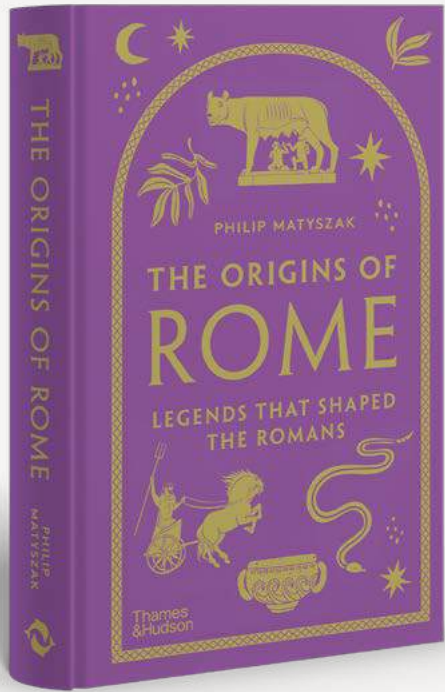


Non-Fiction Catalogue London Book Fair 2024

Confidential. Not for general circulation.



75
YEARS

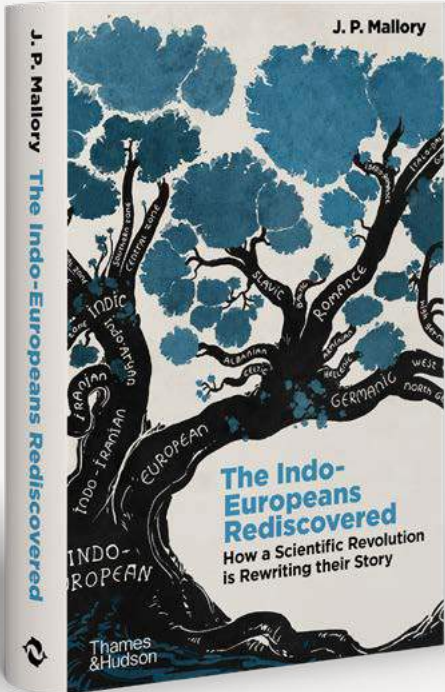


Philip Matyszak has a doctorate in Roman history from St John's College, Oxford. He also teaches and prepares courses for the eLearning programme at Cambridge University. He is the author of numerous books on the ancient world, including *Lost Cities of the Ancient World* (2023), *The Greek and Roman Myths* (2010) and *Ancient Magic* (2019), all published by Thames & Hudson.

c. 100 illustrations
21.6 × 13.8 cm (8½ × 5½ in.)
224 pp Hardback
c. £16.99
Spring 2025



Click [here](#) for presentation



J. P. Mallory is a world expert on the interconnection of archaeology and linguistics and is the author of *In Search of the Indo-Europeans* and *The Oxford Introduction to Proto-Indo-European*. He has published numerous other works, including the acclaimed *The Origins of the Irish*. He is Emeritus Professor of Prehistoric Archaeology at Queen's University Belfast and a member of the Royal Irish Academy.

c. 45 illustrations
23.4 × 15.3 cm (9¼ × 6½ in.)
400 pp Hardback
c. £35
Spring 2025



Click [here](#) for presentation

The Origins of Rome

Legends that Shaped the Romans

Philip Matyszak

Philip Matyszak skilfully navigates the myths and legends of early Rome, exploring the enigmatic origins of the Romans and how the first seeds of a great empire were sown.

- Philip Matyszak is a best-selling author on the ancient world with readers being drawn to his unique style and wit.
- A narrative that spans Rome's foundation to the late third century BC, blending history, archaeology and mythology.
- Matyszak's meticulous unravelling of Rome's origins provides readers with valuable insights, drawing together ancient narratives and their impact on contemporary perspectives.

'I sing of arms and the man' wrote Virgil at the start of the *Aeneid*, one of Rome's most iconic origin stories exploring the tumultuous journey of Aeneas from Trojan prince to a hero of Rome. But did Aeneas actually flee from Troy? How did this story affect the Roman's perspective of themselves? And did they believe it? In *The Origins of Rome*, Philip Matyszak explores the myths and legends, heroes and villains that shaped the Roman sense of self.

A4

The Indo-Europeans Rediscovered

How a Scientific Revolution is Rewriting their Story

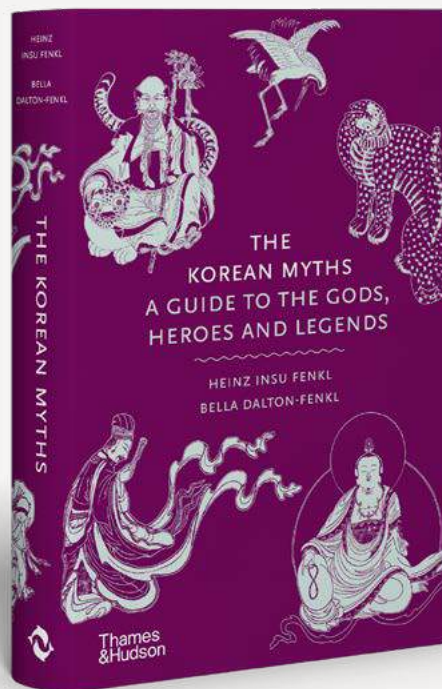
J. P. Mallory

A lifetime's study brings an authoritative perspective to one of the great unknowns in human history – the origin and language of the Indo-Europeans.

- J. P. Mallory is a leading Indo-Europeanist who has spent decades researching their origins.
- Investigates the groundbreaking genetic research linking together language and people.
- Deals with some of the most important yet controversial issues of the past, as well as some of those facing us today.
- Explores all the key areas of Indo-European studies, including the archaeology, anthropology and linguistics.

Today the number of native speakers of Indo-European languages across the world is reckoned to be over 2.6 billion or about 45% of the earth's population. Yet the idea that an ancient, prehistoric population in one time and place gave rise to our own family of people and language is one with a long and troubled past. In this expansive investigation, based on over forty years of research, J. P. Mallory navigates the complex history of our search for the Indo-European homeland, offering fresh insight into the debates surrounding their origin as well as the latest genetic research.

A4



Heinz Insu Fenkl is a professor of English at the State University of New York, New Paltz. He is known internationally for his collection of Korean folktales and translations of contemporary Korean fiction and classical Buddhist texts. He is a PEN/Hemingway Award finalist and was included in the Barnes & Noble 'Discover Great New Writers' selection. **Bella Dalton-Fenkl** is an artist and photographer whose work has been exhibited at the Water Street Gallery in New Paltz, and at Mill Street Loft and the Barrett Art Center in Poughkeepsie. Her photography has also appeared in *AZALEA: Journal of Korean Literature & Culture*.

c. 90 illustrations
19.6 × 12.9 cm (7¾ × 5⅛ in.)
256 pp Hardback
£14.99
Autumn 2024



Click [here](#) for info sheet

The Korean Myths

A Guide to the Gods, Heroes and Legends

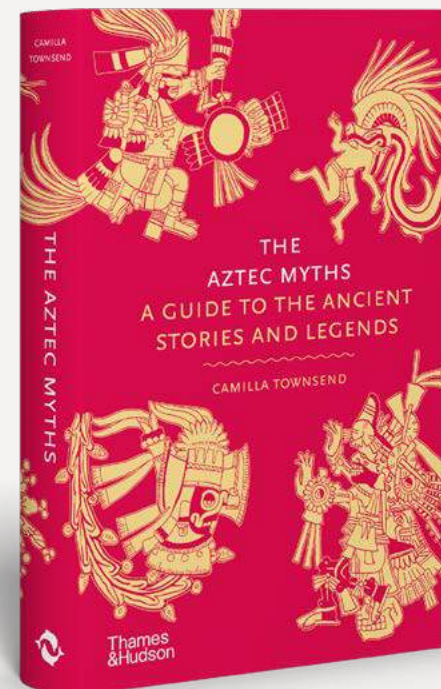
Heinz Insu Fenkl, Bella Dalton-Fenkl

The perfect introduction to the world of Korean myth and legend.

- Illustrated with photographs, artworks and artefacts from ancient and modern Korean culture. This book brings the enchanting world of Korean mythology to life.
- Written by two authors who are able to interweave the ancient history with contemporary Korean culture.
- Builds on the huge recent interest in Korean culture and the myths that underpin it.

The myths of Korea may seem a complex and intriguing mix of ghosts, spirits and superstition but they form the bedrock of one of the most vibrant global cultures today. In the past few decades South Korea has experienced a rapid rise to prominence on the world stage as the Hallyu, the 'Korean wave' of popular culture, has driven new-found interest in the country. In contrast, the political and cultural isolation of North Korea ensures it stands apart. This rapid transformation has generated paradoxes across contemporary Korea, where state-of-the-art technology coexists with ancient shamanistic legends and enduring Buddhist rituals.

A4



Camilla Townsend is Distinguished Professor of History at Rutgers University and a vocal supporter of the rights of indigenous peoples. She is the author of numerous books, including *Fifth Sun: A New History of the Aztecs*, which won the Cundill History Prize in 2020. Her other books include *Malintzin's Choices: An Indian Woman in the Conquest of Mexico*, *Pocahontas and the Powhatan Dilemma* and *The Annals of Native America: How the Nahuas of Colonial Mexico Kept Their History Alive*.

c. 112 illustrations
19.6 × 12.9 cm (7¾ × 5⅛ in.)
208 pp Hardback
£14.99
Spring 2024

Rights sold: Portuguese for Brazil



Click [here](#) for info sheet

The Aztec Myths

A Guide to the Ancient Stories and Legends

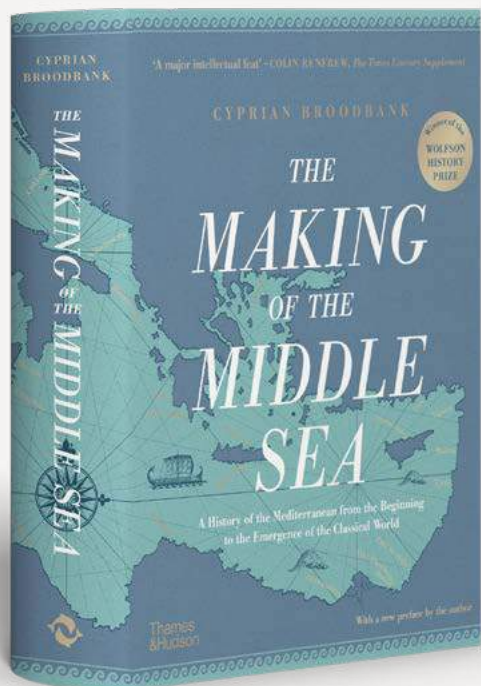
Camilla Townsend

The essential guide to the world of Aztec mythology, based on Nahuatl-language sources that challenge the colonial history passed down to us by the Spanish.

- Part of the best-selling **Myths** series, including *The Greek and Roman Myths* and *The Japanese Myths*, with 300,000 copies in print worldwide – this small, illustrated format is a proven success.
- Cundill Prize-winning historian **Camilla Townsend** reconstructs the myths from Nahuatl-language texts produced by indigenous explorers in the early colonial period, providing new insights that challenge the traditional historical narrative.
- Stylishly illustrated in two-colour with paintings, prints and artefacts that bring the world of Aztec mythology vividly to life.

How did the jaguar get his spots? What happened to the four suns that came before our own? Where was Aztlan, mythical homeland of the Aztecs? For decades, the popular image of the Mexica people – better known today as the Aztecs – has been defined by the Spaniards who conquered them. Their salacious stories of pet snakes, human sacrifice and towering skull racks have masked a complex world of religious belief to reveal the rich mythic tapestry of the Aztecs, Camilla Townsend returns to the original tales, told at the fireside by generations of Indigenous Nahuatl-speakers.

A4



Cyprian Broodbank is Professor of Archaeology and the Director of the McDonald Institute for Archaeological Research at the University of Cambridge. He was Professor of Mediterranean Archaeology at the Institute of Archaeology, University College London from 1993 to 2014. His book *An Island Archaeology of the Early Cyclades*, won the James R. Wiseman award of the Archaeological Institute of America (for all fields of archaeology), and the Runciman Prize (for all fields of Hellenic Studies).

c. 387 illustrations
24.6 × 18.6 cm (9¾ × 7⅜ in.)
688 pp Hardback
c. £30
Autumn 2024

Rights sold: German, Italian, Japanese, Korean, simplified Chinese, Turkish



Click [here](#) for info sheet

The Making of the Middle Sea

A History of the Mediterranean from the Beginning to the Emergence of the Classical World

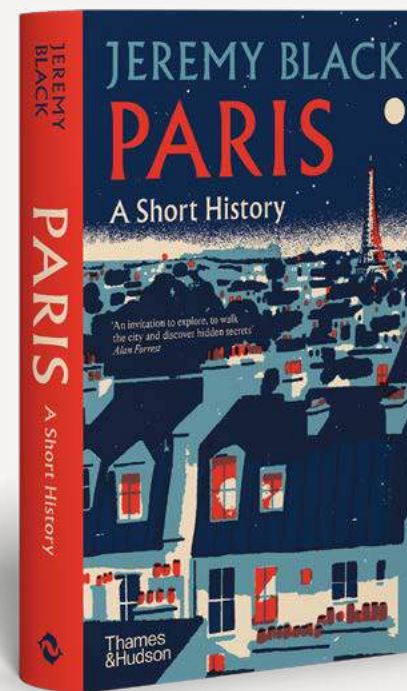
Cyprian Broodbank

The first full, interpretative synthesis on the rise of the Mediterranean world from its very beginnings up to the threshold of Classical times – winner of the Wolfson History Prize in 2014.

- Cyprian Broodbank is renowned in the field of Mediterranean archaeology with *The Making of the Middle Sea* winning the Wolfson History Prize in 2014.
- Goes beyond the usual focus on Mediterranean islands drawing on European, western Asian and African viewpoints. This book offers a truly innovative approach, exploring the foundations of our shared human history.
- Now featuring a significant new preface based on the latest archaeological research.

The Mediterranean has been for millennia one of the global cockpits of human endeavour. World-class interpretations exist of its Classical and subsequent history, but there has been remarkably little holistic exploration of how its societies, culture and economies first came into being, despite the fact that almost all the fundamental developments originated well before 500 BC. This classic book, now reissued with a new preface, offers an interpretative exploration into the rise of the Mediterranean world from its beginning, before the emergence of our own species, up to the threshold of Classical times.

A4



Jeremy Black is Emeritus Professor of History at the University of Exeter and the author or editor of over seventy books, including *France: A Short History* and *Great Battles of All Time*.

c. 38 illustrations
21.6 × 13.8 cm (8⅝ × 5½ in.)
256 pp Hardback
£16.99
Spring 2024



Click [here](#) for info sheet

Paris A Short History

Jeremy Black

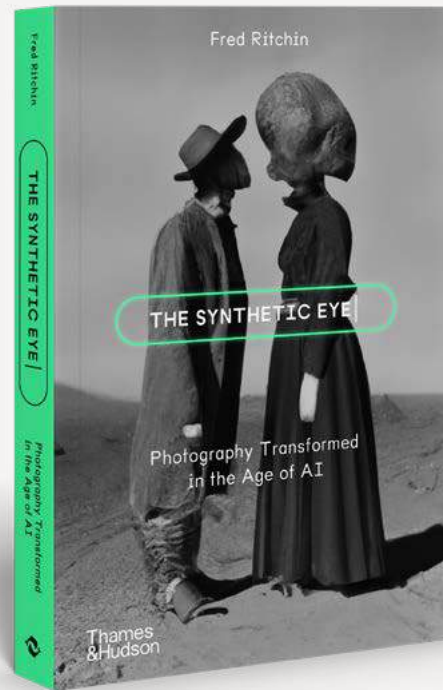
A concise history of Paris, the great events and personalities, from prehistory to the present, that have shaped its unique cultural legacy.

- Best-selling historian Jeremy Black presents over two thousand years of history in his signature style.
- Explores a diverse range of cultural cornerstones, including art, architecture, politics, fashion and film.
- Published to coincide with the 2024 Olympic Games in Paris.

Once described as 'that metropolis of dress and debauchery' by the Scottish poet David Mallet, then as now Paris had a reputation for a peculiar *joie de vivre*, from art to architecture, cookery to couture, captivating minds and imaginations across the Continent and beyond. In *Paris: A Short History* Jeremy Black explores the unique cultural circumstances that made Paris the vibrant capital it is today.

'An invitation to explore, to walk the city and discover hidden secrets' – Alan Forrest

A4



Fred Ritchin is a writer, educator and photography critic. Currently the Dean Emeritus of the International Center of Photography (ICP) School, Ritchin was also the founding director of the Documentary Photography and Photojournalism Program at the School of ICP. He has worked as the picture editor of *The New York Times Magazine* (1978–82) and executive editor of *Camera Arts* magazine (1982–83). Ritchin's previous publications include *Bending The Frame: Photojournalism, Documentary and the Citizen* (2013) and *After Photography* (2008).

c. 50 illustrations
22.9 × 15.2 cm (9 1/8 × 6 in.)
240 pp Paperback
£20
Autumn 2024



Click [here](#) for info sheet

The Synthetic Eye

Photography Transformed in the Age of AI

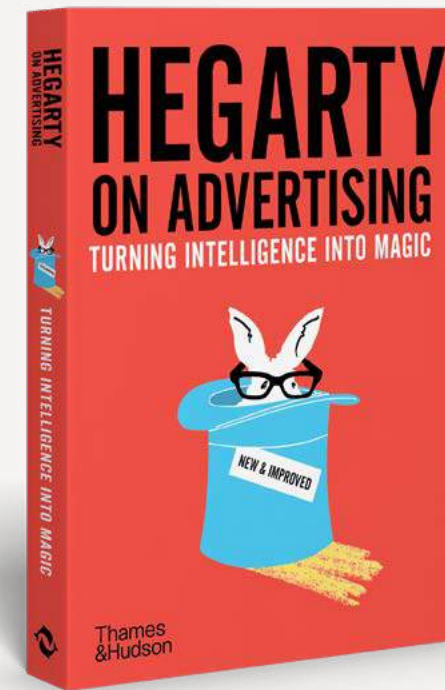
Fred Ritchin

A revelatory roadmap of today's photographic universe, one where the very nature of how images are created, distributed and interpreted is fundamentally transformed by Artificial Intelligence.

- In the world of photography, the AI revolution is already upon us and its implications are profound.
- This book is a vital, accessible introduction to a rapidly evolving world – all who work with, use or consume images will find it an essential guide to a new, and sometimes terrifying, future.
- Connects and contextualizes the innovations in AI with the history of digital imagemaking.
- Authored by an expert in the field – educator, critic, picture editor and writer, Fred Ritchin has been navigating the challenges and possibilities presented by digital media for over thirty years.

Artificial Intelligence is driving a fourth industrial revolution. Photography, and visual media in general, is an area in which dramatic, rapid changes are readily apparent. In this keenly anticipated new volume, Fred Ritchin, renowned expert in the ethical issues within digital imagemaking, charts the evolution of digital imagemaking and sets out what AI means for individuals and for society, and the massive transformations brought about by AI-driven synthetic imaging, both as positive opportunities and dystopian scenarios.

A4



John Hegarty is a legend in the advertising business whose iconic campaigns for brands, including Levi's and Audi, reshaped the industry and set the bar for creative excellence in advertising. With a career spanning decades, Hegarty's influence extends globally. He's a recipient of numerous awards, including the prestigious Lion of St. Mark. His book *Hegarty on Advertising*, first released in 2011, remains a beacon for creative minds worldwide.

c. 130 illustrations
22.9 × 16.6 cm (9 1/8 × 6 5/8 in.)
244 pp Paperback
£16.99
Spring 2024



Click [here](#) for info sheet

Hegarty on Advertising

Turning Intelligence into Magic

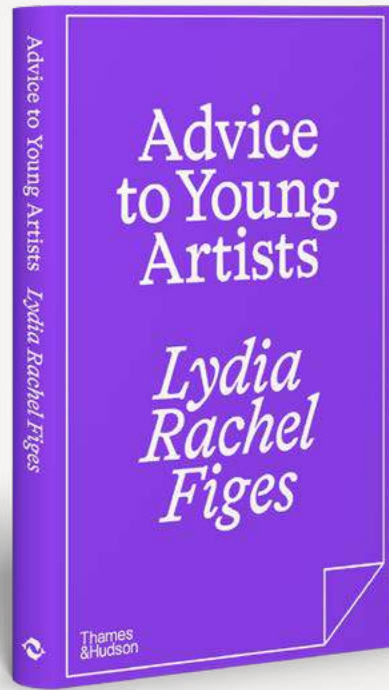
John Hegarty

John Hegarty's definitive guide to advertising excellence returns in a new, revised and expanded paperback edition!

- Updated paperback edition featuring timeless insights for modern advertising creatives.
- Both a credo for creativity and a brilliantly entertaining memoir from a legend in the advertising world.
- Discover the principles behind groundbreaking ad campaigns that captivated audiences and learn from John Hegarty's unparalleled experience in crafting them.
- Packed with generous, engaging and witty advice on how to elevate your brand and messaging in a competitive market.
- Essential reading for anyone from across the creative spectrum, from those who want to work in advertising to chief executives who understand the power and value of ideas that sell.

If the future is going to be creative, then *Hegarty on Advertising* points you in the right direction. Written by one of the world's legendary advertising men, this best-selling book contains five decades' worth of wisdom from the man behind hugely influential campaigns for brands such as Levi's, Audi, Boddingtons and Lynx.

A4



Lydia Rachel Figes is a writer, editor and art historian. After graduating from University College London and the Courtauld Institute she worked for several galleries before becoming Art UK's Content Editor. She has interviewed many well-known artists, and her writing has appeared in *The Guardian*, *Artsy*, *The Critic*, *Apollo* (*Art news daily*) and others. She has contributed to several books on art history, and also co-founded the women's history Instagram account @radicalwomenshistory.

c. 10 illustrations
21.6 × 13.5 cm (8½ × 5⅜ in.)
192 pp Hardback
£14.99
Spring 2025



Click [here](#) for info sheet

Advice to Young Artists

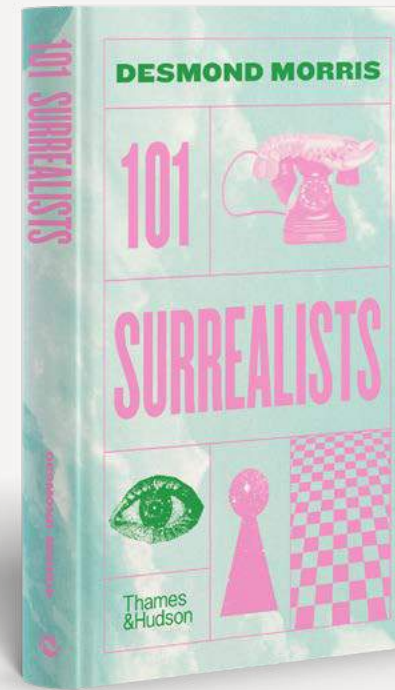
Lydia Rachel Figes

An inspiring narrative weaving artists' reflections and anecdotes about success in the art world and their words of advice to younger, aspiring creatives.

- The perfect inspirational guide that will appeal to students, aspiring artists and a general readership interested in art and self-help.
- Written by and for the young creative, in order to inspire younger generations of artists in a climate that can feel more dispiriting than ever.
- Features an expansive selection of internationally acclaimed artists from the 20th and 21st centuries, including Jean-Michel Basquiat, David Hockney, Anish Kapoor, Yayoi Kusama and many others.
- Based on interviews, many exclusive, with leading contemporary artists.
- Will be endorsed by artists and influencers.

Advice to Young Artists is an inspiring narrative weaving artists' reflections and anecdotes about success in the art world and their words of advice to younger, aspiring creatives. Offering a glimpse into the unique careers of established artists from the 20th and 21st centuries, such as El Anatsui, Jean-Michel Basquiat, Tracey Emin, Yayoi Kusama and Ai Weiwei, this book features direct quotes and counsel on how to enter and thrive in this highly competitive creative profession. By mapping the origin stories of well-known practitioners, Lydia Figes highlights the practical realities of the art world and demystifies the route to professional success.

A4



Desmond Morris is one of the last surviving Surrealists. His first solo exhibition was held in 1948 and in 1950 he shared his first London show with Joan Miró. He has since completed over 2,500 Surrealist paintings, and eight books have been published about his work. He has authored several books, one of which, *The Naked Ape*, ranks among the top 100 best-sellers of all time, with over 12 million copies sold. His books *The Lives of the Surrealists* (2018), *Postures: Body Language in Art* (2019) and *The British Surrealists* (2022) are published by Thames & Hudson.

19.6 × 12.9 cm (7¾ × 5⅜ in.)
240 pp Hardback
£14.99
Autumn 2024



Click [here](#) for info sheet

101 Surrealists

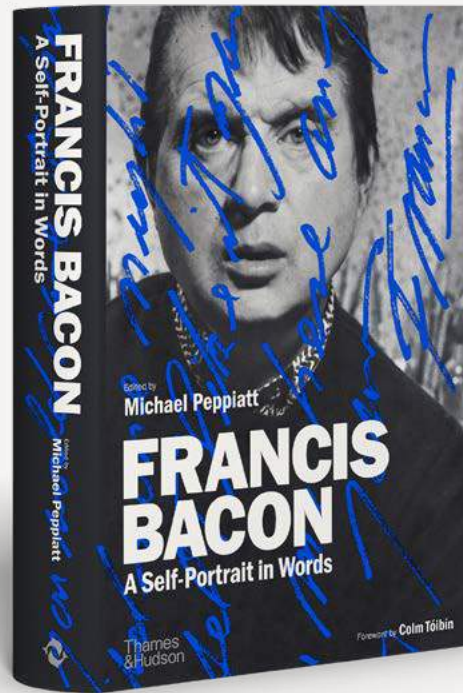
Desmond Morris

A concise compendium the lives and work of the 101 most significant Surrealists by one of the last surviving members of the movement, best-selling author and artist Desmond Morris, who knew several of the key participants personally.

- 2024 marks the centenary of the Surrealist movement.
- A clear and engaging read from the unique perspective of artist and author Desmond Morris, who knew many of the Surrealists personally.
- Publication coincides with the centenary exhibition on Surrealism from the Centre Pompidou, 'IMAGINE: 100 Years of International Surrealism' touring from 2024 to 2026 (Brussels, Paris, Hamburg, Madrid, Philadelphia).
- Perfect gift/museum pick-up.
- Features new and abridged texts.
- Morris's books have previously been translated into several languages including: Chinese, Czech, Danish, German, Italian, Korean, Spanish, Turkish.

2024 marks the centenary of Surrealism, one of the most influential artistic movements of the modern era. In 1924, André Breton's *Surrealist Manifesto* spurred Surrealism as a literary and artistic force. Rather than attempting to analyse the work of the Surrealists, best-selling author and Surrealist artist Desmond Morris focuses on them as remarkable individuals. What were their personalities, their predilections, their character strengths and flaws? Did they enjoy socializing or were they loners? Were they bold eccentrics or timid recluses?

A4



Michael Peppiatt is a well-known writer and curator, who began his career as an art critic in London and Paris in the 1960s. Described by *The Art Newspaper* as 'the best art writer of his generation', his previous books include *Francis Bacon: Anatomy of an Enigma* and *Francis Bacon: Studies for a Portrait*. He was guest curator of the Royal Academy of Arts' exhibition 'Francis Bacon: Man and Beast' (London, 2022).

c. 209 illustrations
24.0 x 16.5 cm (9½ x 6½ in.)
480 pp Hardback
£40
Spring 2024

Rights sold: simplified Chinese



Click [here](#) for info sheet

Francis Bacon: A Self-Portrait in Words

Statements, Letters,
Studio Notes, and
Selected Interviews

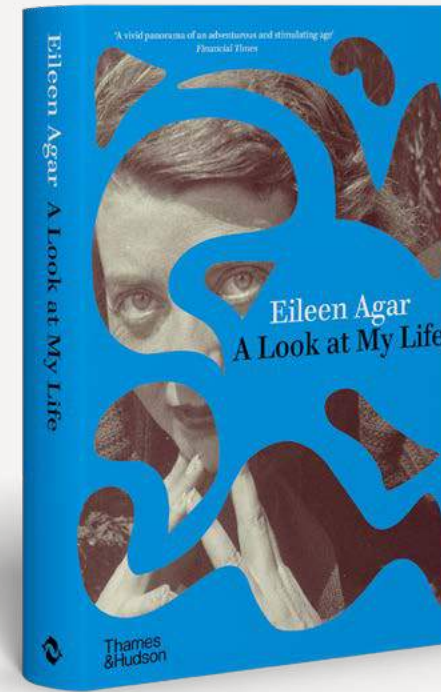
Edited by Michael Peppiatt,
Foreword by Colm Tóibín

A new selection of letters, statements and interviews reveal the preoccupations, thoughts and dreams of Francis Bacon, one of the 20th century's most influential and important artists.

- Many of Bacon's letters, statements and notes are published here for the first time.
- The artist's friend and biographer Michael Peppiatt explores the personal legacy of one of the 20th century's most important artists.
- This selection of letters and other documents has been prepared with the authorisation and approval of the Estate of Francis Bacon.
- Required reading for Bacon aficionados, followers of modern art and artists, devotees of modern art biographies, and students of art, art history and 20th-century culture.
- Foreword by Colm Tóibín, acclaimed Irish novelist, short story writer, essayist, journalist, critic, playwright and poet.

The documents selected here amply illustrate Francis Bacon's caustic wit and his ability to express complex ideas often in highly personal, memorable language. As well as letters to friends, patrons and fellow artists, there are intriguing notes and lists of paintings, often with a sketch as an aide-mémoire or injunction to himself as he worked in the studio, many of which have come to light since his death.

A4



Eileen Agar (1899–1991) was a painter, collagist, photographer and object-maker, and was associated with the International Surrealist movement from 1936. Her work has been exhibited to increasing acclaim, including retrospectives at the Whitechapel Art Gallery, London, Pallant House, Chichester, and the Scottish National Gallery of Modern Art. Andrew Lambirth is a writer, critic and curator. He has published numerous monographs and many articles for *The Spectator*, *Sunday Telegraph*, *Guardian*, *Sunday Times*, *Independent*, *Modern Painters* and *RA Magazine*. Olivia Fraser is the great-niece of Eileen Agar.

c. 93 illustrations
24.0 x 16.5 cm (9½ x 6½ in.)
320 pp Hardback
£35
Spring 2024



Click [here](#) for info sheet

A Look at My Life

Eileen Agar, With Andrew
Lambirth and Foreword by
Olivia Fraser

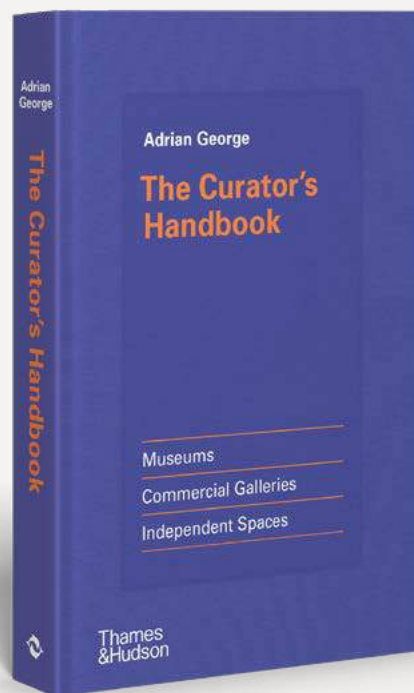
A new edition of the long-out-of-print autobiography of the pioneering Surrealist artist, Eileen Agar.

- Available for the first time in over thirty years, the life story, in her own words, of one of Britain's most remarkable artists, a contemporary of Leonora Carrington and Lee Miller.
- Agar's work has long been championed by academics such as Whitney Chadwick, but only recently, since the 2021 Whitechapel retrospective and inclusion in the recent exhibition 'Surrealism Beyond Borders' (Tate Modern and the Metropolitan Museum of Art, 2022), is she being recognized as the pioneering artist she was.
- 2024 is the 125th anniversary of Agar's birth.
- Published in collaboration with the artist's estate, with a new introduction by art historian Andrew Lambirth, who worked with Agar on the original edition in 1988; and a preface by Olivia Fraser, the artist's great-niece.
- Illustrated throughout in full colour, including many newly sourced and previously unpublished images.

'I have spent my life in a revolt against convention' *Eileen Agar*

Whether dancing on the rooftops in Paris, sharing ideas with Pablo Picasso, or gathering starfish on the beaches of Cornwall, Eileen Agar (1899–1991) transformed the everyday into the extraordinary. Her legacy as a pioneering figure in the Surrealist movement is firmly established, and her work continues to captivate audiences with its otherworldly beauty and imaginative power.

A4



Adrian George is a curator, commissioner, writer and educator with over twenty-three years' experience working in some of the most influential art institutions in the world including the New Museum, New York; Tate Modern; Tate Liverpool and the UK Government Art Collection, UK. He is currently Director: Programmes, Exhibitions and Museum Services at ArtScience Museum, Singapore.

21.0 x 14.0 cm (8 3/8 x 5 5/8 in.)
368 pp Hardback
£20
Autumn 2024

Rights sold: Complex Chinese, Japanese, Korean, Russian, simplified Chinese



Click [here](#) for info sheet

The Curator's Handbook

Museums,
Commercial
Galleries,
Independent Spaces

Adrian George

An updated edition of this essential practical handbook for all those involved in, or studying, the dynamic field of curating.

- **Essential handbook** for all those involved in, or studying, the dynamic field of curating.
- **Expands our understanding of the curatorial profession and contemporary approaches to exhibition making**, in the physical as well as digital/online space.
- **Global in approach**; this handbook features advice from international museum directors, curators and industry insiders.
- **Core reading for museology and curating courses** in the UK and US, from short courses to masters level.
- **Now updated throughout to reflect current industry best practice**; new content focuses on major challenges and developments in the post-Covid era.

From pitching your ideas and writing loan requests to working with artists, lenders and art handlers, to writing interpretation material, installing and promoting your exhibition; *The Curator's Handbook* is the most clear and complete guide yet to the art and practice of curating.

A4

For North American rights enquiries, please contact:

Will Balliett

E wballiett@thames.wwnorton.com

T +1 212 354 9179

