, and inspire emotions in the viewer. In medieval frescoes, rays of light stood for the presence of the divine, while 17th-century Dutch painters used light to indicate depth and construct an impactful setting. The Impressionists wanted to depict light itself and the way it plays upon the surfaces of objects in the form of colour. Photography and film have used light, both natural and artificial, to make things visible in the first place. This volume delves into these and many more topics and constitutes a perfect reference book for artists, students, scholars, and art lovers.

**Massimo Mariani** holds a degree in painting from the Accademia di Brera (Milan, Italy) and has exhibited in numerous galleries in Italy. He has published books on diverse topics, such as cinema, art, the representation of femininity, poetry, and Freud and the subconscious, and has written articles about the art world for Grafica & Disegno. His most recent publication is *What Images Really Tell Us*, a volume about visual rhetoric in advertising and graphic design.

**A must have for graphic designers, students, people working on advertising and anyone interested in art and visual language.**



**WHAT IMAGES REALLY TELL US**  
**Visual Rhetoric in Art, Graphic Design and Advertisement**  
 Massimo Mariani

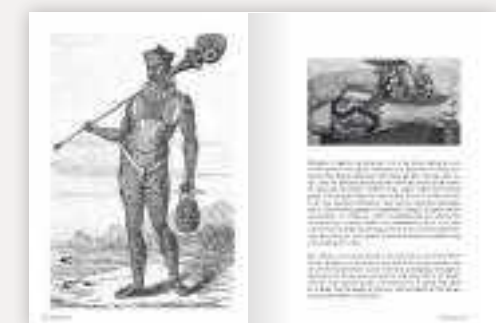
ISBN: 978-84-17656-04-1  
 13.97 x 22.86 cm | 5 1/2" x 9"  
 288 pages | Fully illustrated  
 English text | Paperback  
 £24.99 | \$39.95 | €34.00  
 47,000 words

**This book is an account of how to use the images to deliver the intended meaning.**

How do images hold and convey meaning? How do we understand them? What are they trying to say? How do they persuade and influence us? The author writes a complete account analyzing the meaning and construction of images, throughout history to present times, from the point of view of visual rhetoric. From advertising to graphic design, cinema and art, the book takes the reader on a journey of metaphors, metonymies, hyperboles and other rhetorical figures, which compose the visual language and the power of its meaning. By learning to identify them, and knowing examples of how they have been used, the reader will learn how to use and master the language of images.



**Massimo Mariani, a graduate in painting at the Accademia di Brera, has exhibited in numerous galleries in Italy and abroad. He is a prolific author with many books published in Italian on such diverse topics as Freud and the subconscious, the representation of the feminine, detective stories and poetry.**







## The creative world and visual work of illustrator Isidro Ferrer in an exceptional book.



### ISIDRO FERRER. ABOUT NOTHING Miguel Ángel Pérez Arteaga

ISBN: 978-84-19220-29-5 (EN)  
ISBN: 978-84-19220-18-9 (FR)  
17,00 x 22,80 cm | 6 ¾" x 9"  
224 pages | Fully illustrated in colour  
English text | Hardback  
April 2023  
£28.00 | \$39.95 | €29.95  
Words: 19,700

A creatively organized and generously illustrated book that explores the art of creative thinking through the visual work, writings, musings and experiences of world-renowned Spanish graphic designer and illustrator Isidro Ferrer.

Isidro Ferrer is a multi-award-winning graphic designer and illustrator whose work includes illustration books, theater posters, large-scale murals, animated shorts, sculptures, textiles, brand images and lamps. With a background in theater, he uses a variety of media, techniques and communication channels to transform his clients' ideas into powerful yet subtle images. In *About Nothing*, readers will find examples of his extensive work, both the most recognizable and also the most unknown, as the author explores the personality and creative processes of this multifaceted artist, sharing Ferrer's thinking, ideas and understanding of why design matters and what it means to be a designer and an illustrator. The book portrays the artist's vision of his work as a creator, visions of his studio, excerpts from his notebooks, autobiographical texts and a whole treasure trove of illustrations and designs that are largely unpublished or made especially for this book. As a result of this wealth of text and images, we are introduced to the personal philosophy, techniques, experiences, aesthetics, poetics and influences that inform the work of Isidro Ferrer, with numerous examples of how the art of creative thinking is developed, cultivated, honed and, ultimately, transformed into beautiful objects.

Isidro Ferrer began his career as a trained actor and set designer before devoting himself to graphic design and illustration. As a result, throughout his career theater posters have always played a central role in his creative work, in addition to puppets, illustrations of everyday objects and animated films. He has published dozens of picture books for children and adults and produced hundreds of posters, fragile objects, large facades, sculptures, textiles, brand images and lamps during an illustrious career in which he has used a variety of mediums, techniques and communication channels to express in images his passion for the theatre of life. He is regularly invited to teach design and illustration workshops all over the world. He is the winner of the 2002 Spanish National Design Award and the 2006 Spanish National Illustration Award, and is an avid traveller.





The creative world and visual work of illustrator Jesús Cisneros in an exceptional book.

FORTHCOMING



JESÚS CISNEROS. NATURE  
Miguel Ángel Pérez Arteaga

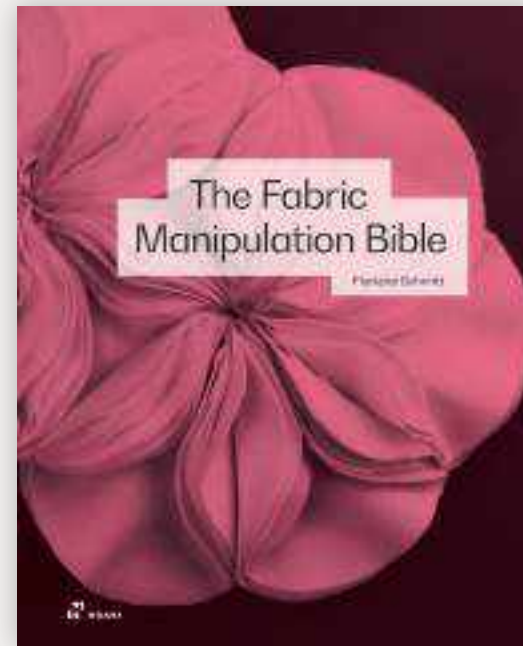
17.00 x 22.80 cm | 6 3/4" x 9"  
200 pages | Fully illustrated in colour  
English text | Hardback  
£28.00 | \$39.95 | €29.95  
Words: 19,700

The work of Jesús Cisneros surprises with the incredible poetic synthesis that he is capable of capturing through a couple of strokes of ink, charcoal or a few slight brushstrokes of watercolour or gouache. He creates magical scenarios that introduce the viewer into a world that seems taken from the most serene and spiritual corner of the planet.



Jesús Cisneros was born in Zaragoza (Spain) in 1969. He studied illustration and Art History at the University of Zaragoza. He currently lives and works in Mexico where his work is focused on the publishing field. He has illustrated for publishers such as Fondo de Cultura Económica, Ediciones Castillo, Libros del Zorro Rojo, OQO, Anaya, Edelvives, Oxford, Kite Edizioni, Passepartout Editions, among others. He has even illustrated, in his personal capacity, projects in which he himself has been the author of the texts. Jesús Cisneros also works as a teacher. He has taught illustration workshops at IBBY, FILIJ, the Cultural Center of Spain in Mexico, CASA (Oaxaca) and is currently a professor of illustration at the Center, within the Visual Communication degree.

This book wishes to inspire, to give ideas of creations by manipulating fabric, but especially techniques for you to adapt to your own style.



**THE FABRIC MANIPULATION BIBLE**

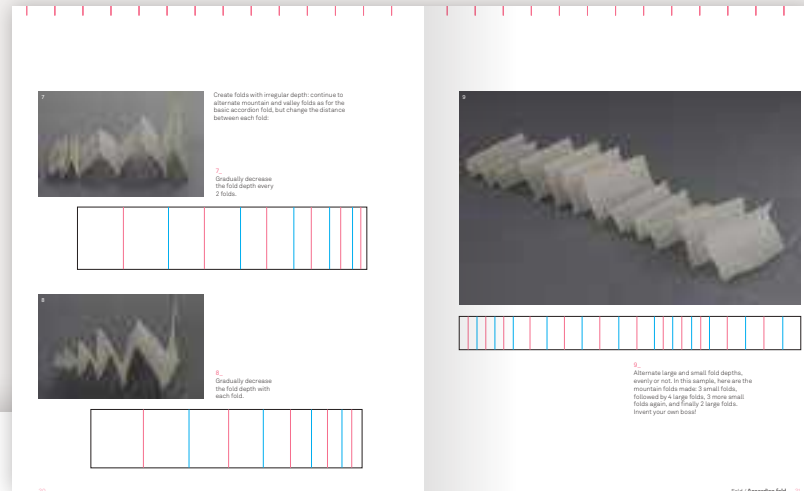
Floriane Schmitt

19.00 x 25.00 cm | 7 1/2" x 9 1/8"  
350 pages | Fully illustrated in colour  
English text | Paperback  
Rights unavailable: French

A widest possible collection of techniques of manipulating fabric.

This book is a compilation of numerous fabric manipulation techniques, aimed at sparking creativity and new ideas for students and professionals in the fashion, sewing, and home decor industry or creative people for whom sewing is a hobby. The techniques are organized according to four main principles: Pleating, Gathering, Cutting and Stuffing. Each technique is explained step by step and includes multiple variations to show and inspire new possibilities.

Floriane Schmitt is a fashion and textile designer from Strasbourg, France. She developed a passion for fabric manipulations during her fashion design studies at School Ort Strasbourg and Mod'Art International in Paris, looking for new textures and volumes using textiles. She started to explore more and more techniques for her creative textile studio Flo Home Delight, which led to the creation of this book. She shares her knowledge about fashion, textiles and creativity during in-person workshops in fashion schools and on her website [www.florianeschmitt.com](http://www.florianeschmitt.com).



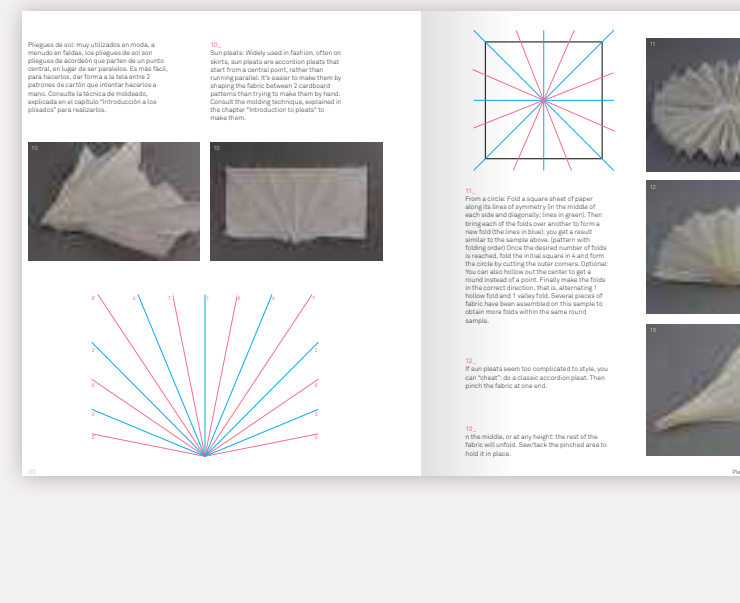
Ipsum Sit maximet porporape magna magna gressu di verimpo ssumtum quat et am quo blab ipit fugitis veit.



Ipsum Sit maximet porporape magna magna gressu di verimpo ssumtum quat et am quo blab ipit fugitis veit.

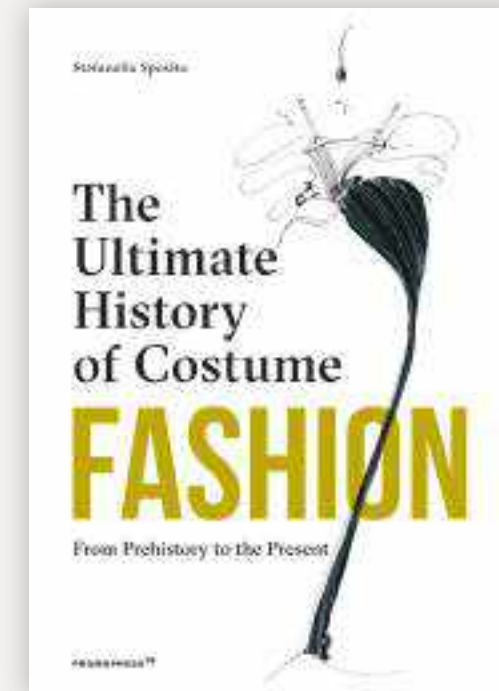


**1.2. Accordion fold**  
These types of folds will never lie flat. This is perfect if you want to add even volume to your creation!  
Accordion folds are the simplest folds of do. You've probably even made them, when you were making paper fans in grade school: they're made with accordion folds!  
Let's see how to create them on fabric, accordion folds are formed by alternating a mountain fold (in volume) and a valley fold (in hollow). In its basic version, each of the folds has the same depth





This enjoyable account of the history of fashion takes a very visual, document-led approach that is based on photographs, artworks and drawings that make it easy to understand how clothes are made.



**FASHION: THE ULTIMATE HISTORY OF COSTUME**  
**From Prehistory to the Present**  
 Stefania Sposito

ISBN: 978-84-17412-67-8  
 19,00 x 27,00 cm | 7 1/2" x 10 5/8"  
 286 pages | Fully Illustrated in colour  
 English text | Hardback  
 £29.99 | \$42.00 | €36.00  
 140,000 words

This book gives readers an overview of fashion history from the first civilizations to today's most recent trends, through in-depth text, photographs, artworks and explanatory drawings.

Fashion is one of the defining features of human evolution and culture. Spanning from the first civilizations to today's most recent trends, this enlarged and updated edition analyses the importance and meaning of fashion via an in-depth approach and a rich selection of illustrations and photographs. It contains interpretative sketches and drawings of the clothes that feature in paintings and works of art to provide an overall perspective on and a comprehensive understanding of fashion. The lavish visuals, which many other titles in this field lack, truly bring the topic to life. In this book, the reader will discover the beauty and mystery of fashion throughout the ages, the roles it has played in society and the creativity and inventive power it has held throughout history.

**Stefania Sposito** lives and works in Milan, where she teaches art history, costume history and textile technology. She is the author of critical essays and numerous articles published in art and fashion magazines such as *Filiforme*, *Jacquard* and *Moodmagazine*. She organizes seminars and conferences at the international level on fabric techniques and history, conducts research projects in these fields and works with fashion and textile museums in Milan, Florence and Como (all in Italy) among others. Some of her designs have appeared in such magazines as *Vogue Italia*. She was also Chair of Textile History and Textile Goods Studies at the New Academy of Fine Arts in Milan.

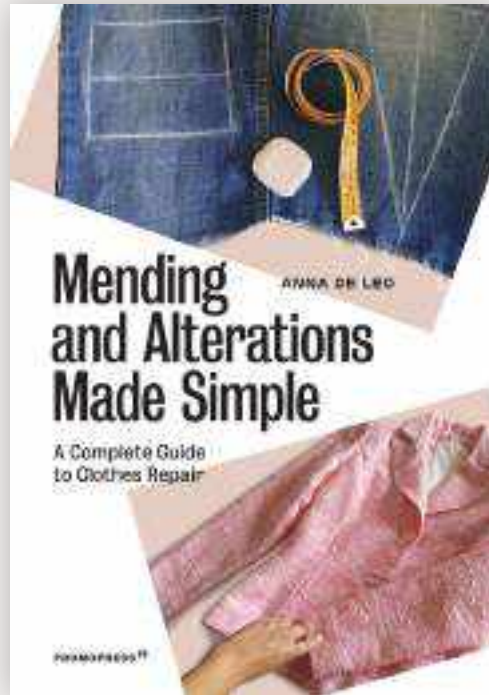
**The reader will learn how to perform the most simple and common alterations and mendings to their clothes.**

**MENDING AND ALTERATIONS MADE SIMPLE**  
**A Complete Guide to Clothes Repair**  
 Anna de Leo

ISBN: 978-84-17412-36-4  
 17.00 x 24.00 cm | 6" x 9 1/2"  
 192 pages | Fully illustrated in colour  
 English text | Paperback  
 £19.99 | \$24.95 | €19.95  
 19,500 words

Easy, well-illustrated manual which describes how to mend clothes.

This manual provides all necessary knowledge for anyone who wants to acquire the basic skills for mending, altering and fixing clothes. The publication explains in an easy to understand and simple language the most usual clothing repairs, like shortening pants, a seam to be redone, darning a hole, shortening the sleeves of a shirt, etc. From learning to do stitches by hand to using the sewing machine, the author guides the reader throughout the process by simple texts and useful photographs proving that mending is easy. The book also includes a glossary of technical terms. With this DIY guide, the reader will be able to perform some alterations and mendings without the need of going to the professional tailor. It's a basic manual, but also contains some more complicated mendings that people with advanced skills can tackle.



Anna De Leo was born in Cosenza in 1987. In 2014 she graduated at the Euromode School Italia, in Bormio in Valtellina. In 2015 she moved to Udine, where she attended a course of tailoring repair at the Ires (Institute of Economic and Social Research Friuli Venezia Giulia). She later enrolled in the Fashion Design course at Milan Fashion Campus in Milan, and an online Personal Shopper and Image consultant course. From 2015 to 2017 she worked in different fashion companies, refining knowledge and skills that allow her to experiment also with the packaging of the clothes and the study of new modeling techniques. She is an author of fashion-related books.



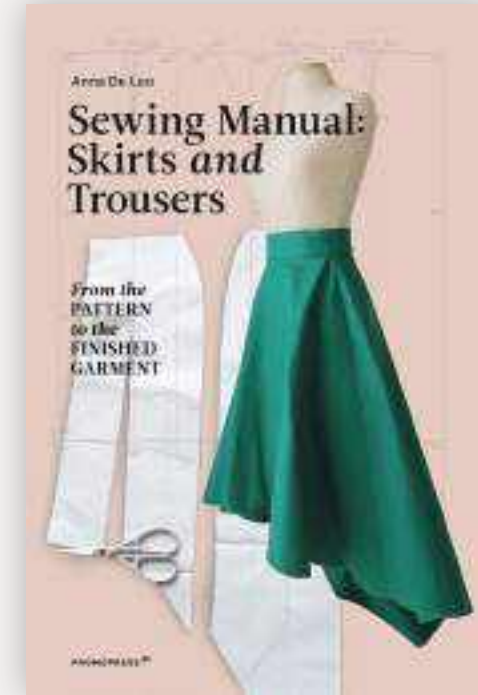
**A comprehensive, illustrated step-by-step guide to creating your own trousers and skirts, especially aimed at people with no experience.**

**SEWING MANUAL: SKIRTS AND TROUSERS**  
**From the Pattern to the Finished Garment**  
 Anna de Leo

ISBN: 978-84-17412-81-4  
 19.50 x 28.50 cm | 7 1/4" x 11 1/4"  
 240 pages | Approx. 450 colour illustrations  
 English text | Paperback  
 £29.99 | \$39.95 | €29.90  
 31,500 words

This practical book will guide you how to create your own skirts and trousers and to develop your sewing skills, from the basic stitches, to the pattern and the final piece.

Tired of wearing the same clothes? How about revamping your wardrobe with new custom made clothes? This is a practical sewing manual that shows all the steps for making skirts and trousers, from the basics, like different hand stitches and using a sewing machine, to taking measurements and understanding patterns, all explained with detailed illustrations and photographs for each step. The results are original garments, handmade by you and made to measure. The book includes everything you must know to get started; no previous sewing experience is needed, but you will be amazed of what you can achieve: a wealth of different types of skirts –straight, curled at the waist, classic, mini, flared, balloon, mermaid, asymmetric and more– and trousers –with or without pockets, classic, skinny-fit, low-waist, and many more.





**FASHION PATTERNMAKING TECHNIQUES [Vol. 1]**  
**Skirts, Trousers and Shirts**  
 Antonio Donnanno  
 Elisabetta Kuky Drudi

ISBN: 978-84-15967-09-5  
 21.00 x 29.70 cm | 8 ¼" x 11 1/16"  
 256 pages | Around 300 illustrations  
 and around 1,000 patterns  
 English text | Paperback  
 Rights sold: Traditional Chinese  
 £29.99 | \$39.95 | €28.00  
 39,000 words



**FASHION PATTERNMAKING TECHNIQUES [Vol. 2]**  
**Shirts, Undergarments, Dresses and Suits, Waistcoats**  
 Antonio Donnanno  
 Elisabetta Kuky Drudi

ISBN: 978-84-15967-68-2  
 21.00 x 29.70 cm | 8 ¼" x 11 1/16"  
 265 pages | Fully illustrated in B&W  
 English text | Paperback  
 Rights sold: Traditional Chinese  
 £29.99 | \$39.95 | €29.95  
 39,000 words



**FASHION PATTERNMAKING TECHNIQUES [Vol. 3]**  
**Jackets, Coats and Cloaks**  
 Antonio Donnanno  
 Elisabetta Kuky Drudi

ISBN: 978-84-16504-18-3  
 21.00 x 29.70 cm | 8 ¼" x 11 1/16"  
 192 pages | Fully illustrated in B&W  
 English text | Paperback  
 Distribution: Worldwide  
 Rights sold: Traditional Chinese  
 £28.00 | \$35.00 | €28.00  
 40,000 words



**FASHION PATTERNMAKING TECHNIQUES. HAUTE COUTURE [Vol. 1]**  
 Antonio Donnanno

ISBN: 978-84-16504-66-4  
 21.00 x 29.70 cm | 8 ¼" x 11 1/16"  
 256 pages | Fully illustrated in B&W and  
 colour | English text | Paperback  
 Rightst sold: Taiwan  
 £29.99 | \$39.95 | €29.95  
 33,000 words



**FASHION PATTERNMAKING TECHNIQUES HAUTE COUTURE [Vol. 2]**  
 Antonio Donnanno

ISBN: 978-84-17412-38-8  
 21.00 x 29.70 cm | 8 ¼" x 11 1/16"  
 256 pages | Fully illustrated in B&W and  
 colour | English text | Paperback  
 March 2021 |  
 Rightst sold: Taiwan  
 £28.00 | \$39.95 | €29.95  
 24,800 words



**FASHION PATTERNMAKING TECHNIQUES FOR CHILDREN'S CLOTHING**  
 Antonio Donnanno  
 Claudia Ausonia Palazzo

ISBN: 978-84-16851-14-0  
 21.00 x 29.70 cm | 8 ¼" x 12"  
 232 pages | B&W illustrations  
 English text | Paperback  
 Distribution: Worldwide  
 £29.99 | \$39.95 | €29.95  
 45,000 words



**FASHION PATTERNMAKING TECHNIQUES FOR ACCESSORIES**  
 Antonio Donnanno

ISBN: 978-84-16851-61-4  
 21.00 x 29.70 cm | 8 ¼" x 11 1/16"  
 240 pages | Fully illustrated  
 English text | Paperback  
 Distribution: Worldwide  
 £29.99 | \$45.00 | €35.00  
 32,000 words

The Patternmaking Techniques series has been in print for ten years and features fifteen editions. Readers of the series have praised its easy-to-understand and complete explanations and its high-quality illustrations.

FORTHCOMING



**FASHION PATTERNMAKING TECHNIQUES HAUTE COUTURE [Vol. 3]**  
 Antonio Donnanno, Manuela Brambatti

21.00 x 29.70 cm | 8 ¼" x 11 1/16"  
 240 pages | Fully illustrated  
 English text | Paperback  
 Distribution: Worldwide

After the success of the first two Fashion Patternmaking Haute Couture volumes, Antonio Donnanno returns to the bookstore with a new volume, featuring the refined illustrations of Manuela Brambatti. Her figurines, characterized by her now well-known style, are brought to life by the patternmaking mastery of Antonio Donnanno, who as in his previous books guides the reader in the creation of 40 models of evening dresses - long, short or full pants and top - and five wedding dresses. A small section of the book is devoted to haute couture embroidery, from the most classic to that of beads and sequins, important elements which are always present in haute couture. The style is sophisticated and modern to meet the tastes of the most demanding audience, and the clarity of the explanations makes the manual an ideal guide for anyone who wants to create elegant clothes in a simple way.

FORTHCOMING



**FASHION PATTERNMAKING TECHNIQUES FOR MEN'S CLOTHING**  
 Antonio Donnanno

21.00 x 29.70 cm | 240 pages  
 Fully illustrated  
 English text | Paperback  
 22,000 words

This volume of our Patternmaking Techniques series will explain in detail the fundamentals of men's garment tailoring. From the author's system of normotype measures, he explains how to adjust garments to all body shape types. Particular attention will be given to the increasingly important role of the prototype operator, The realization is always challenged by four questions: does the final product respect the designer's original idea; is the fabric right for that garment; does the garment fit to the company's wearability target; and do production costs meet budget requirements? The author explains in a step by step way all these complex questions in this richly illustrated volume.

**A collection of practical guides to draping, a technique that involves working with fabric directly on the mannequin, providing a more playful and creative approach to fashion design.**

### FASHION DRAPING TECHNIQUES, VOL. 1

**A Step-by-Step Basic Course  
Dresses, Collars, Drapes, Knots,  
Basic and Raglan Sleeves**

Danilo Attardi

ISBN: 978-84-17656-32-4 (EN)  
19.50 x 28.50 cm | 7 1/16" x 11 1/4"  
192 pages | Fully illustrated in colour  
English text | Paperback  
September 2021  
Distribution: Worldwide  
£22.99 | \$34.95 | €27.00  
38,500 words

**This is the second edition of the first volume in our series of practical manuals about the basics of the art of draping, a fashion technique that involves working with fabric and toile directly on the mannequin.**

Draping, also known as moulage, is a fashion design technique that involves working with fabric directly on a mannequin, 'sculpting' the toile on a dress form. Imagination and freedom are the key principles of this process, allowing the designer to start from an idea and change it as the garment progresses. Pieces take shape inch by inch on the dress form, going directly from sketch to fabric. Using the intricate process of draping, this extensively illustrated publication is an essential step-by-step guide for students, couture *connoisseurs* and fashion professionals who want to delve deeper into a technique used by prestigious fashion houses around the globe. This volume offers everything readers need to learn about the principles of draping and to gain a solid foundation for making their own imaginative pieces without limiting their creativity.



**Danilo Attardi** is a well-known Italian fashion designer, consultant and professor. His innate passion and vocation for fashion emerged in his mother's boutique. Already during his first year as a fashion student, he took part in AltaRoma, Italy's most important fashion show, then went on to establish his own label, Danilo Attardi Studio, after having completed his studies in Rome, Milan and Florence. In addition to designing collections, Attardi teaches modelling and fashion design techniques and advises companies related to the fashion industry, including, Brunello Cucinelli, Max Mara, Moncler, Benetton, Miroglio Group, Saint Laurent and Red Valentino.

### FASHION DRAPING TECHNIQUES, VOL. 2

**A Step-by-Step Intermediate Course  
Coats, Blouses, Draped Sleeves, Evening Dresses,  
Volumes and Jackets**

Danilo Attardi

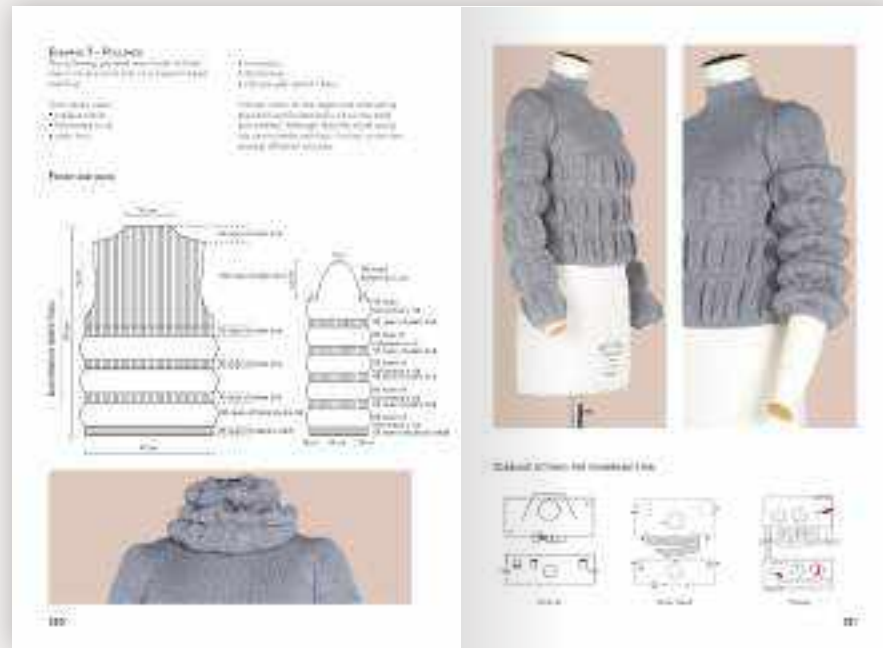
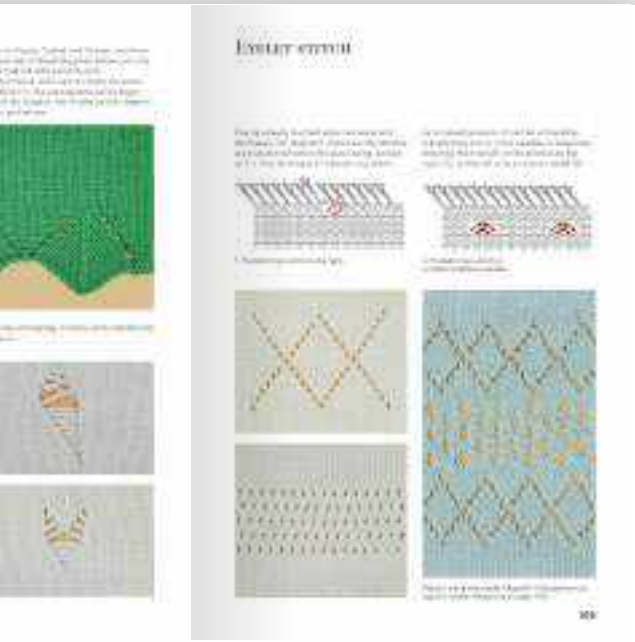
ISBN: 978-84-17656-45-4 (EN)  
19.50 x 28.50 cm | 7 1/16" x 11 1/4"  
192 pages | Fully illustrated in colour  
English text | Paperback  
October 2021  
Distribution: Worldwide  
£22.99 | \$34.95 | €27.00  
30,400 words

**The second volume of our practical manual about the art of draping includes the creation of complete items of clothing.**

Following the first volume of *Fashion Draping Techniques*, which focused on details, this new volume takes a step forward and moves on to complete items of clothing, such as dresses, blouses, jackets, and skirts, all explained in a detailed and easy to understand manner. Each chapter also includes suggestions about what kind of fabric to use in each piece of clothing. Draping involves working with fabric directly on the dress stand, allowing designers to bring their creations to life, adapting the style and fit as they work. The results are new styles, cuts and lines that give life to a new three-dimensional prototype, without the standardised restrictions of paper patterns. This gives designers an immediate idea of what their creation will look like and easily lets them decide how to move forward, through the use of toile, pins, pleats, modules, draping, craftsmanship, and boundless creativity.



Clear and richly-illustrated explanations by the experienced author, a lecturer in this field, which allow you to follow through the process.



UPDATED AND ENLARGED EDITION



**MASTERING MACHINE KNITTING**  
**From the Thread to the Finished Garment.**  
 Updated and revised new edition  
 Lucia Consiglia Tarantino

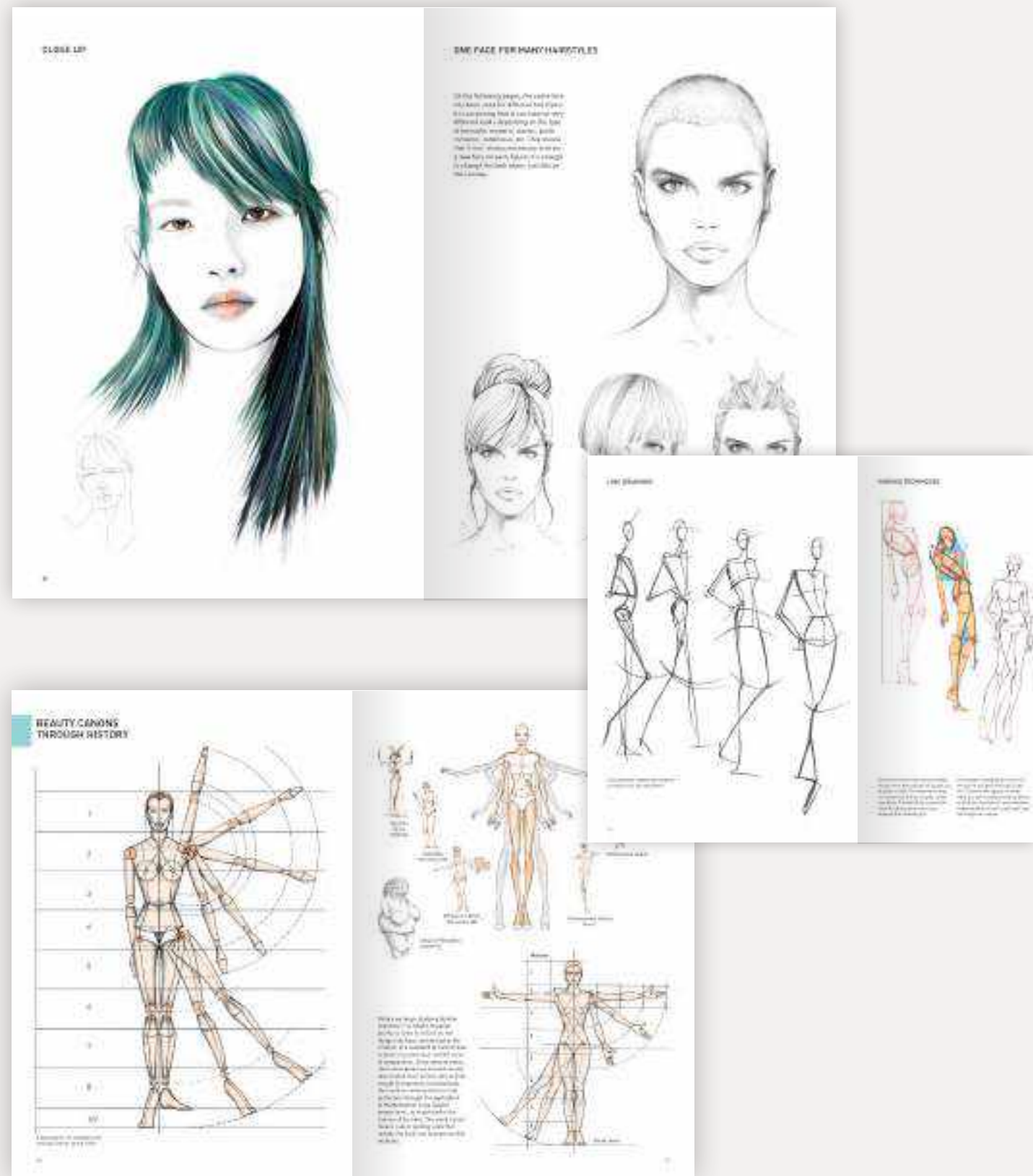
ISBN: 978-84-17656-99-7  
 19,50 x 28,50 cm | 7 7/8" x 11 1/4"  
 256 pages | Fully illustrated in colour  
 English text | Paperback  
 March 2023  
 £29,99 | \$39,95 | €35,00  
 45,000 words

A very useful step-by-step manual for mastering the making of knitted garments using a semi-professional knitting machines.

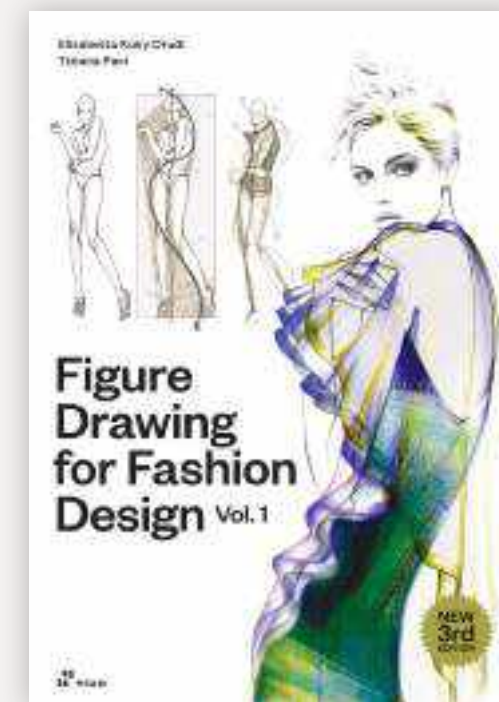
In the world of textiles, knitted fabric is one of the most complicated to work with but also one of the most used. This is a book for all fashion lovers who, while fascinated by knitted fabric, have not dared to venture into this field as well as for advanced and professional knitters who want to systematically round off their knowledge. It includes all the steps necessary to create a knitted garment, from the choice of yarn to manufacturing apparel, explaining such things as how to use a flatbed knitting machine correctly and the linking, cutting, sewing and, ultimately, ironing of knitted garments. The book not only takes into account how crucial it is to recognize and develop a stitch. It also acknowledges the increasing importance of knowing how to represent stitches for different machines in a useful way. For the first time, the author describes the various stitches in a clear and well-structured way with a language of symbols developed for use with all kinds of studio and domestic knitting machines regardless of the brand: Brother, Silver Reed, Passap, Coppo and Dubied. The book includes examples of working with traditional materials like wool, alpaca, cotton and linen but also encourages experiments with paper, plastic materials and vegetal and metallic yarns to create texture, three-dimensional effects and unusual volumes.

Lucia Consiglia Tarantino was born in Taranto (Italy) in 1966. After her diploma as business consultant and accountant she decided to open her own workshop designing tailor-made sample collections of garments. She started collaborating with the Mauro della Valle Design studio, where she had the opportunity to create knitting projects and study trends for renowned clothing and fashion brands and famous fashion fairs like Pitti Immagine and Premier vision. After three years of teaching at the IED in Milan (European Institute of Design, Milan, Italy), she became a teacher for various Masters courses at the School of Design of the Milan Polytechnic (Milan, Italy), a position she holds until today. From 2008 to 2011 she taught at the FIT (Fashion Institute of New York, USA) "Introduction to weft Knitting Principles" on professional Coppo and Dubied linear knitting machines. Since 2017 she has been a lecturer at the School of Design of the Milan Polytechnic University's "Fashion Design" and "Knit Design" technical training courses.





**This new edition will continue to be the must-have reference publication for all fashion designers and illustrators, and anyone interested in figure drawing.**



**FIGURE DRAWING FOR FASHION DESIGN, VOL. 1**  
 Elisabetta Kuky Drudi, Tiziana Paci

ISBN: 978-84-17656-55-3 (EN)  
 21.00 x 29.70 cm | 8 ¼" x 11 ¾"  
 352 pages | Fully illustrated in colour  
 English and French | Paperback  
 August 2022  
 £29.99 | \$39.95 | €35.00/32.90 (FR)  
 14,500 words

**The seminal guide to figure drawing for fashion design in a completely revised, updated and expanded two-volume edition.**

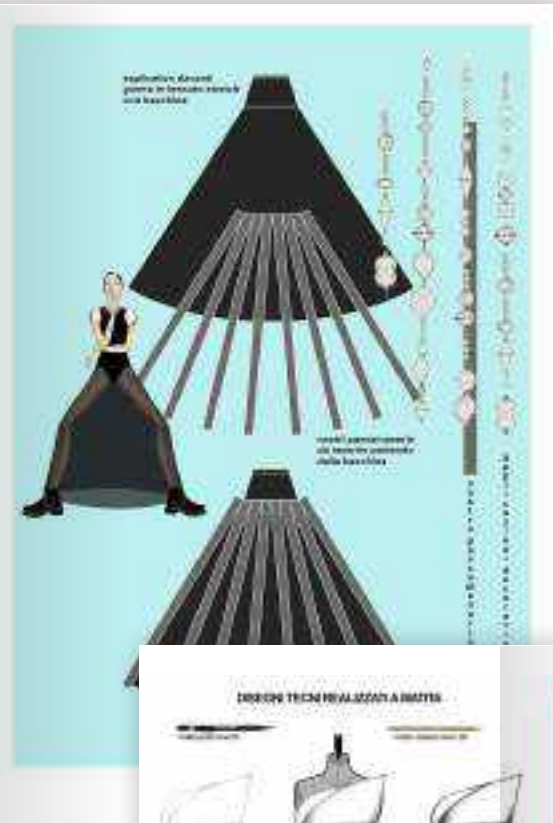
Fashion drawing is the most important way to visualize ideas and concepts in costume and fashion design. This new and expanded two-volume edition of the already classic title Figure Drawing for Fashion Design—revised, updated and expanded—is a precise, topic-by-topic manual that will help readers acquire and perfect their skills, drawing fashion designs on the female form. Mastering the rules of figure drawing as well as stylistic techniques that add individuality and flair to the design is an essential skill for all designers and illustrators to master in order to bring one's vision to the page, and eventually mannequin. In its approach, this book is ideal both for those designers and students who want to apply themselves professionally to fashion design, and for all enthusiasts of drawing the female body in a fashion context.

As a consultant, illustrator and stylist for renowned fashion companies, **Elisabetta Kuky Drudi** has planned and organised international fashion collections and shows. She has collaborated as an illustrator, fashion and textile designer with firms such as Baldessarini, Fuzzi, Hugo Boss & Hugo Boss Sport, Jean Paul Gaultier (Femme, Homme and Soleil and Joop). Currently she designs for various international fashion houses and collaborates as a technical knit designer with Emilio Pucci, Mary Katrantzou and MSGM.

**Tiziana Paci** lives and works in Pesaro, Italy, teaching fashion design and painting. In her thirty years of experience, she has come up with original methods for design in general and for the improvement of drawing and painting techniques for fashion sketches and figures. All this material has been organised into a number of manuals which combine both educational and artistic aspects, and have been translated into many languages and used in schools in Italy and abroad.



The breadth of information and attention to detail make this title ideal for students, professionals, and anyone who enjoys fashion design.



FORTHCOMING

**FIGURE DRAWING FOR FASHION DESIGN, VOL.2**  
 Elisabetta Kuky Drudi, Tiziana Paci

21.00 x 29.70 cm | 8 3/4" x 11 3/4"  
 320 pages | Fully illustrated in colour  
 English and French | Paperback  
 10,000 words

After the success of the new edition of the volume 1, the second volume of *Figure Drawing for Fashion Design* explore the technical side of garment design and accessories, starting from the study of basic themes such as the perspective of the sketches, the sartorial bust, the wearability, volumes and lines of the garments. Topics such as the various methodologies for drawing on a mannequin are of paramount importance for those who want to approach fashion design. Furthermore, to represent in a precise and essential way the structure and proportions of a dress is essential for a good draftsman and for this very reason the last two parts of the book are dedicated to flat drawings of numerous garment models such as skirts, shirts, trousers and outerwear, without forgetting the bags and footwear. The style of Elisabetta Kuky Drudi and Tiziana Paci is the right mix between creativity and rigour representative and a determining tool for training in the field of professional fashion design.



As a consultant, illustrator and stylist for renowned fashion companies, **Elisabetta Kuky Drudi** has planned and organised international fashion collections and shows. She has collaborated as an illustrator, fashion and textile designer with firms such as Baldessarini, Fuzzi, Hugo Boss & Hugo Boss Sport, Jean Paul Gaultier (Femme, Homme and Soleil and Joop). Currently she designs for various international fashion houses and collaborates as a technical knit designer with Emilio Pucci, Mary Katrantzou and MSGM.

**Tiziana Paci** lives and works in Pesaro, Italy, teaching fashion design and painting. In her thirty years of experience, she has come up with original methods for design in general and for the improvement of drawing and painting techniques for fashion sketches and figures. All this material has been organised into a number of manuals which combine both educational and artistic aspects, and have been translated into many languages and used in schools in Italy and abroad.



**A new, full-colour, redesigned edition of this accurate and inspirational sourcebook for drawing fashion details, this publication is an essential tool for fashion designers and students.**

**FASHION DETAILS 4000 DRAWINGS**  
Revised edition with new and coloured drawings  
Elisabetta Kuky Drudi

ISBN: 978-84-17412-68-5 (EN)  
19.50 x 28.50 cm | 7 3/8" x 11 3/4"  
384 pages | 4,000 B&W and colour illustrations  
English text | Paperback  
£29.99 | \$39.95 | €35.00  
12,000 copies sold

**Be inspired by this new, full-colour, redesigned edition featuring a vast range of fashion details for professionals and students**

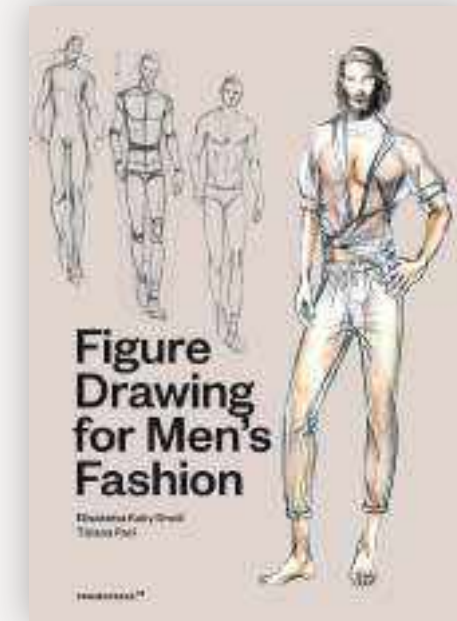
This redesigned and full-colour second edition by best-selling author Elisabetta Drudi is an inspirational sourcebook of the drawing techniques required to render fashion details. It contains all the knowledge required to make accurate technical drawings of all imaginable variations of collars, pleats, flounces, gathers, drapes and necklines, and it includes 4,000 original fashion drawings. This title offers an extended, topic-by-topic guide to acquiring and perfecting the skills needed to produce realistic and precise fashion plates that accurately reflect a designer's creative vision. The volume's breadth of information and attention to detail make this worldwide bestseller an invaluable resource for designers, illustrators, artists, students and anyone who enjoys fashion design.



As a consultant, illustrator and stylist for different fashion companies - such as Baldessarini, Fuzzi, Hugo Boss & Hugo Boss Sport, Jean Paul Gaultier (Femme, Homme and Soleil) and Joop - **Elisabetta Kuky Drudi** has planned and organized fashion shows and collections on an international level. She is also the author of several international bestsellers that have been translated into many languages. At present, she designs for various international fashion houses and collaborates as technical knit designer with Emilio Pucci, Mary Katrantzou, and MSGM.



**With this new edition it will continue to be the must-have reference publication for all fashion designers and illustrators, and anyone interested in menswear.**



As a consultant, illustrator and stylist for different fashion companies, **Elisabetta Kuky Drudi** has planned and organized fashion shows and collections on an international level. She has collaborated as illustrator, fashion designer and textile designer with firms such as Baldessarini, Fuzzi, Hugo Boss & Hugo Boss Sport, Jean Paul Gaultier (Femme, Homme and Soleil) and Joop. Currently she designs for various international fashion houses and collaborates as a technical knit designer with Emilio Pucci, Mary Katrantzou and MSGM. She is also the author of several bestsellers, including 4000 Fashion Details and Figure Drawing for Fashion.

**Tiziana Paci** lives and works in Pesaro, Italy, teaching fashion design and painting. In her thirty years of experience, she has invented original methods for design in general and for the improvement of drawing and painting techniques for fashion sketches and figures. All this material has been organized into a small number of manuals which combine both educational and artistic aspects. Thanks to their innovative nature, effectiveness and wealth of images, the texts have been translated into many languages and used in schools in Italy and abroad. She is the author of "Colour in Fashion Illustration".

**FIGURE DRAWING FOR MEN'S FASHION**  
Elisabetta Kuky Drudi, Tiziana Paci

ISBN: 978-84-17412-83-8 (EN)  
21.00 x 29.70 cm | 8 1/4" x 11 3/4"  
352 pages | Fully illustrated in colour  
English text | Paperback  
£29.99 | \$39.95 | €35.00  
21,700 words

**This comprehensive and long-selling manual, for many years a basic and indispensable tool for fashion designers and fashion design students, is specifically dedicated to the male figure in fashion design.**

This completely redesigned and updated long-selling manual, specifically dedicated to the male figure in fashion design, offers a comprehensive guide to acquiring and perfecting the skills needed to produce realistic and precise fashion drawings that accurately reflect a designer's creative vision. It covers all aspects related to male human figure drawings, male fashion figurines, colouring styles and techniques, as well the design and representation of fabrics. It also includes technical details and representation of different types of clothing and accessories. The best-selling authors, Elisabetta Drudi and Tiziana Paci, have decades of experience in the fashion industry and have created an invaluable resource for designers and illustrators.



**This book features 1,000 lingerie and beachwear designs and drawings.**

**LINGERIE & BEACHWEAR**  
**1,000 Fashion Designs**  
 Dorina Croci, with the collaboration  
 of Elisabetta Drudi

ISBN: 978-84-17412-52-4  
 17.70 x 27.90 cm | 7" x 11"  
 200 pages | Fully illustrated in colour  
 English text | Paperback  
 £24.99 | \$39.95 | €29.95  
 7,800 words

**A useful resource for designers and fashion students who would like to go deeper into lingerie & beachwear design.**

This book presents 1,000 unpublished and original lingerie and beachwear designs by Dorina Croci with the collaboration of Elisabetta Drudi, author of best-selling international books, such as 4,000 Fashion Details (Promopress). Its content is intended to inspire fashion designers working in this field, showing details, colours and materials suitable for creating collections.

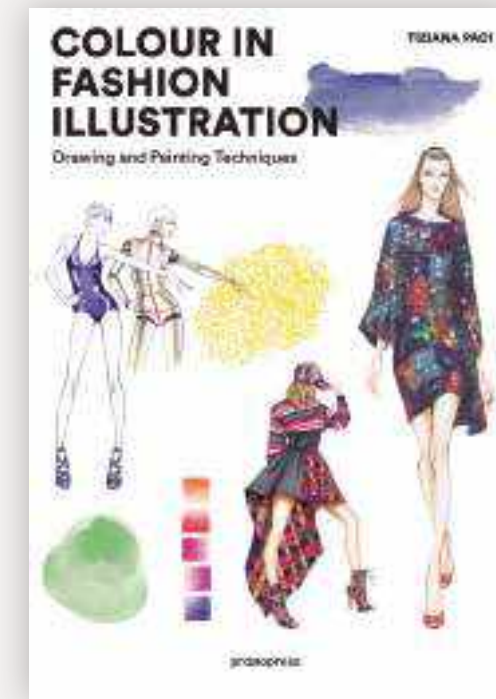


**Dorina Croci** has worked in the field of lingerie and beachwear with many international firms such as Triumph, Parah, Fiorucci, Olmo, Harno, Jantzen, Schiesser, Paloma Picasso, Imec - Franca Von Wunster and many others. As a consultant, illustrator and stylist for different fashion companies

As a consultant, illustrator and stylist for different fashion companies **Elisabetta Kuky Drudi** has planned and organized fashion shows and collections on an international level. She has collaborated as illustrator, fashion designer and textile designer with firms such as Baldessarini, Fuzzi, Hugo Boss & Hugo Boss Sport, Jean Paul Gaultier (Femme, Homme and Soleil) and Joop. She is also the author of several bestsellers. Currently she designs for various international fashion houses and collaborates as a technical knit designer with Emilio Pucci, Mary Katrantzou and MSGM.



**A practical manual for learning how to grant colour to fashion figurine illustrations.**



**COLOUR IN FASHION ILLUSTRATION**  
**Drawing and Painting Techniques**  
 Tiziana Paci

ISBN: 978-84-16851-59-1 (EN)  
 ISBN: 978-84-16851-95-9 (FR)  
 21.50 x 28.70 cm | 8 7/16" x 11 5/16"  
 320 pages | Fully illustrated in colour  
 English text | Paperback  
 £29.99 | \$39.95 | €35.00  
 40,364 words

**A practical manual intended for anyone interested in delving into drawing technique and using colour to give more life and expressiveness to their illustrations.**

This book is a practical manual intended specifically for anyone interested in delving into the technique of granting colour to fashion figurine illustrations to give them more life and expressiveness. In a clear and educational way, Tiziana Paci, author of the well-known book Figure Drawing for Fashion Design, explains in detail the different themes examined in the work through images and examples along with concise and to-the-point texts ideal for neophytes as well as people who have been working in this field for years. The book is divided into the following chapters: poses, colour and colour combinations, watercolour technique, tools such as professional markers, coloured pencil and water-soluble graphite, digital techniques and mixed techniques. Together, these suggestions allow both beginner and professional illustrators to depict figurines in vivid poses with incredible effects including the imitation of any type of material: leather, jewellery, bright fabrics and transparencies, and many more, following very different styles.

**Tiziana Paci** lives and works in Pesaro, Italy, teaching fashion design and painting. In her thirty years of experience, she has invented original methods for design in general and for the improvement of drawing and painting techniques for fashion sketches and figures. All this material has been organised into a few manuals which interestingly combine both educational and artistic aspects. Thanks to their innovative nature, effectiveness and wealth of images, the texts have been translated into many languages and used in schools in Italy and abroad.



**A book which teaches how to produce professional level and effective fashion drawings.**

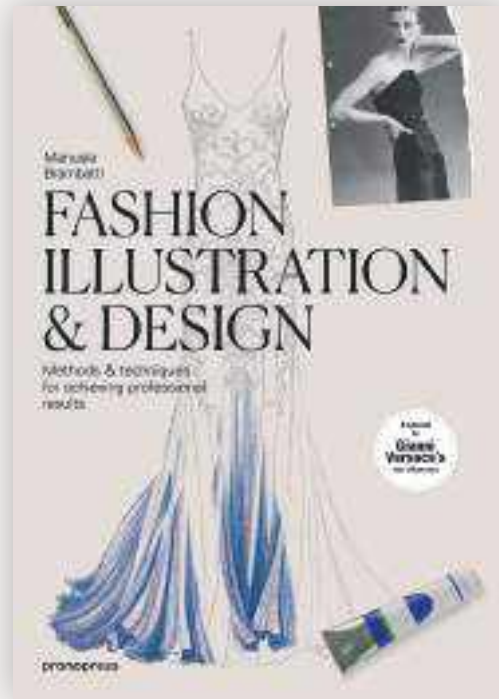
**FASHION ILLUSTRATION & DESIGN**

**Manuela Brambatti**

ISBN: 978-84-16851-06-5 (EN)  
21.50 x 30.00 cm | 8 ½" x 11 ¾"  
240 pages | Fully illustrated in colour and B&W  
English text | Hardback  
£22.99 | \$34.95 | €29.95  
20,000 copies sold

**Versace's chief illustrator teaches us how to draw, halfway between fashion sketch and illustration, in a non-classical and non-stereotypical way.**

A design tutorial by Manuela Brambatti, Versace's chief design illustrator, the book is an idea of couturier Flavio Marconi who, impressed by her drawing style, her unique taste designing fashion collections and the precision with which she captures the flow of fabric over the body, convinced her to put it into print. Here Brambatti reveals her fresh and innovative style, not better than others, as she writes, but original and distinctive for Versace's workshop, halfway between fashion sketching and illustration.



**Manuela Brambatti** began to work in the fashion world in the late '70's for the fashion magazine Style and for other magazines. She has collaborated with Giorgio Correggiari, Krizia, and Gian Marco Venturi. Employee, and later exclusive partner of the Versace fashion house from 1981 to 2009, Manuela, was crucial in setting standards in the Style magazine for the presentation of all fashion collections and their illustrations and, in recent years, the Home Collection of the Brand.



**This volume is a balanced mixture of an illustration manual and a source of creative inspiration.**

**FASHION ILLUSTRATION & DESIGN: ACCESSORIES**

**Shoes, Bags, Hats, Belts, Gloves, and Glasses**  
**Manuela Brambatti, Fabio Menconi**

ISBN: 978-84-17412-64-7 (EN)  
21.00 x 29.70 cm | 8 ¼" x 11 ¾"  
264 pages | Approx. 400 colour illustrations | English text | Paperback  
£24.99 | \$39.95 | €35.00  
17,000 words

**An essential instructional book on designing and illustrating fashion accessories.**

The third book from this series on illustration and design focuses on the most popular accessories: shoes, handbags, hats, belts, gloves and glasses. Brilliantly illustrated by Manuela Brambatti, a key member of the Gianni Versace fashion house for nearly thirty years, and co-authored by the designer Fabio Menconi (senior designer for Escada and Armani, among others), the book guides readers through the fashion world's most iconic accessories, and it features practical information and technical advice on how to draw them to achieve a desired result. From creating a basic drawing to using colour, the way in which techniques are presented seeks to encourage readers to try out what they have learned. The publication provides detailed information on how to capture different materials, surfaces and decorations—for example, skin, natural fibres, wool and prints—and it includes sections that provide tips on where to look for inspiration. It also offers examples of transformations in designs and reviews the historical development of accessories. In short, this is a comprehensive, structured and systematic volume that will serve professionals, students and anyone who wants to venture into designing and illustrating fashion accessories.



**Fabio Menconi** is a senior designer who has worked for renowned fashion houses such as Escada, Armani, Dolce & Gabbana, Versace, Genni. He designs both haute couture as well as accessories. His creations have been worn by celebrities attending the Oscar Academy Awards and other important events.



**FASHION ILLUSTRATION AND DESIGN CREATIVITY**

**Manuela Brambatti**

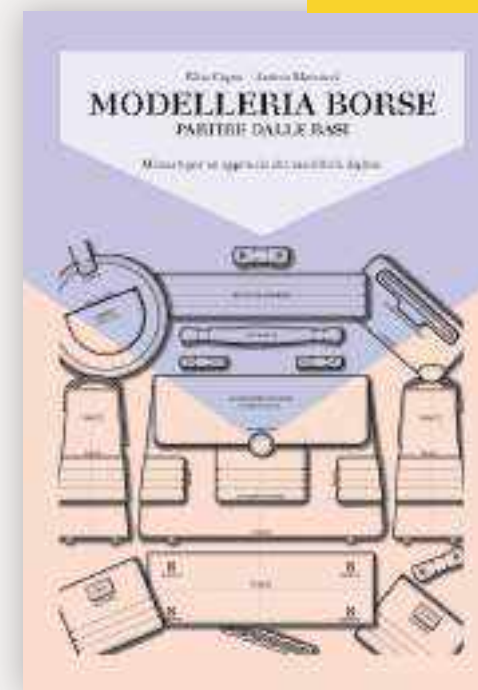
21.50 x 30.00 cm | 8 ½" x 11 ¾"  
240 pages | Fully illustrated in colour and B&W  
English text | Hardback

This book is meant to be a step-by-step tutorial on how to take an idea and develop it. A natural continuation of Fashion Design Professional Volume 1, it presents readers with the fun challenge of starting with a common everyday object and transforming into a piece of jewellery, a dress, a table, a shoe and even a tattoo. The book is divided into thematic chapters devoted to such things as nature, the city and art, to name just a few. Each idea is a stepping stone for another idea, a vehicle that can lead to new sources of inspiration. On this journey, readers passionate about drawing and design will learn how develop their creativity in a professional setting or in their spare time. In the first volume of the book, readers learned how to draw a silhouette, with various illustration exercises to put this new knowledge into practice. This fun and useful guide completes the process, helping readers to explore the origins of creativity and develop their ideas into beautiful and alluring designs.



FORTHCOMING

**Manuela Brambatti** began to work in the fashion world in the late '70's for the fashion magazine Style and for other magazines. She has collaborated with Giorgio Correggiari, Krizia, and Gian Marco Venturi. Employee, and later exclusive partner of the Versace fashion house from 1981 to 2009, Manuela, was crucial in setting standards in the Style magazine for the presentation of all fashion collections and their illustrations and, in recent years, the Home Collection of the Brand.



FORTHCOMING

**PATTERNMAKING TECHNIQUES FOR BAGS**  
**Elisa Cigna, Andrea Marcocci**

19.5 x 28.5 cm | 7 ¾" x 11 ¼"  
192 pages | Fully illustrated in colour  
English text | Paperback  
10,800 words

The book does not presume to be the absolute guide to patternmaking but rather a tool intended for anyone interested in digital patternmaking, training in the field or already working in the leather goods world, offering knowledge and techniques that will enable them to face the fundamental challenges of the profession independently. Gathering some of the most common techniques used in the construction of leather bags, the book is divided into two parts. Readers will first be introduced to the patternmaker's working process and essential skills. They will learn about the anatomy of a bag, technical design and how to read a style card. In the second part readers will put this knowledge and these techniques into practice in the construction of a bag. The book will serve as a solid basis for leather goods enthusiasts or those interested in entering the profession, which is moving away from the workbench and increasingly toward a technological scenario. The field of leather goods is infinite. The sheer breadth of information acquired while learning this profession can be bewildering at times, while the technical developments in the field of digital patternmaking, alongside the beauty of craftsmanship, can be daunting. In the pages of this book, readers will find an array of tools to help them get started on this journey, gathering practical information and knowledge along the way.





The goal of the book is to offer support to readers who want to challenge their imagination to create this exclusive accessory.

FORTHCOMING



**SNEAKERS ART**  
From Inspiration to Customization  
Claudia Ausonia Palazzo

ISBN: 978-84-19220-24-0  
19,50 x 28,50 cm | 7 7/8" x 11 1/4"  
320 pages | Fully illustrated in colour  
English text | Paperback  
July 2023  
€29.99 | \$39.95 | €35.00

A hands-on book for fashion people and the general public containing a brief overview of the history of sneakers followed by thematic chapters with a wealth of tutorials and previously unpublished illustrations by the author that offer readers the tools and techniques they need to customize their own personal footwear creations.

Sneakers have undoubtedly become the world's most popular footwear, appreciated for an extensive variety of models, colours, genres and styles that appeal to all ages. Their versatility and adaptability also make them perfect "white canvases" on which to experiment with different techniques and materials to customize them in an original way. Thanks to the numerous tutorials and more than 1000 unpublished illustrations by Claudia Palazzo, the book offers support to readers who want to challenge their imagination to create an exclusive accessory. Divided into thematic chapters, the book begins with a brief overview of the history of sneakers. The rest of the chapters offer readers the opportunity to create the sneaker style that most represents their aesthetic inclinations and tastes, including numerous tutorials and previously unpublished illustrations that provide the tools and techniques they need to customize their own personal footwear creations. Aimed at sneakers fans, fashion lovers and fashion designers, the book encourages readers to browse its pages and be inspired, offering them the opportunity to create a sneaker style uniquely their own and, ultimately, to wear their own personal creation.

Claudia Ausonia Palazzo attended the First Art Academy in Rome and then obtained a two-year degree in fashion from the Institute of Design (1988-1989). She subsequently began working as an assistant costume designer for Bonizza Giordiani Aragno. In the meantime, she attended the Koefia International Academy of Haute Couture and Art of Costume (Rome, Italy) (1991-1994). After graduating with honours, she was asked to join Koefia's staff. She has been working as a fashion design lecturer since 1996, and works as an illustrator for different fashion firms.





**A fashion illustration anthology that brings together the work of fifty contemporary artists and fashion illustrators from different backgrounds and generations.**



**NEW FASHION ILLUSTRATION**  
**50 Essential Contemporary Artists**  
 Ana de Izagirre

ISBN: 978-84-19220-20-2  
 19,60 x 25,60 cm | 7 ¾" x 10 ¼"  
 224 pages | Fully illustrated in colour  
 English text | Hardback  
 July 2023  
 £28.00 | \$39.95 | €35.00

**A book for fashion lovers and professionals who want to discover the latest trends in fashion illustration.**

*New Fashion Illustration* brings together the work of fifty contemporary artists of different backgrounds and generations. These include major figures in the industry such as Bil Donovan, Aurore de la Morinerie, Piet Paris and Cecilia Carlstedt; a new wave of acclaimed illustrators such as Bijou Karman, Laura Laine and Connie Lim; as well as young talents who burst onto the scene with great success such as Alexandra Grahame, Samuel Harrison and Ángel Hernández. The book is divided into a series of thematic blocks that groups the chapters devoted to the artists. Each chapter comprises a selection of their magnificent and unique artwork, in addition to a brief presentation of their career, sources of inspiration, themes, techniques, influences and select clients. Showing countless and highly diverse artistic languages and styles (abstraction, realism, expressionism, figurativism), the anthology seeks to reflect the different ways of interpreting fashion from the perspective of the fine arts.

**Ana de Izagirre** is a linguist, editor, and writer. After graduating in philology, she studied publishing, graphic design, and photography. She has worked in the book industry for more than a decade. She currently specializes in illustrated books on visual culture, art, and design.

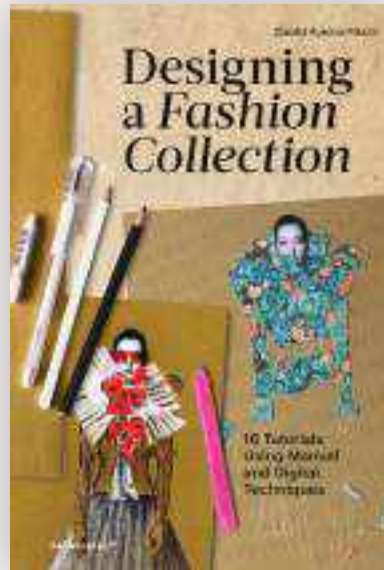




**FASHION SKETCHING**  
**Templates, Poses and Ideas for Fashion Design**  
 Claudia Ausonia Palazzo

ISBN: 978-84-16504-10-7 (EN)  
 ISBN: 978-84-16504-43-5 (FR)  
 19.50 x 28.50 cm | 7 ¼" x 11 ¼"  
 256 pages | Fully illustrated in B&W  
 and colour | EN, FR, ES | Paperback  
 £19.99 | \$29.95 | €25.00  
 580 words

Fashion is a distinctive feature of the evolution of human beings and culture. Its extraordinary development through different civilizations and historical periods is generating tremendous interest today, not only within the fashion world and the academic community, but also among the general public on a massive scale, through traditional media and digital platforms. From the first cultural expressions to the latest trends, this book analyses the importance and meaning of this intriguing facet of human behaviour. Illustrated with a rich array of fact sheets, photographs and illustrations, Fashion: The Ultimate History of Costume is an essential guide to understanding this phenomenon. Its powerful visual elements, missing from many books, contribute to illuminating the diverse aspects of the fashion universe. Through the book the reader will discover the beauty and mystery that imbues the world of fashion and the roles it has played in society: ranging from a merely practical function to its freest and most transgressing expressions, fashion reflects the social and cultural reality of each moment and is a unique example of the infinite creative capacity of human beings.



**DESIGNING A FASHION COLLECTION**  
**16 Tutorials Using Manual and Digital Techniques**  
 Claudia Ausonia Palazzo

ISBN: 978-84-17412-77-7  
 19.50 x 28.50 cm | 7 ½" x 11 ½"  
 256 pages | Approx. 320 colour illustrations | English text | Paperback  
 £24.99 | \$34.95 | €29.95  
 3,920 words

An inspirational and beautifully illustrated book that pushes novel fashion designers and students to create their own capsule collections—a fashion collection based on one single design concept. Through these creations the reader will learn the necessary elements that any collection should have and how it should be presented in a portfolio. The techniques used in the book range from watercolour to collage, as well as digital tools. Creating a collection is a process that requires much thought and organization, with different steps to be considered. First of all, it is necessary to find a concept, a theme that structures the designs of the collection and from which the creations are developed. It follows a moodboard, an inspirational collage formed by images, text and samples of materials prior to the design of the collection, which then leads to the actual drawing using the illustration technique of one's choosing. This is a book from which aspiring fashion designers will be able to draw the inspiration and skills needed to launch their own collection by the renowned illustrator Claudia Ausonia Palazzo presenting sixteen examples of capsule collections, each with a different concept and rendered using various illustration techniques.

**More than 1600 stunning colour photographs which show how fabrics fall, their surface qualities and how they can be combined.**



**FABRICS IN FASHION DESIGN**  
**The Complete Textile Guide**  
**Third updated and enlarged edition**  
 Stefanello Sposito, Gianni Pucci

ISBN: 978-84-17656-96-6  
 23.00 x 24.00 cm | 9" x 9 ½"  
 336 pages | Fully illustrated in colour  
 English text | Paperback  
 February 2023  
 £32.00 | \$45.00 | €35.00  
 16,000 copies sold

**A fabric encyclopedia of textile information, from the history of the fabric to terminology and explanations of how the fabric will perform, feel and look.**

Intended for fashion students and fashion designers, this fabric book is indispensable for sourcing and selecting textiles for fashion. It will guide you to the perfect fabric for every design, helping you find the ideal material to achieve the desired effect and recommending different ways to use it. With a revised and updated selection of photographs from fashion shows that exemplify current fashion trends in which the collections of such renowned designers as Givenchy, Stella McCartney, Vuitton, Vivian Westwood, van Herpen, Ralph Lauren and Calvin Klein appeared, the book shows you how some of the most emblematic names in fashion today use fabrics to achieve the highest expression of their creativity. This updated and enlarged edition also includes a detailed technical and historical introduction on the types of fabrics and their classification, the relationship between fabric and the fashion industry and the aesthetic, emotional, commercial and social aspects involved. This fabric bible is sure to become essential reading for all aspiring and experienced dressmakers and fashion designers.

**Stefanello Sposito** lives and works in Milan, where she teaches art history, costume history and textile technology. She is the author of critical essays and numerous articles published in art and fashion magazines such as Filoforme, Jacquard and Moodmagazine. She organizes seminars and conferences at the international level on fabric techniques and history as well as conducting research projects in these fields. Some of her designs have appeared in such magazines as Vogue Italia.

**Gianni Pucci** took his first steps in fashion photography at the end of the 80s, photographing the first top models and the first fashion shows. In the following years, he founded the agency Indigital, today, which thanks to the experimentation of new media, evolved into IDI Production. His work has been published on the biggest fashion and design magazines and websites, from Style.com to Vogue.it.



**An essential tool for all professionals who want to work in the field of visual merchandising in retail.**

**VISUAL MERCHANDISING AND DISPLAY**  
**Best Practices for Window Displays and Store Designs**  
 Silvia Belli

ISBN: 978-84-17656-06-5  
 21.00 x 29.70 cm | 8 1/4" x 11 3/4"  
 240 pages | Approx. 450 colour ill.  
 English text | Paperback  
 Distribution: Worldwide  
 £29.99 | \$45.00 | €35.00  
 52,100 words

**This book constitutes an essential tool for all professionals who want to work in the field of visual merchandising in retail.**

This comprehensive textbook constitutes an essential tool for students and professionals who want to work in the field of visual merchandising in retail, a discipline which combines the principles of marketing, creativity and design. It covers all aspects of the profession, from window display to in-store areas, and all kinds of stores, from small outlets, pop-up shops and concept stores, to shopping malls, flagship shops and department stores. Aspects such as lighting, colour, interior architecture and different display styles, by means of classic approaches as well as the most avant-garde developments are widely referenced and explained in this publication, through many examples from around the world. This reference guide will help visual merchandisers to plan the best strategy to the consumer's attention.



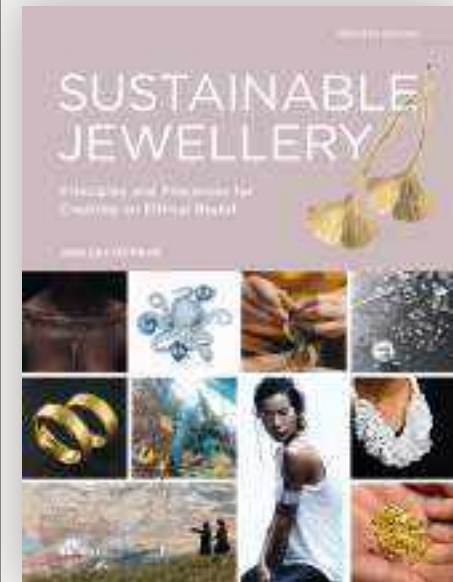
**Silvia Belli** is a fashion stylist and blogger, graduated in Business Administration and with a Masters in Business Administration from ESCP Europe in London. She also has a background in economic-management studies and has given life to his creative vein with marketing as well as more artistic studies. Today Silvia Belli Works in the fields of luxury communication and marketing, fashion design & styling, image consulting, interior design and is the founder of an event management agency.



**SUSTAINABLE FASHION**  
**Responsible Consumption, Design, Fabrics, and Materials**  
 Wearme Fashion

ISBN: 978-84-17412-79-1  
 19.00 x 25.00 cm | 7 1/2" x 9 1/4"  
 176 pages | Approx. 170 colour illustrations  
 English text | Paperback  
 £25.00 | \$29.95 | €29.95  
 37,900 words

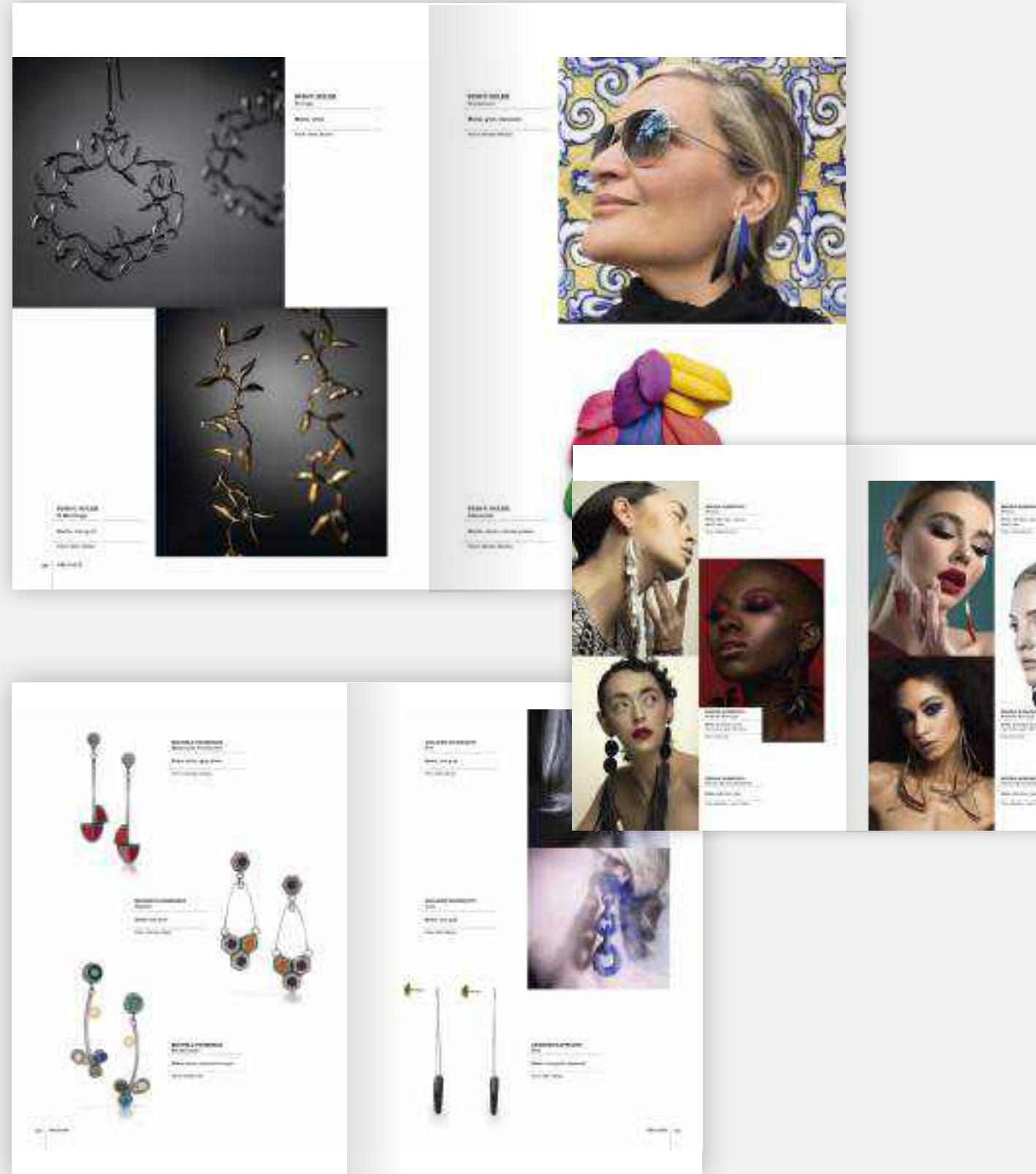
The planet has come to a critical situation and it is up to all of us to innovate and drive change in all aspects of life, and fashion definitely is no exception. The fashion industry and its procedures are changing rapidly thanks to the visionary mindset of innovators, their business perspectives, the renewal of industrial processes, and a reconsideration of existing values. More and more customers are demanding that the clothes they buy to be socially and environmentally aware: no child labor, minimum or zero impact on the planet, and safe working conditions are the basis of the sustainable values that customers are expecting from fashion companies. This book provides all the necessary insight for designers, fashion companies, retailers, and consumers that want to become more sustainability conscious. It includes a comprehensive overview of the current actions taken by pioneering designers and brands and how they are integrating basic sustainable principles, and eco-friendly and reused materials, to create a new generation of fashion products, including information on different fabric types, alternative production types, reuse and practical care advice for the garments.



**SUSTAINABLE JEWELLERY**  
**UPDATED EDITION**  
**Principles and Processes for Creating an Ethical Brand**  
 José Luis Fettolini

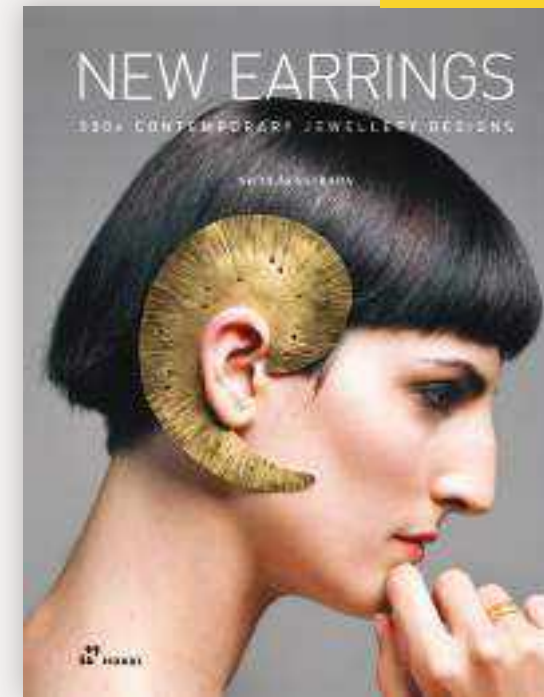
ISBN: 978-84-17656-76-8  
 18.00 x 24.00 cm | 7 1/8" x 9 1/2"  
 176 pages | Fully illustrated in colour  
 English text | Paperback  
 £22.50 | \$29.95 | €27.00  
 34,000 words

This updated and extended edition of our best-selling book on sustainable jewelry includes new case studies and revised, up-to-date texts and brand profiles. Sustainable Jewellery contains all there is to know in order to start down the path towards sustainability in the jewelry business, from the traceability of gems and metals to responsible production, the impact of the purification, smelting and polishing processes, and the greenest ways to work with certified raw materials. In the jewelry industry and beyond, consumers are demanding products that are ethical, hand-crafted, personal, and created with respect for the environment. This implies a sustainability strategy that takes into account the entire supply and sales chain, from the extraction of metals to the materials used as packaging. Updated texts and chapters include the latest developments in sustainable jewelry, with new case studies and fresh interviews with international designers and firms who are already creating ethical, responsible jewelry.



**A stunning collection of 550 pieces by 198 jewellery masters from all over the world.**

**FORTHCOMING**



**NEW EARRINGS**  
**500+ contemporary jewellery designs**  
 Nicolás Estrada

19,30 x 24,50 cm | 7 3/8" x 9 3/8"  
 240 pages | Fully illustrated in colour  
 English text | Paperback

**A showcase of the best earring designs using a great variety of different techniques, materials and styles.**

Part of a well-known book series on contemporary art jewelry by jeweler Nicolás Estrada, this completely new edition of *New Earrings* (not a single piece from the 2013 edition has been included) highlights the work of some of the most exciting and innovative international jewelry artists working today. The more than 550 pieces featured by 198 jewelers from all over the world break away from the traditional notion of jewelry making to stake out new terrain. They represent a variety of creative approaches and methods, from more traditional to strikingly avant-garde creations, that speak and inspire, embodying all the ingenuity, flair, eloquence, sensitivity and individual freedom of their diverse creators. Some of the earrings are made using unconventional materials like porcelain or plastic while others use classical materials such as gold in ways that provocatively go against the grain of convention, reflecting the artist's personal identity and tastes or containing a subtle commentary on contemporary concerns. Aimed at students, professionals and jewelry lovers, this second edition of the book published in 2013, has a new layout and concludes with a brief description of the careers and webpages of the featured artists.

Jeweller and author **Nicolás Estrada** (Medellin, 1972) studied artistic jewellery at the *Escola Massana* in Barcelona. He has trained in many technical areas of jewellery as well as local traditional techniques. His works can be found in galleries around the world from Glasgow to Riga, San Francisco or Barcelona. His pieces are handmade, personal and, transgressive. He is editor of a series of jewellery books published in several languages and distributed worldwide: *New Earrings*, *New Necklaces*, *New Brooches* and now *New Bracelets* (Promopress and Hoaki Books).

**A complete, in-depth manual that explains everything one needs to know about drawing jewellery.**

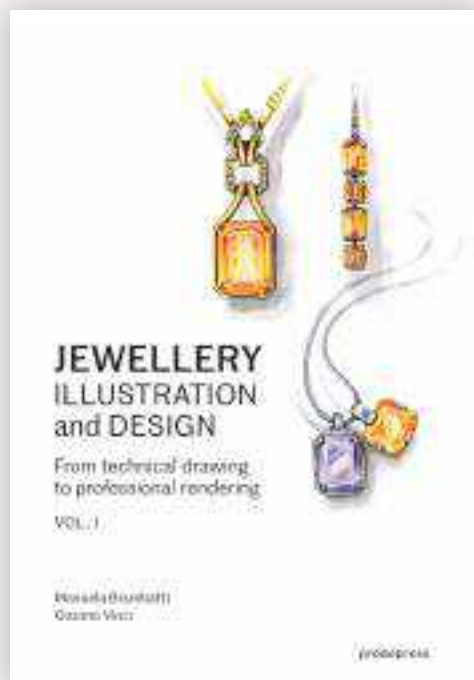
**JEWELLERY ILLUSTRATION AND DESIGN, VOL. 1**  
**Techniques for Achieving Professional Results**  
 Manuela Brambatti  
 Cosimo Vinci

ISBN: 978-84-16851-57-7  
 21.00 x 29.70 cm | 8 ¼" x 11 ¾"  
 208 pages | Colour illustration  
 English text | Paperback  
 £27.50 | \$39.95 | €35.00  
 24,600 words

This book analyzes the fundamental aspects of graphically depicted a wide variety of jewellery.

The first volume in this two-part series provides a step-by-step guide to the fundamental aspects of the graphic representation of a wide range of jewellery pieces, from the simplest to the most complex forms. Different volumes, spaces, surfaces and finishes are explained in detail, as are methods for depicting different materials, from timeless metals and precious stones to substances such as celluloid and bakelite.

The objective of this book is not to showcase completed jewellery pieces. Instead, it aims to provide readers with the tools needed to be able to accurately convey their ideas and master use of colour, as well as to draw different facets and effects such as brilliance, transparency and opacity. It does so by explaining a variety of illustration techniques involving pencils, markers, pastels, tempera and computer rendering.



**Manuela Brambatti** began her career in the fashion world in the late seventies working for Style and other fashion magazines. She has collaborated with Giorgio Correggiari, Krizia and Gian Marco Venturi, but her most important and far-reaching experience is her work with Gianni Versace, where she played a crucial role in setting standards with regard to the presentation and illustration of the house's fashion and home collections. She currently freelances as an illustrator in the fashion, jewelry and design industries.

**Cosimo Vinci** studied jewellery design in Florence and Vicenza, Italy. The styles he produces range from exclusive and contemporary to young and fun. He has designed pieces for famous fashion brands such as Versace, Versus, Balmain, Montana, Laura Biagiotti, Valentino and Etro. Since 1998, he has taught at the Arts and Crafts School in Vicenza and has conducted seminars in many parts of the world on the subject. In 2011, Vinci won the Bijoux d'Autore design competition awarded by the Associazione Gioiello Contemporaneo (Contemporary Jewelry Association, Italy).



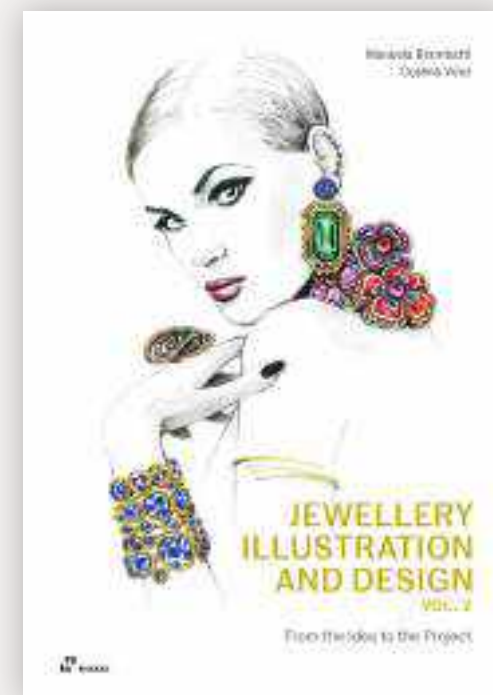
**This book analyses the fundamental aspects of designing jewelry and collection ideas based on natural or geometrical forms taken from art history.**

**JEWELLERY ILLUSTRATION AND DESIGN, VOL. 2**  
**From the Idea to the Project**  
 Manuela Brambatti  
 Cosimo Vinci

ISBN: 978-84-17656-56-0  
 21.00 x 29.70 cm | 8 ¼" x 11 ¾"  
 200 pages | Fully illustrated in colour  
 English text | Paperback  
 £29.99 | \$39.95 | €35.00  
 24,600 words

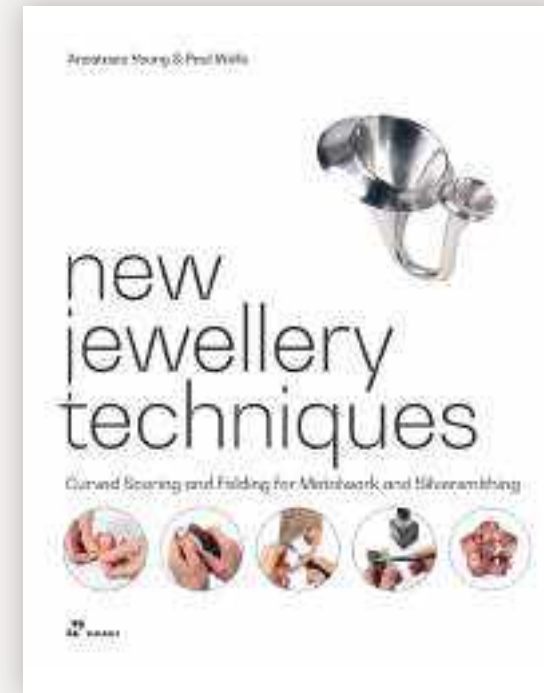
After the introduction into geometry, perspective and the representation of materials in vol 1, this volume constitutes a thorough and complete study on the fundamental aspects of graphically depicting a wide variety of jewellery taking the inspiration from nature or art history.

Having learned about geometry, perspective and representation of materials in the first volume, this second book in this two-part series delves deeper into the process of designing jewelry, from the first sketch to the final representation, with special emphasis on how to work on ideas, plan a collection, and design and depict a wide variety of pieces, taking the inspiration from natural forms or art history. The fundamentals of drawing different pieces, such as necklaces, rings, earrings, and bracelets, are carefully explained and illustrated in the book, which includes all the technical details to be taken into consideration when planning a jewelry piece, from the executive point of view. While the first volume focused on the tools needed to be able to accurately convey ideas, draw different materials, facets and effects, and master the use of colour, this publication tackles the process from the initial idea, based in natural or geometrical forms, to the final drawing of the completed piece, including illustration techniques and sources of inspiration, all aspects that will stir up the reader's creativity. It is the ultimate tool and resource for jewelry students and professionals, and even illustrators in search of professional guidelines in freehand drawing and painting techniques when representing jewelry.





An essential, easy-to-understand reference for anyone who wants to perfect metalworking techniques, containing photographs to illustrate every step of the way.



**NEW JEWELLERY TECHNIQUES**  
**Curved Scoring and Folding for Metalwork and Silversmithing**  
 Anastasia Young  
 Paul Wells

ISBN: 978-84-17656-74-4  
 21.80 x 26.00 cm | 8 1/2" x 10 1/4"  
 168 pages | Fully illustrated in colour  
 English text | Hardback  
 October 2022  
 £28.00 | \$39.95 | €32.00  
 40,000 words

A detailed and abundantly-illustrated reference that focuses on the innovative curved score folding for sheet metal techniques to create beautiful, dynamic three-dimensional forms, much like metal origami, in jewellery and metalsmithing.

Anastasia Young and Paul Wells, both renowned London-based jewellers, authors and lecturers, have created a practical visual handbook on curved scoring and folding techniques applied to jewellery and metalsmithing for small objects. The book's clear, hands-on approach, with explanatory photographs for each step, makes it an invaluable resource for established jewellers wishing to learn more about new techniques, jewellery students, home crafters and advanced amateurs. Readers will discover a variety of ways to score and fold metal and give it different finishes, shaping flat sheets into to visually stunningly organic forms, including guides on the tools needed for each method. A final section contains useful resources, from a detailed analysis of score depth based on the gauge of the wire used (through diagrams to aid design and planning) to information about where to source materials and facts about metalworking and jewellery in general.



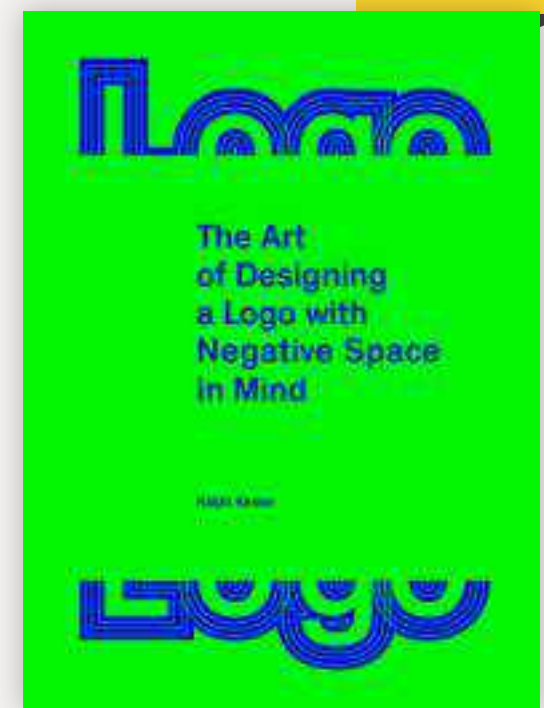
Anastasia Young is a UK-based jewellery artist, author and lecturer whose work has been exhibited internationally. Examples of her work are held in the permanent collections of the Science Museum, London and Central Saint Martins Museum. Young is a graduate of the Royal College of Art and Central Saint Martins, where she lectures and teaches short courses in jewellery making. She currently lectures at the School of Jewellery in Birmingham. Having written three technical jewellery books (Thames & Hudson, A&C Black) which have been translated into seven languages, Young is well-known as an educator and through her teaching and writing.

Paul Wells is an award-winning UK based silversmith and jeweller, renowned for his use of direct metalworking techniques, which have been recognized by Goldsmiths' Crafts and Design Council with two Gold Awards for Technological Innovation. Having taught at several London colleges for two decades, Paul Wells is a respected educator and keen advocate of fold-forming, and has contributed to many books published by Quarto, Thames & Hudson and A&C Black.



### A book about the positive impact of negative space.

FORTHCOMING



### THE ART OF DESIGNING A LOGO WITH A NEGATIVE SPACE IN MIND

Ralph Kenke  
14.8 x 21 cm  
140 pages | Fully illustrated in colour  
English text | Paperback  
32,000 words

Most logo design books show you what is already visible. This book points out what you can't see, but you need to keep in mind when designing a clever and memorable logo. Negative space is a powerful design element that can add depth and complexity to a logo. This book, we'll take you through the process of designing a logo with negative space in mind, step by step. With hands-on learning advice and exercises, you'll learn how to use negative space to create visually stunning logos that stand out from the crowd. Whether you're a young designer just starting out or an experienced professional looking to expand your skills, this book is a must-have resource for anyone interested in the art of negative space logo design. So, grab your copy today and start learning how to create dynamic and eye-catching logos using the power of negative space!



Ralph Kenke is a Design Lecturer at the University of Newcastle School of Humanities, Creative Industries and Social Sciences and a Research Member at the Future Art Science Technology Laboratory (FASTLAB) and the Transdisciplinary Research Network in Art and Interface Technology (TRAIT). His practice-based research investigates prototyping as the origins of innovation for speculative art and design concepts. Such outcomes can inform digital visual identities, data-visualisation, media installations, urban interaction design, and emerging technologies based on human-centred design.





**Today, Instagram is at the epicenter of the revolution of social media.**

**FORTHCOMING**



**INSTAGRAM STRATEGIES**  
**The irresistible strategy**  
**Susana Torralbo**

Prologue by Jackie Rueda  
17,00 x 22,50 cm  
292 pages | Fully illustrated in colour  
English text | Paperback  
November 2023

This beautiful book saves anyone a lot of mistakes and wasted time when beginning an Instagram strategy, as it contains concrete steps that, if they are followed, entrepreneurs will get an experience rewarding and productive on Instagram. Among its pages you will find examples, ideas, exercises..., all easy-to-follow. You will learn to be efficient with your time, to lose the fear of the blank page, to create a calendar that makes your life easier, to gain followers organically, to become referent in your field, to nurture a community loyal and receptive and, finally, to create contents that they sell, a complete package. A recipe. A well designed formula. A concise method. A clear program without fillers or blablabla, so that Instagram is truly a happy place.



**Susana Torralbo** has been in the communication sector all her life. She has a degree in Advertising and Public Relations. She has worked for more than 10 years in advertising agencies as a media planner and communication director. Since 2014, under her own personal brand she helps entrepreneurs, organizations and companies to define their digital marketing strategies, connect with their audience and boost sales. She love communicating, teaching, creativity and strategy. Nearly 2,000 students have already passed through her online communication and marketing school, The Com School.



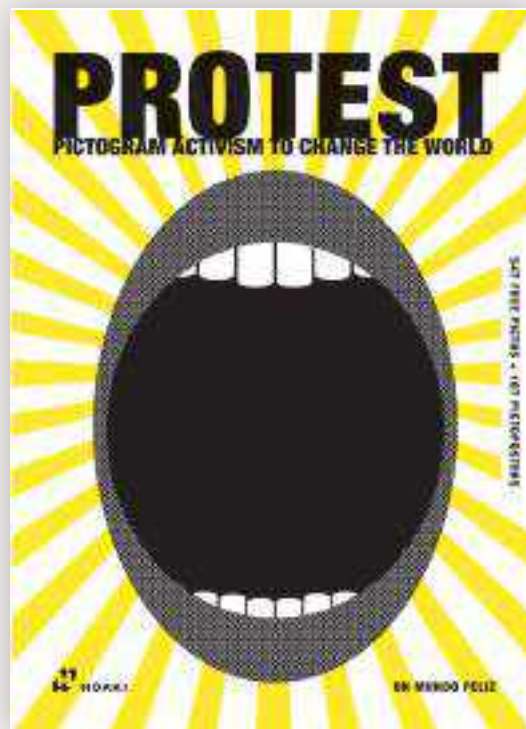
**Strong visual messages to express politically and socially engaged content.**

**PROTEST**  
**Pictogram Activism to Change the World**  
**Un Mundo Feliz**

ISBN: 978-84-17656-33-1 (EN)  
 ISBN: 978-84-17656-36-2 (FR)  
 15.00 x 20.80 cm | 5 3/4" x 8 1/4"  
 240 pages | Approx. 800 b&w and colour illustrations  
 English text | Paperback  
 £16.99 | \$24.95 | €19.95  
 11,395 words

**400 downloadable copyright-free images usable in T-shirts, posters, flyers, and fanzines, that show the power of visual language in protest thought.**

The art of protest through an impressive collection of 400 downloadable copyright-free images with politically and socially engaged content that can be used in T-shirts, posters, fanzines, stationery, and many other supports. Presenting complex ideas in a straight to the point way, these images make us reflect on the contradictions of this world. Accompanied by thought-provoking texts, these street art images are a reaction to issues such as racism, drugs, terrorism, inequality, poverty, war, destruction, life and death, freedom, war and peace, smoking, and animal rights, among others. This brilliant work not only raises important questions about today's society in general but is also a superb illustration of pure graphic design with a political conscience. It is an ideal working tool and reference for professionals and students, or anyone with a keen interest in visual culture and communication. With a foreword by Liz McQuiston and texts by Steven Heller, Bettina Richter, Avram Finkelstein, Sarah Corbett, Fons Hickmann, Lincoln Cushing, King ADZ, and others.



**UN MUNDO FELIZ (A Brave New World)** is a Spanish collective of designers, led by Sonia Díaz and Gabriel Martínez, interested in the creation, production and distribution of both socially and politically committed images. Its aim is to bring them to a public space, from the street to the World Wide Web, and to generate a collective space where designers can foster discussion on ideas and non-commercial issues.



**COMMUNICATION PLAN STEP-BY-STEP**  
**Eva Santana**

14,80 x 21,00 cm  
 128 pages. | Fully illustrated in colour  
 Spanish text | Paperback  
 18,823 words

This manual is a useful work guide to make a communication plan. All phases (research, strategy, creativity, production, planning, budget for actions and measurement of results) combined with more than twenty case studies are explained in detail. Especially appropriate for communication, marketing or advertising students. An agile and entertaining text illustrated with advertising campaigns carried out by both students and professionals of the Allan Bruch agency. A work guide and examples to carry out their own Communication Plan: research, strategy, creativity, production, planning, budgeting actions and measurement of results.



**TAPAS DE PUBLICIDAD**  
**Introducción y fundamentos**  
**Eva Santana, Xavi Vega**

17,20 cm x 24,60 cm  
 232 pages. | Fully illustrated in colour  
 Spanish text | Paperback  
 69,000 words

With practical and entertaining content, this book is an introduction to advertising aimed at marketing and design students and young professionals, the perfect catalyst for any moment's social and cultural reality.

**Eva Santana** is a Doctor in Advertising. Accredited as Reader by the Agency of University Quality (AQU). She works as a teacher and advertiser. And writes. Non-stop. From customer campaigns to novels or advertising manuals like this one.





If you've never made a film in your life before, this book will help you make your first. The good news is, the equipment you need, you probably already have at home

FORTHCOMING



**MAKE MOVIES AT HOME**

The ultimate guide to filmmaking with whatever equipment you have

Miguel Parga

18.60 x 22.50 cm  
200 pages | Fully illustrated in colour  
English text | Paperback

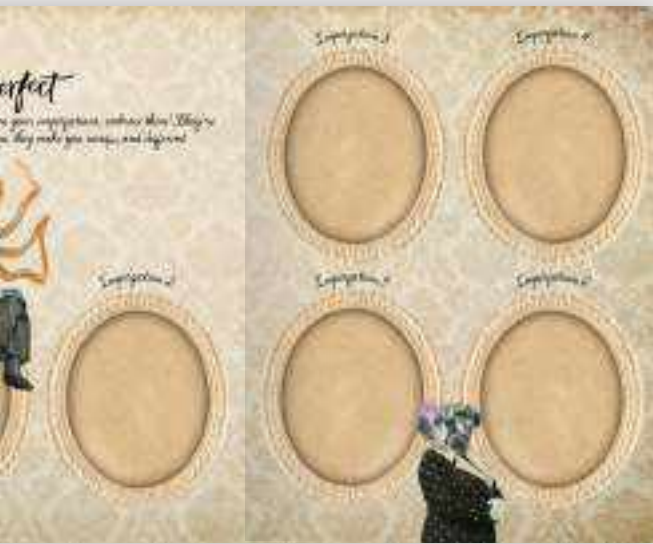
A comprehensive guide to the craft of filmmaking with whatever equipment readers already have, aimed at amateur filmmakers, students and anyone interested in making movies and bringing their dreams and visions to life.

Filmmaking, we are told in the introduction, is the "reverse engineering of dreams... a spell that brings dreams and visions to life." In this ultimate guide to introductory filmmaking, the author provides readers with the bare bones information they need to help them get started on making movies with whatever equipment they already have at their disposal. Essentially a book about craft, in straightforward layman's terms, the author explains the different stages in the filmmaking process, shedding light on the elusive and complex method of telling a story on a visual medium. Readers learn what makes a good story and, through detailed examples and useful diagrams, how to construct a narrative in a compelling way, in addition to being introduced to such concepts as types of shots, directing actors on a set, choosing locations, lighting, linear and non-linear editing and sound effects. A comprehensive primer on the craft of filmmaking, the book is ideal for amateur filmmakers, film students, film lovers, hobbyists and anyone else interested in making movies and bringing their cinematic dreams and visions to life.

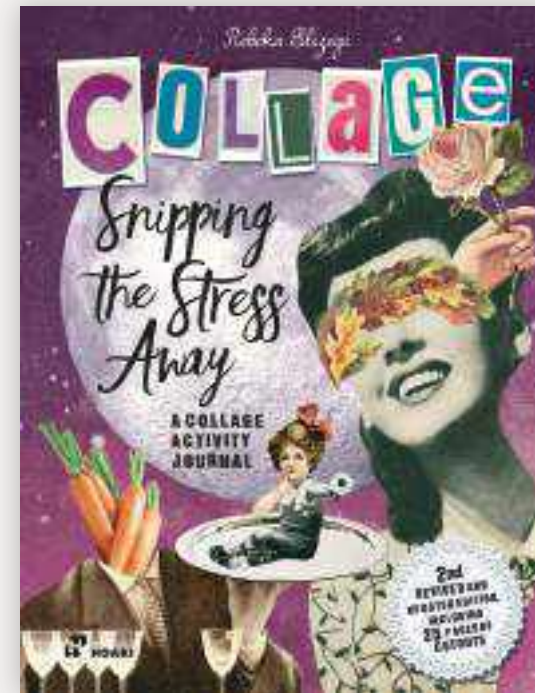


Miguel Parga has been in the industry for 25 years. Working for ABC Network News he won an Emmy, a DuPont Award, and a Peabody Award for excellence in journalism. He's created advertisements for Pepsi, Canon, Fisher Price, Bud Light, Verizon and others. As a writer in Los Angeles, he's worked on over 20 feature-length scripts. He's also directed 21 short films, some that have been in festivals all over the world. Since 2007, he's taught acting, directing, writing and editing at the New York Film Academy, and was the director for their Harvard University and Mumbai summer programs. His first novel Blood Laws was published in 2013 by Anaphora Literary Press. Miguel is a member of the Directors Guild of America, the Screen Actors Guild and Actors Equity Association. He's also an accomplished martial artist with over 30 years of experience. He was Puerto Rican Karate champion as well as North East Regional and National Kung Fu Champion.





An activity book that introduces various collage techniques providing practical tips and ideas.



**SNIPPING THE STRESS AWAY**  
**A Collage Activity Journal**  
 Rebeka Elizegi

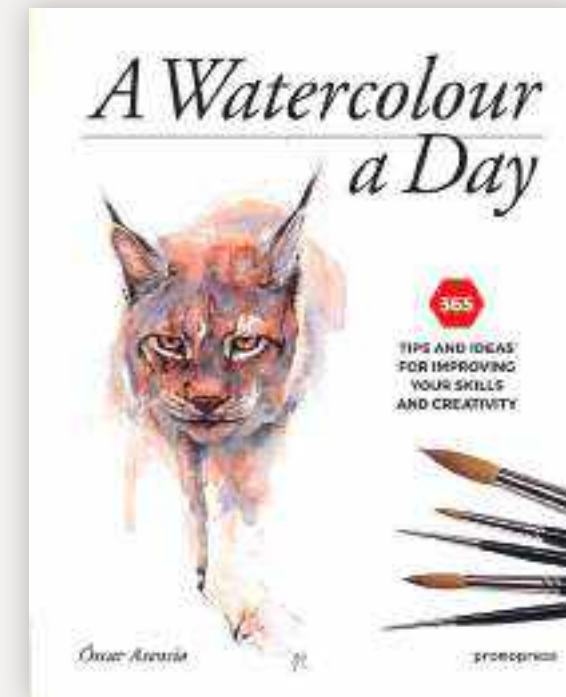
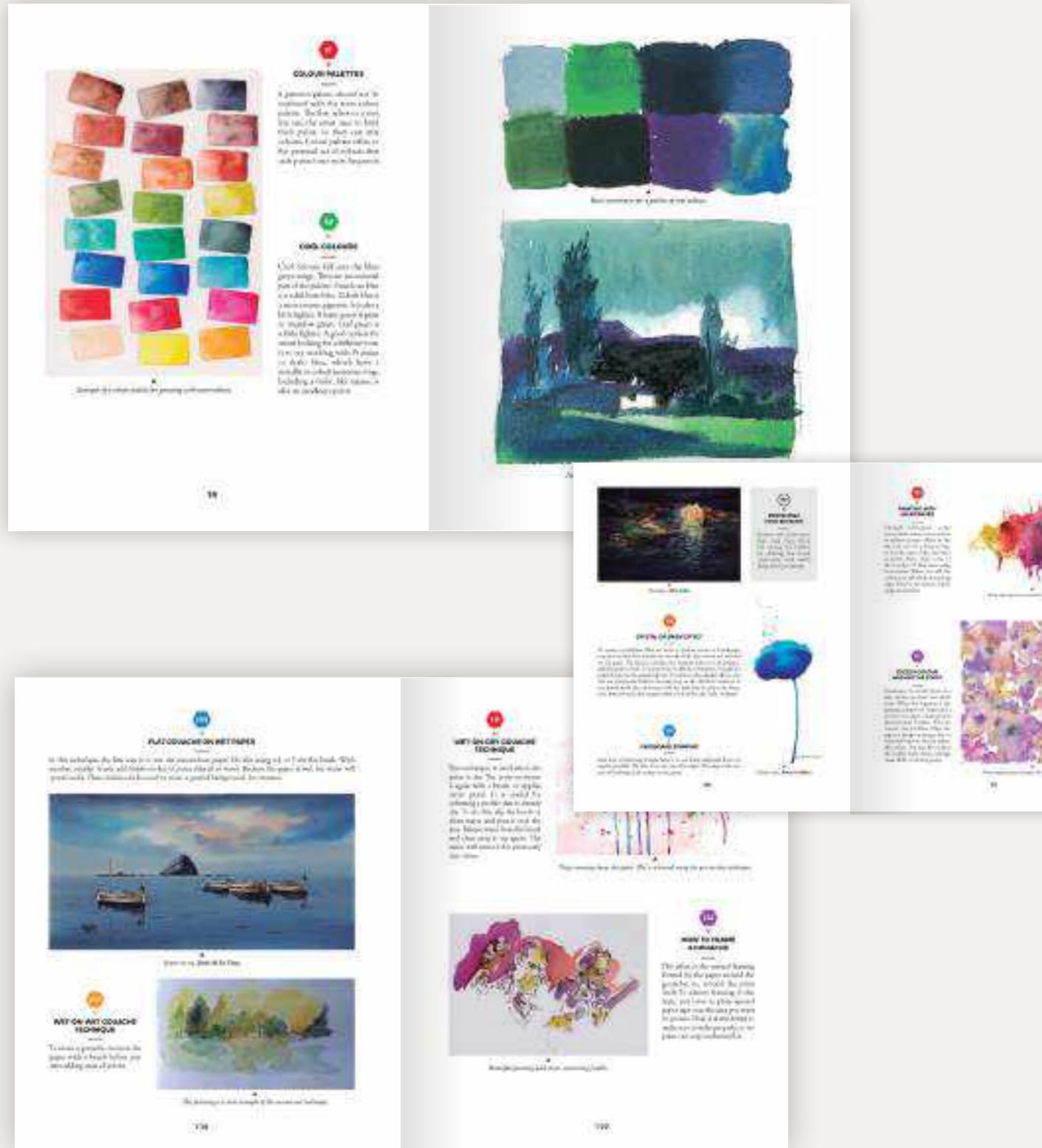
ISBN: 978-84-17656-50-8 (EN)  
 18.00 x 22.80 cm | 7 1/2" x 9"  
 144 pages | Fully illustrated in colour  
 English text | Paperback  
 September 2022  
 £16.99 | \$24.95 | €16.95  
 2,500 words

An empowering activity journal full of collage tips and 25 new pages of cut-outs to cut and glue as you please.

Cutting and sticking is really easy, anyone can do it and, with a few basic supplies, like paper, scissors and a bit of glue, you've got yourself a great kit to start working. Collage is a bit more than just cutting and sticking: it is experimentation, investigation, learning, and, a great deal of fun. Additionally, it will broaden your vision of the world, transforming and recycling images that already exist to create new ones with different meanings and new aesthetics, apart from the therapeutic, rewarding experience of the practice itself. This inventive activity art book, now in an updated edition, combines fun and focus, entertainment and mindfulness. It includes a brief history of collage and practical tips and ideas to cut and paste, draw and paint, and sew and stitch using paper and everyday objects. It includes 25 new pages of cutouts and different creative activities that encourage you to feel absolutely free, to work with passion, and, above all, to enjoy what you are doing. A whole new world to discover!

Rebeka Elizegi is an art director and graphic designer based in Barcelona, Spain, where she runs the design studio Alehop, with her partner, illustrator Victor Escandell. Along her commercial works, she creates beautiful and illustrative handmade and digital collages for publishing houses, professional decoration projects, as well as personal exhibitions and art works. Her work has been exhibited in Barcelona, Madrid, Los Angeles, and Berlin, and her illustrations have appeared in publications like Sample Magazine, Visual, Inspirational, and many others.

This book is full of wonderful tips on watercolour to improve your skills.



**A WATERCOLOUR A DAY**  
**365 Tips and Ideas for Improving your Skills and Creativity**  
 Oscar Asensio (ed.)

ISBN: 978-84-16504-89-3  
 20.30 x 22.50 cm | 8" x 9"  
 172 pages | Fully illustrated in colour  
 English text | Paperback  
 £19.99 | \$26.99 | €24.95  
 24,809 words

This book gives both beginners and experienced watercolour painters a daily tip, trick or technique to improve his/her skills.

Discover the great pleasure and fun of watercolouring with this great tutorial that reveals the techniques to master this medium and bring your creativity to the top, whether you have some expertise or are an amateur watercolourist. Day by day through a whole year, A Watercolour a Day provides fun tips and useful methods that will show you how to play with shadows and lights and layer glazes to produce your own beautiful hues, create textures, and enhance particular features. This book opens the door to a new way of observing your surroundings and enjoying art and life, making the most of every moment. By the end of this book, you will have incorporated watercolouring into your daily life, and you will be well-equipped to start using these techniques in your portraits, landscapes, interiors, still lives, or abstract patterns and will feel completely at ease designing compositions and painting in situ.

Oscar Asensio is an experienced editor specialized in architecture and interior design, industrial and furniture design as well as in healthy living, beauty and fine arts books. He has worked for a wide number of international publishers and his books have been translated into many languages. He currently resides in Barcelona (Spain)

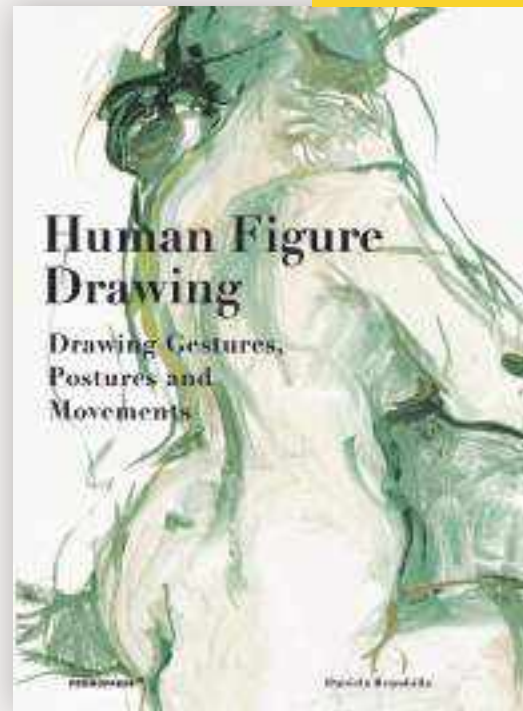
**With hundreds of colour images, a book rich with outlines as well as with finished suggestions.**

**HUMAN FIGURE DRAWING**  
**Drawing Gestures, Postures and Movements**  
 Daniela Brambilla

ISBN: 978-84-17412-34-0 (EN)  
 21.50 x 29.75 cm | 8 1/4" x 11 3/4"  
 256 pages | Around 500 illustrations  
 in colour and b&w | English text  
 Hardback  
 £24.99 | \$34.95 | €29.95  
 41,500 words

**This book shows how to learn to draw the human figure regaining our ability to observe the subject.**

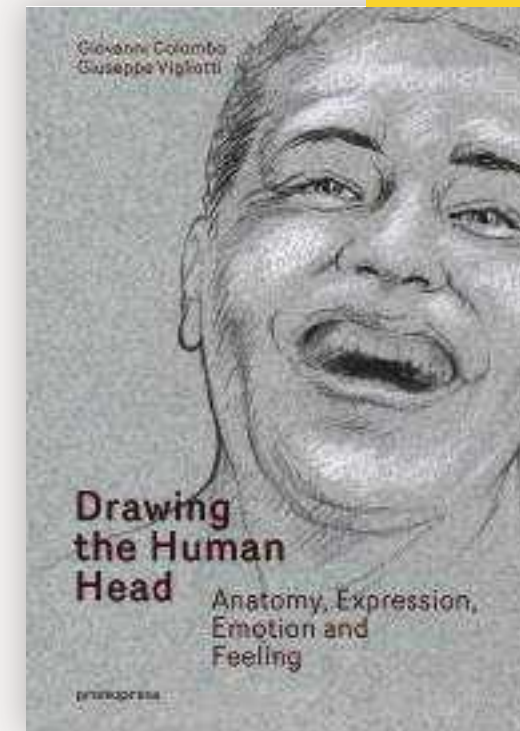
Human Figure Drawing offers a refreshing perspective on this timeless topic with clear and helpful explanations and around 500 illustrations in b/w and colour. This book shows us how to learn to draw the human figure and regain our ability to observe a subject. Being able to capture the human body is a basic requirement for any artist; Human Figure Drawing will help the reader to conquer the fear of making mistakes, in order to face the challenge of drawing with the confidence and curiosity of a child. In this new edition, the layout is completely new, the images have been updated and the readability has been improved.



**Daniela Brambilla** studied Architecture and Art Criticism and from 1986 coordinates the department of Illustration and Animation of the reputed Istituto Europeo di Design of Milan (Italy) where he teaches Human Figure Design and Pictorial Techniques.



**A systematic structured textbook to learn the skills necessary to draw the human head. The book includes many examples by renowned artists.**



**DRAWING THE HUMAN HEAD**  
**Anatomy, Expressions, Emotions and Feelings**  
 Giovanni Colombo,  
 Giuseppe Vigliotti

ISBN: 978-84-16851-02-7 (EN)  
 21.50 x 29.70 cm | 8 1/2" x 11 3/4"  
 192 pages  
 Fully illustrated in colour and b&w  
 Hardback  
 £24.99 | US\$ 34.95 | €29.95  
 18,000 words

**The book offers detailed insights into how emotions and feelings are reflected in people's faces and how to depict them.**

Drawing the Human Head describes in detail of how emotions and feelings are reflected in people's faces and of how to depict them. It is a systematic structured textbook for learning the skills necessary to draw the human head, a useful manual for anyone who is eager to learn to draw or to gain further illustration skills. It was written for students attending art classes in schools, art academies and universities and its texts and images have been designed to be understood by both younger and older adults. The book can also be used as a self-study tool.

**Giovanni Colombo** was born in Como, Italy, in 1961. He enrolled in the Accademia di Belle Arti di Brera in Milan to study painting. In the early 1980s, he attended the studio of A. Tenchio to deepen his knowledge of engraving, where he met and became friends with many other artists and started working in illustration in addition to painting. In 1982 he began showing his artwork, in both group and individual shows, and in 1988 he started to teach painting at the "Fausto Melotti" State Art School in Cantù, Italy - where he still works today.

**Giuseppe Vigliotti** was born in Estavayer Le Lac, Switzerland, in 1965 and currently teaches painting. In 1983 he received his diploma from a fine arts secondary school, and in 1986 his work was shown in numerous exhibitions, both group and individual. Since 1987 he's worked as a freelance illustrator and graphic designer for numerous publishers.



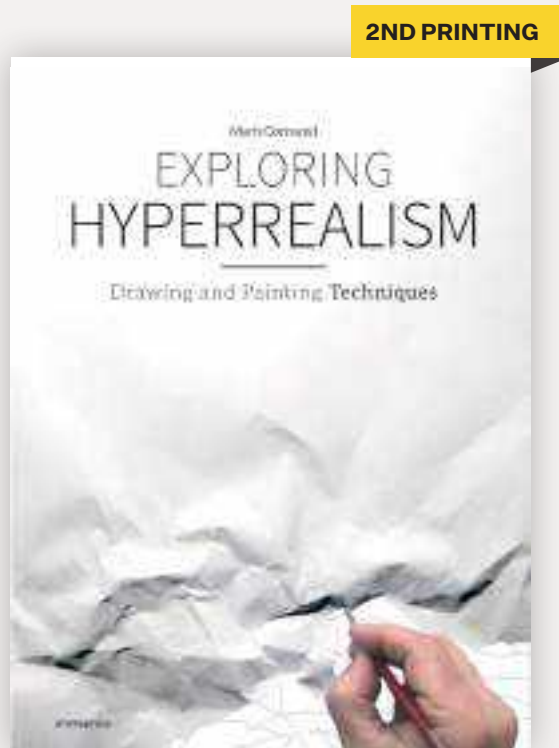
**A contemporary and creative way to introduce different drawing techniques that will awaken the artist inside us all.**

**EXPLORING HYPERREALISM**  
Drawing and Painting Techniques  
Marti Cormand

ISBN: 978-84-16851-84-3  
19.60 x 26.20 cm | 7 3/4" x 10 5/16"  
128 pages | Fully illustrated in colour  
English text | Hardback  
Rights sold: Germany  
£19.99 | \$24.95 | €25.00  
18,500 words

This original work introduces readers to the drawing and painting techniques in the hyperrealist movement, a style applied to painting whose techniques aspire to photographic exactitude in drawing.

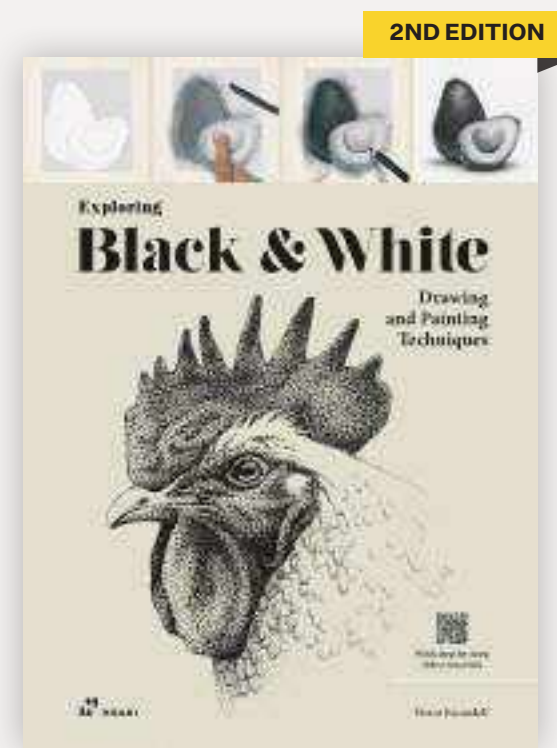
From the first action before viewing the piece—the search for information and reference images—to different drawing and sculpture techniques, the book offers a step-by-step explanation of the creative process and shows readers how to illustrate in black and white and with coloured pencils, how to work with watercolours and oil, how to create a trompe l'oeil and how to create a realistic looking 3D model. Readers will find all the techniques and suggestions they need to make their own hyperrealist creations, all explained in a pleasant and fun way. It is an original and creative way to introduce different drawing techniques that will awaken the artist inside of us all and whose results will strike most readers as surprising given the degree of realism achieved, as if they were photographs. The book includes references to contemporary artists who have used each of the techniques described, curiosities in the world of art and other tricks of the trade.



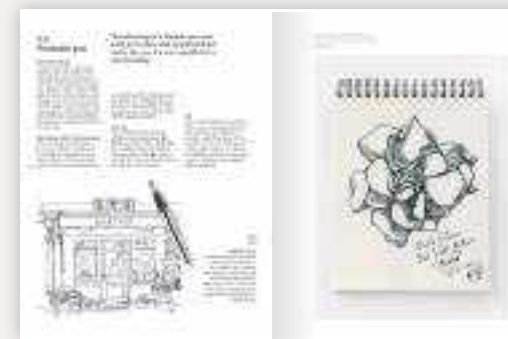
**Marti Cormand** was born in 1970 in Barcelona and has lived and worked in Brooklyn, New York since 2002. He is an artist who uses hyperrealist techniques. His drawings and paintings are known for their minute and meticulous attention to detail, with impressive mastery of light, shadow, transparencies, textures and trompe l'oeil techniques. He is represented by the Josee Bienvenu Gallery in New York and has had numerous solo exhibitions throughout the world. His work is included in the MoMA collection in New York, and he has been the recipient of numerous awards and artistic grants including the New York Foundation for the Arts Fellowship.



**Each technique is explained step-by-step and illustrated by a short film brought up via QR code.**



**Victor Escandell** was born in Ibiza and graduated in Graphic Design from the prestigious Massana School of Barcelona (Spain). He has worked for international companies such as MacCann-Erickson, TBWA, Bassat & Ogilvy and most of the Spanish national newspapers. In 2007 his work was selected for the exhibition of Catalan illustrators at the Frankfurt Book Fair.



**EXPLORING BLACK & WHITE**  
Drawing and Painting Techniques  
Victor Escandell

ISBN: 978-84-17656-49-2  
19.00 x 25.50 cm | 7 1/2" x 10"  
128 pages | 150 b&w illustrations  
English text | Paperback  
£17.99 | \$22.95 | €19.95  
21,200 words

In this book, renowned illustrator Victor Escandell offers a step-by-step explanation of ten different techniques and their multiple variations, so that, through experimentation, apparently simple black and white drawings or paintings gain added depth and expressiveness.

Now in paperback, this visually detailed book by renowned illustrator Victor Escandell is devoted exclusively to the infinite creative possibilities of drawing and painting in black and white. Traditional and modern materials, techniques and applications (Indian ink, pencil, pen, bamboo, water-soluble graphite, coloured pencils, gouache, different types of felt-tip pens for various supports, grattage, etc.) are described clearly so that beginners and advanced artists alike can experiment with what they have learned and explore their creativity. Each chapter covers a specific technique and contains useful information such as the methods and materials used, illustrated examples and interesting anecdotes about the origin of each technique, tricks of the trade, many variations and references to other classic and contemporary authors. Each technique is demonstrated in additional detail by a short film the reader can access via QR code. Photographs display the final result and images of the process make sure readers don't get lost along the way. Different black-and-white mixed techniques are also presented in a dedicated chapter, while the last chapter examines applications beyond paper (textiles, glass, vinyl, murals). In Escandell's resourceful hands, the described tools take on new meaning while everyday products such as salt, bleach and even a hair dryer become essential companions on engaging artistic adventures.

**Experiment new expressive possibilities with collage and mixed media. In ten chapters the book analyzes 10 artistic techniques step by step.**

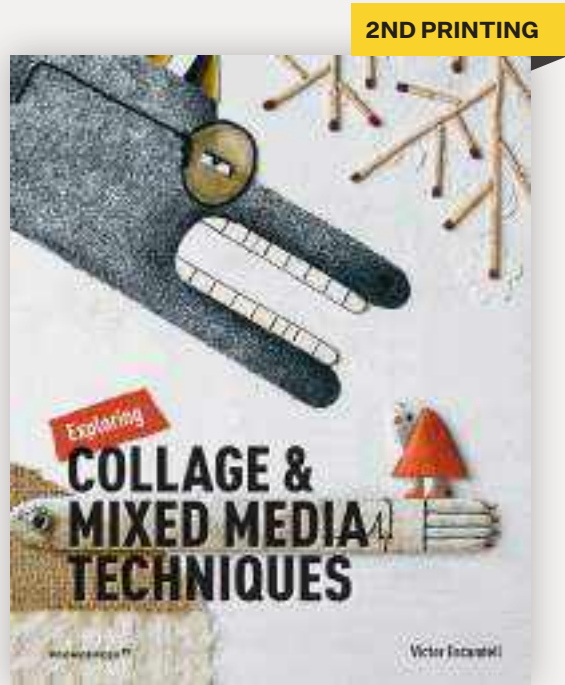
**EXPLORING COLLAGE & MIXED MEDIA TECHNIQUES**

Victor Escandell

ISBN: 978-84-17412-46-3 (EN)  
21.0 x 25.50 cm | 8 ¼" x 10 ½"  
120 pages | Fully illustrated  
English text | Hardback  
£19.99 | \$24.95 | €24.95  
15,000 words

**A step by step activity guide around the infinite possibilities and techniques of mixed media: materials, tools, supports and finishes.**

A step-by-step exploratory, activity guide based around the infinite possibilities and techniques of collage and mixed media. Through ten different works produced using a wide variety of procedures, the book shows the process of creation in an easily understandable way and offers a list of necessary tools, tips, ideas, and solutions for materials, supports, and finishes. This is a book for art enthusiasts and design professionals who love to experiment with new paths. A special section is devoted to reproduction techniques of finished works by creating small, domestic photographic sets with easy-to-make special lighting effects.



Victor Escandell was born in Ibiza and graduated in Graphic Design from the prestigious Massana School of Barcelona. He has worked for companies such as MacCann-Erickson, TBWA, Bassat & Ogilvy and most of the Spanish national newspapers. In 2007 his work was selected for the exhibition of Catalan illustrators at Frankfurt Book Fair. He is the author of A Wonderful World of Animals, Dinosaurs and Sweet Monsters of the World.



**FRAME FANTASIA**  
**A Colouring Book to Keep Your Favourite Moments**  
Toc de Groc

ISBN: 978-84-16504-44-2 (EN)  
25.00 x 25.00 cm | 9 ¾" x 9 ¾"  
96 pages | Fully illustrated in B&W  
English text | Paperback  
£9.99 | \$15.95 | €12.95  
210 words

After the success of Hidden Nature, the Toc de Groc designer team offers a collection of frames and borders for you to colour in. Inspired by nature patterns and organic forms, a little kitten hides in each illustration. The patterns appear only on one side of every high quality paper page, which you can easily tear out. The book includes a holder template. Toc de Groc is a design studio created in 2001. The team of three women designers produce artwork for children of all ages and for teens. They design textiles and home and paper products, among other products.

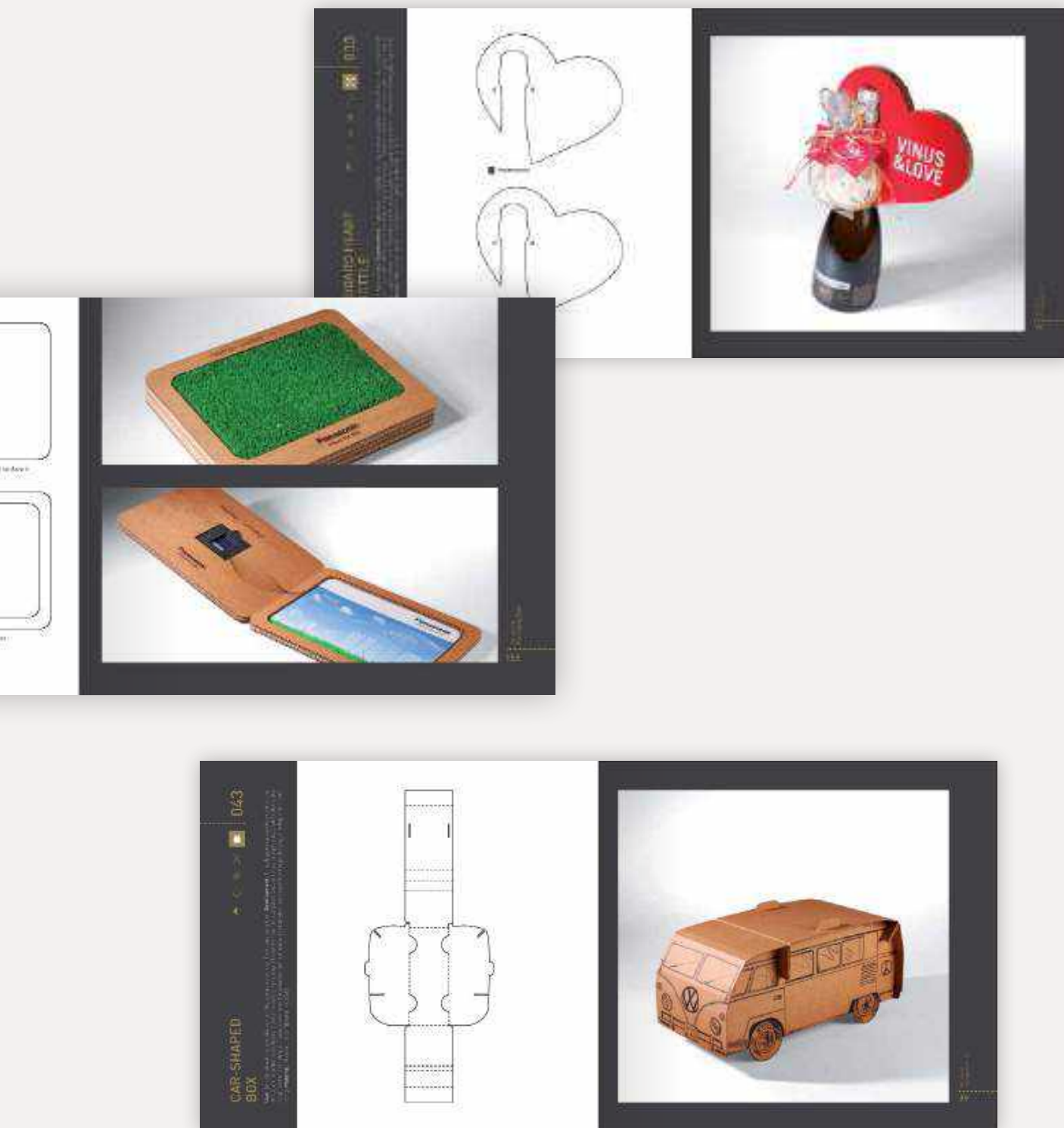


**HIDDEN NATURE**  
**A Colouring Book for Grown-Ups**  
Toc de Groc

ISBN: 978-84-15967-72-9 (EN)  
25.00 x 25.00 cm | 9 ¾" x 9 ¾"  
90 pages | Fully illustrated in B&W  
English text | Paperback  
Rights sold: Belgium, Turkey  
£9.99 | \$15.95 | €12.95  
160 words

Colouring, an apparently simple and mechanical activity, has long been known as an effective and also very pleasant way to sharpen our minds and boost our thought processes. On top of that, it's also extremely unwinding, amusing and, beware, highly addictive! Throughout 100 pages full of imaginative illustrations and lavish patterns inspired by natural motives, Hidden Nature will open the door to exploring our artistic side and re-awake that child inside us that still holds our creative imagination. With its square format and excellent paper quality, the book allows for the use of a wide variety of materials, from simple crayons to water-colourable pencils or felt-tips that won't show on the reverse. Hidden Nature has been crafted to provide hours of fun and relaxation for everyone, including the most amateur artist.

It is the new essential reference book and a valuable toolkit for package designers, design students and packaging hobbyists.



2ND PRINTING



**NEW STRUCTURAL PACKAGING /GOLD/**  
Josep M. Garrofé

ISBN: 978-84-17412-49-4  
20.00 x 18.00 cm | 7 7/8" x 7 1/8"  
408 pages | Approx. 680 colour illustrations  
English text | Hardback  
Rights sold: China/Taiwan  
£34.99 | \$49.95 | €39.95  
13,500 words

This revised second edition, which includes ground-breaking new projects, contains stunning and innovative designs that reveal the incredible possibilities of packaging design. The book comes with copyright free vector-based templates and dielines that can be uploaded to a cnc machine and be reproduced and used.

Each of these projects is the product of ongoing learning and evolution, and each draws on creative restlessness and the desire to discover new paths, explore fresh possibilities and take risks. All of them are illustrated with enlightening, high quality photographs and stencils that reveal the different techniques and simple, clear texts that explain the materials used in the production. The book consists of three sections that group projects together according to their degree of complexity, from the simplest proposals to the most sophisticated, within a wide range of sectors and applications. Each project is unique and is presented with all the details and information that readers need to be able to reproduce it on their own. The book's premise is that the material presented serves as a source of inspiration for readers to open up that magic window of creativity and then adapt the designs to their specific needs, play with them and take on the challenge of discovering new forms and structures.

Garrofé is a studio that specializes in branding, communication and packaging. Clients that have turned to its creative, versatile and refined approach to design include Shiseido, Beefeater, Relais & Châteaux, Cadbury's, Puig, Beiersdorf and Freixenet.



**A WONDERFUL WORLD OF ANIMALS**  
Victor Escandell

ISBN: 978-84-92810-72-7  
28.00 x 21.00 cm | 144 pages  
Fully illustrated in colour  
English text | Paper over board  
with elastic band  
Ages: 3 to 8  
4,500 words  
Rights sold: English, German, Polish

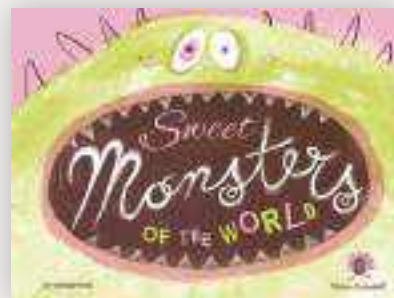
This unique doodle book combines colouring, connect-the-dots, and drawing activities to keep young children entertained for hours. An array of animals—both real and imagined—are depicted in happy settings throughout the book. Children and parents alike will enjoy the fresh, original take on this well-known format.



**DINOSAURS**  
Victor Escandell

ISBN: 978-84-15967-47-7  
28.00 x 21.00 cm | 72 pages | Fully illustrated in colour  
English text | Paper over board  
with elastic band  
Ages: 3 to 10  
4,073 words  
Rights sold: English

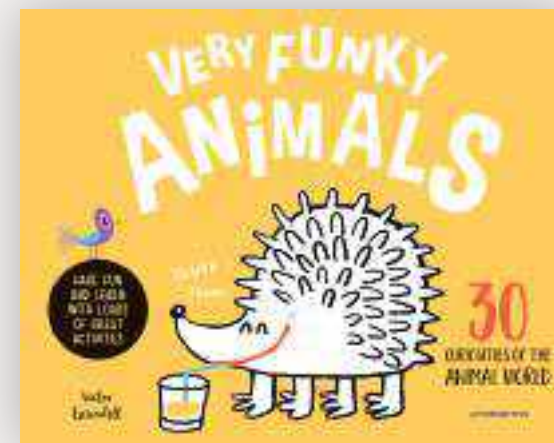
Following on from the remarkable success of *A Wonderful World of Animals*, this is Victor Escandell's new book of doodling activities for children. With his tongue-in-cheek and expressive talent, he introduces young readers—and artists—to the wonderful world of prehistoric fauna: animals of unthinkable sizes and shapes that inhabited the world millions of years ago. All the activities contained in the book are great fun and an enjoyable way of learning while playing, cutting, shaping, dot-connecting, and colouring.



**SWEET MONSTERS OF THE WORLD**  
Victor Escandell

ISBN: 978-84-15967-75-0  
27.90 x 20.30 cm | 72 pages  
Fully illustrated in colour  
English text | Paper over board  
with elastic band  
Ages: 3 to 12  
3,488 words

*Sweet Monsters of the World* presents a repertoire of monsters, ogres, witches, and other legendary creatures from around the world, among them Big Foot (North America), Ogopog (Canada), Makara (India), Mummy (Egypt), and Troll (Scandinavia). The MonsterPedia section allows readers to explore subjects in more depth with fun details about each character. The book encourages observation, imagination, and creativity, and brings children closer to legends and customs from other parts of the world.



**VERY FUNKY ANIMALS**  
30 Curiosities of the Animal World  
Victor Escandell

ISBN: 978-84-16504-90-9  
28.00 x 22.50 cm | 56 pages  
Fully illustrated in colour  
English text | Hardback  
2,000 words  
Rights sold: French

In this new activity book, Victor Escandell illustrates 30 amazing facts about the animal world. Children will have a blast drawing, colouring, cutting out, satiating their thirst of knowledge and solving fascinating enigmas about their favorite animals. Each one of the charming characters of this book reveals a surprising aspect of its nature. 30 amazing facts about the animal world. Parents will certainly as much fun as kids learning about these fun facts.



**LOOK AT YOUR FACE**  
Cut, paste and complete the characters of this amazing story  
Victor Escandell

ISBN: 978-84-16851-21-8  
22.00 x 30.00 cm | 64 pages  
Fully illustrated in colour  
English text | Hardback  
It includes 16 pages with stickers  
1,000 words

An activity book to play and create funny faces, by painting, drawing and filling in the pages. It also includes stickers to make it more fun.