



# The Fish that Fled the Story

Maria João Freitas and Mariana Rio



## Information

Authors: Maria João Freitas (text) and Mariana Rio (illustration)

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There is a series of posters glued to the trees in A-Ver-O-Mar. It seems that various fish have not been seen in the sea for far too long. João, Rita and André want to know why. They turn to their families – people who live from the fruits of the sea – to help them get to the bottom of the mystery. The Captain, João's paternal grandfather, a true sea dog; Rita's uncle, a fisherman; André's father, chef in the Neptune restaurant... They're all suffering from the lack of fish in the sea. But who is to blame?

## Overfishing and responsible consumption of fish

Iglo and Pato Lógico came together on a campaign to raise awareness about the problem of over-fishing and to highlight responsible fish consumption. *The Fish that Fled History* was the result. The text is written by Maria João Freitas and illustrations are by Mariana Rio. This is a book dedicated to the youngest citizens which should be compulsory reading for the oldest.



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#fishing #overfishing #sustainability  
#consciousconsumption



### Maria João Freitas

As a child, she wanted to be the coach of a men's football team but shortly thereafter decided to become a journalist. In high school, she fell in love with Plato and Nietzsche, so she went to the Catholic University to learn Philosophy. Advertising called her and she listened. She worked at EURO RSCG and TBWA and as a freelancer for JWT and BBDO. She published articles on advertising and literature in newspapers and magazines (Diário de Notícias, Público, Independente and Egoísta) and edited a magazine about creativity called Alice, for Clube de Criativos de Portugal. She writes about everything and then some: wine, jewellery, books, olive oil, the Middle Ages, advertisements, luxury developments, Iberian lynx and fish that go missing.

### Mariana Rio

Mariana Rio is an illustrator, with more than two hands full of books published, in Portugal, Spain, Italy, United States and Peru. Her work has been recognised over the years, namely by the Illustrators Exhibition at the Bologna Book Fair (2012 and 2018), BIG Guimarães (2021 and 2019), AOI World Illustration Awards (2016), Nami Island International Picture Book Illustration Competition (2015) and for the National Illustration Award (2018). She loves traveling to real and imagined places.

