

GG

FOREIGN RIGHTS · 2026



A.S  
2022

# Contents

---

## CRAFT

- 4 The Heart of Japan
- 8 Creative Sewing
- 12 Journey to Tenango
- 16 Tokyo Stich by Stich
- 20 Botanicals
- 21 Sea Life
- 26 Macramé
- 28 Pictorial Embroidery
- 30 Stencilling for Ceramic Surfaces
- 33 Crafts Backlist

## ART

- 34 Botanical Drawing
- 38 Watercolour: Arborum
- 40 Watercolour: The Animal Kingdom
- 42 Creative Portraits
- 44 Sketching Fashion
- 46 Paint Your World
- 47 Green Au Naturel

## CREATIVITY

- 48 The Creative Shift
- 52 Everyone Sees What They Know
- 56 Make It!
- 60 Neutopia
- 63 Stories and Visual Narratives
- 66 Imperfection
- 68 Intervals
- 69 Connections
- 70 Magic Jungle
- 71 Design of Creative Processes
- 72 Team Management for Creatives
- 73 Purpose for Creatives

## NATURE

- 74 Seashores
- 77 Plant Magic
- 78 Vol. 1 Air
- 79 Vol. 2 Fire
- 81 Vol. 3 Earth
- 82 Vol. 4 Water
- 83 Food Sovereignty

## PHOTOGRAPHY

- 84 Travel and Landscape Photography
- 88 Look and Take Photographs
- 90 Product Photography Handbook
- 91 Photography Backlist

## ARCHITECTURE

- 92 Bauhaus, Bruno Zevi, Italo Calvino and other themes (Matters, Topics, Subjects) of the 20<sup>th</sup> Century Mexican Architecture
- 93 Rename Architecture
- 94 The House as a Garden
- 95 Architecture Backlist

## CHILDREN'S BOOKS

- 97 Children's Books Backlist



Visit us  
at the

**London Book Fair**

Groundfloor  
6F70-80

# The Heart of Japan

## The philosophy and techniques of traditional Japanese embroidery

Aitor Saraiba



## Discover the beauty of Japanese textile art

### About the book

This book is not a practical guide of Japanese embroidery. Rather, it is a journey through the different traditional Japanese embroidery styles and an introduction to the culture and philosophy behind each of them.

The textile artist Aitor Sarraiba invites us to immerse ourselves in the fascinating Japanese culture, and to explore traditional techniques such as boro, sashiko, and indigo dyeing, key figures such as yokai and omamori, and fundamental philosophical concepts such as kokoro (the sensitivity that perceives beauty and transience), mottainai (the value of not wasting), mame (the care in preserving what may be useful), and konseki (the scar or trace left by what was here before).

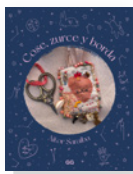
### Selling points

- An introduction to Japanese culture and crafts.
- Step-by-step instructions.
- 15 different projects, from accessories to interior decoration, over clothing, gifts, personal objects and charms.

### Specs

18 x 23 cm  
Hardcover  
200 pp  
11,000 words  
€26.00  
9788425236365

### By the same author







---

## Content

Introduction  
Boro & Sashiko  
Kokoro  
Mottainai  
Mame  
Tanuki  
Okurumi  
Sakabukuro  
Omamori  
Konseki  
Indigo

---

## About the author

As a child, Aitor Saraiba loved drawing and telling stories. His artwork explores many formats and techniques. His imaginary is profound, complex, and full of sentiment. He has published several graphic novels as well as poetry.

For the last two decades he has dedicated himself to drawing, textile art and pottery. His work has been shown in galleries from Los Angeles to Tokyo, over Portugal, France, Italy, UK, Spain of course, and Africa. He has collaborated with many art institutions and has obtained several awards. The author leads workshops internationally (Portugal, France, Japan, UK, USA, ...) and is frequently invited to craft fairs worldwide. In 2026 he will attend the Quiltcon Fairs in the USA, among others. His textile art explores traditional techniques to express his particular universe.

[aitorsaraiba.com](http://aitorsaraiba.com)



# Creative Sewing

Aitor Saraiba



---

## About the book

This book shows how to apply textile techniques in your daily life. Choose meaningful objects, recycle fabrics and yarns to design textile creations and bring your imagination to life. Let creativity guide you in your practice of sewing, mending, dying, quilting, embroidery, applique... The author presents the projects resulting from his own experiences, travels and curiosities, explaining through detailed instructions how to apply the different techniques. His extraordinary style will provide you with the necessary inspiration!

---

## Selling points

- A wide range of techniques.
- Step-by-step instructions.
- 13 different projects, from accessories to interior decoration, over clothing, gifts, personal objects and charms.

---

## Specs

18 × 23 cm  
Hardcover  
204 pp  
10,500 words  
€24.90  
9788425235474

---

## Rights sold

English

---

## By the same author

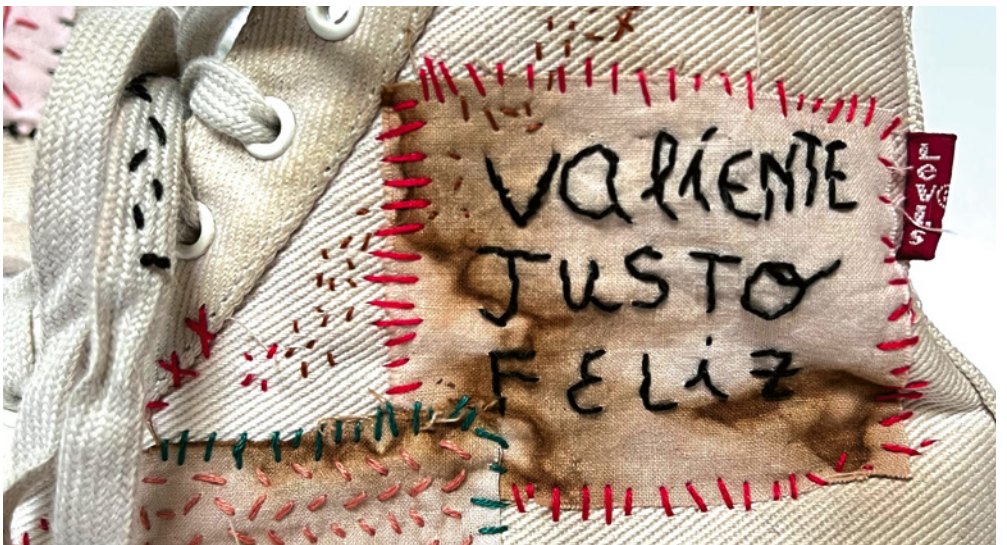






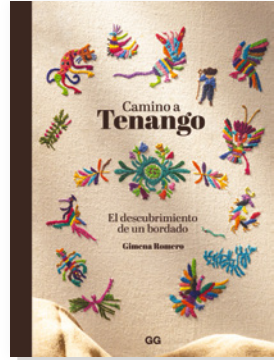
SCAPULAR · HOOP APPLIQUE · BORO MENDING · PINCUSHION  
 FAIRIES AND PIXIES · DARNING AND CUSTOMIZATION  
 MINI QUILTS · CUSHION · APLIQUE · CLOTH BOOK  
 SNIPPET ROLL · BLOCK PRINT · NATURAL DYES · LANA ROBLE





# Journey to Tenango

Gimena Romero



Tenango is the most famous Mexican embroidery style and is now considered a cultural heritage

---

## About the book

Tenango embroidery is a technique originating in the municipality of Tenango de Doria, located in the Otomi mountains of the Hidalgo state of Mexico. **Its colors are highly distinctive.** It represents the **flora and fauna of the region**, and, as a social embroidery practice, depicts scenes from the life and culture of the community.

Gimena Romero travelled to Tenango de Doria in her youth, at a time when embroidery was falling out of use, and poorly regarded. She learned the stitches from Otomi embroiderers, gradually earning their trust, and throughout her career as an embroiderer, she became a defender and promoter of the Tenango tradition. This book is the embroidered account of her journey.

Now, at the height of her career as an embroidery artist, she teaches in this book some Tenango stitches, for readers to embark on their own journey.

---

## Selling points

- A book of exquisite embroidery by a great artist.
- The origins and cultural context of Tenango embroidery explained in a first-hand story.
- A step-by-step introduction to the Tenango stitches.

---

## Specs

19 × 26 cm  
112 pages  
Hardcover  
4,500 words  
€21.90  
9788425234996  
Bilingual Spanish - Otomi

---

## About the autor

Embroidery is her artistic medium, from Haute Couture to goldwork, blackwork and needle lace. She directs the specialization in Embroidery Applied to Art and Design and teaches embroidery. Her work is exhibited internationally and interweaves memory, migration, territory, body, and alchemy through ancient and contemporary techniques. [estudiogimena.com](http://estudiogimena.com)

---

## By the same author





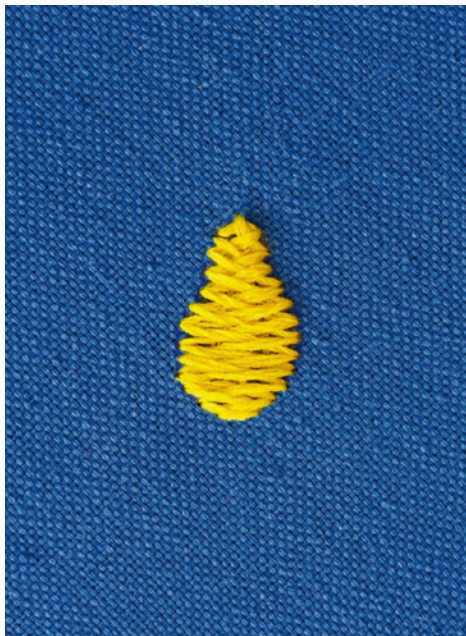




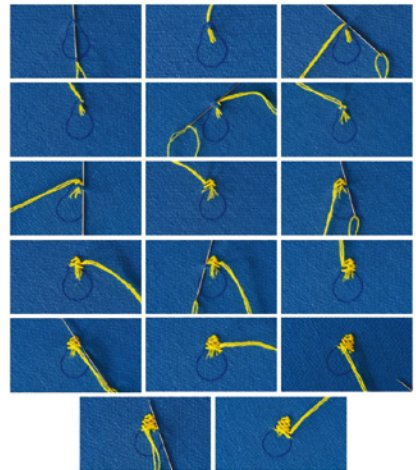
Regrese a la entrada del panteón. No estaba don Camilo ni estaba su mamá con su jaula de gallinas.  
Dejaron venir como semillas de espiga... No estaba en la pampa, y solo un hilo azul que me perseguía, un hilo azul cortado que me perseguía. Y estaba bien.

✦✦

Du pengi haku fuci ra hgi xandu hahni fagu zu Camilo xingopani nu tigi iso ra tigu gni. Jupi ba hehe tangau ra hmuo qe te, hahni fagu herito ra tui qe kangi qe ni tangi, ho tui xiang chetui qe ni tangi, ni jinhahni.



Pata tenanga



# Tokyo Stich by Stich

Yumi Hoops



## Tri-dimensional embroidery featuring Japan

---

### About the book

Discover the charm of everyday Tokyo through the intricate art of embroidery with "Tokyo Stich by Stich." This captivating book offers a **unique and personal embroidery style** that invites readers to explore their own creativity.

The author **transforms photographs** taken on her trips to Japan into **stunning embroidered works**, employing a diverse array of techniques and materials. This journey includes 15 projects, each accompanied by explanations of the materials, tools, stitches, and processes involved.

---

### Selling points

- Great attention to detail.
- Use of felt, beads, watercolour paint, etc. to enhance the projects.
- Aimed at a young audience eager to explore and create.
- Including patterns for some of the featured projects.
- No advanced skills required.

---

### Specs

21 × 23 cm  
Paperback  
128 pp  
7,000 words  
€21.90  
9788425235115

---

### Rights sold

English

---

### About the autor

Yumi Hoops is an embroidery artist from Barcelona. She leads workshops and she sells her creations. Her designs are inspired by Japanese culture.

yumihoops.com





The basic techniques used are satin stitch, back stitch, and French knot, combined with stumpwork.



## maceta KAPPA

Kappabashi es un barrio especializado en menaje y artículos de cocina. Hay más de ciento cincuenta tiendas donde comprar de todo, desde cuencos, palillos y sartenes para *takoyaki* hasta cortinas de *kakigori*... ¡de todo!

Pero lo más emblemático de este barrio es su mascota, un Kappa, una fantástica criatura mitológica japonesa. No dejaría de verte representada en carteles, estatuas y divertidas decoraciones en cualquier rincón de sus calles.

En la entrada de una casa privada tenían esta maceta de un simpático Kappa que parecía inclinarse con los brazos abalorios. Lo busqué por las tiendas para comprarlo, pero no hubo suerte, así que me hice uno!



### NECESITARÁS

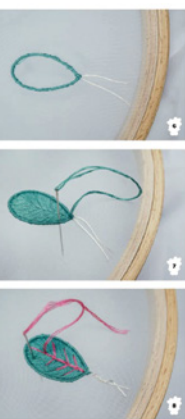
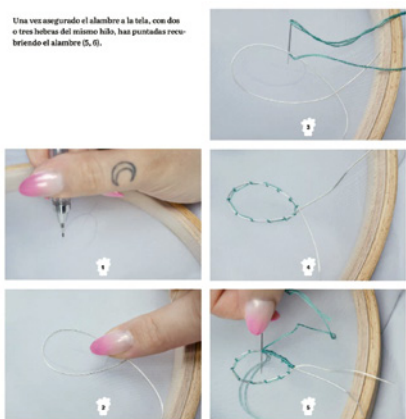
- Tela de organza
- Hilos DMC number
- Aguja
- Arco de bordar
- Alambre

Plantilla en la página 124

Sobre una tela de organza, diseña las hojas o flores (1) y dásle forma después con un alambre fino (2).

Con el mismo hilo con el que bordarás, utiliza una hebra y haz pequeñas puntadas para asegurar el alambre a la tela (3, 4).

Una vez asegurado el alambre a la tela, con dos o tres hebras del mismo hilo, haz puntadas recorriendo el alambre (5, 6).



A continuación, borda con punto satin hasta llegar al extremo del alambre. Deja el modo inicial en el centro para ocultarlo después, y ve bordando cuidadosamente de manera que se vea lo mismo por delante que por detrás (7). Cuando se te acabe el hilo, intenta hacer un nudo muy pequeño para que apenas se vea.

Para los cambios de color, repite el mismo método: empieza con un nudo minúsculo y realiza las puntadas de manera que se siga viendo lo mismo por ambos lados (8).

Finalizadas las hojas, recorta la tela de organza muy a ras del alambre con cuidado para no cortar los hilos (9).

El tallo es sencillo pero delicado. Empieza con un nudo muy pequeño en la base de la hoja y ve rodeando el alambre. Al llegar a la altura deseada, da una puntada para rematar y que quede fijo (10, 11).

Se pueden fijar las pinnas al bordado de distintas maneras. Hay quien las pega, pero yo prefiero coserlas. De esta manera, puedes añadir hojas nuevas más adelante o cambiarlas por otras distintas. Para coserlas, solo tienes que hacer unas puntadas entre el alambre y la tela (12).

Cuando lo terminas, gracias a la maleabilidad del alambre, podrás darle la forma que quieras (13, 14).



# Botanicals

## Jacquard knitting

Jandi Gardiazabal



2<sup>nd</sup>  
print

## All you need to know about jacquard knitting for the whole family

### About the book

This book introduces the reader to the technique of jacquard knitting through step-by-step projects creating stunning sweaters and vests adorned with elegant botanical motifs in beautiful colours, perfect for babies, children and adults.

Each section of the garment is explained, including the yoke, body and sleeves, by means of text, diagrams, photography and tutorials.

**The projects are available in multiple sizes, ensuring a perfect fit for everyone. They are clearly marked with difficulty levels.**

Featuring simple yet delightful botanical designs such as maple leaves, succulents, acorns, cherries, pine trees, peonies, ivy, and more, this book allows you to unleash your creativity and master the technique of jacquard knitting with timeless, nature-inspired patterns.

- 11 projects, step-by-step, including diagrams.
- A central page with tips to always bear in mind.
- Motifs of leaves, flowers and fruits.
- Constant references to the author's YouTube channel.

### Specs

17 × 24 cm  
Paperback  
244 pp  
29,000 words  
€22.90  
9788425235726

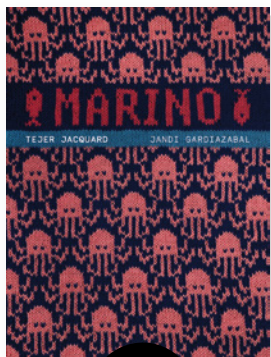
### About the author

Jandi Gardiazabal loves designing and knitting clothes. She conducts many workshops driven by the joy of seeing her students learn new skills. She's passionate about colours, which she believes express emotions and can help us to be happier.

[jandigardiazabal.com](http://jandigardiazabal.com)

### By the same author





**2<sup>nd</sup>  
print**

# Sea Life

## Jacquard knitting

Jandi Gardiazabal

The joy of knitting is not about making perfect clothes, but creating and feeling proud of our work

---

### Specs

17 × 24 cm  
Paperback  
328 pp  
35,000 words  
€22.90  
9788425235535

---

### About the book

Listening to the sound of the sea, watching the waves, breathing in the breeze, playing with the seaweed, finding a starfish or seeing crabs in the sand – when inspiration comes from a happy memory, knitting becomes much more rewarding.

Simple marine motifs, such as fish, starfish, jellyfish, and crabs have been chosen for children's sweaters and vests. For adults, corals, fish scales, waves and fishing nets introduce more geometric designs. Ultimately, young and old can enjoy wearing a sardine sweater in their preferred size and colours.

In this book the reader can follow the step-by-step instructions for knitting the projects. It also provides the necessary tools to explore, adapt and personalize the designs. The author explains her choices, showing discarded options to encourage the reader to experiment.

- Different sizes, threads and colours to choose from.
- Attention to colour and colour combinations.
- Knitting as a form of empowerment.
- Various difficulty levels.

---

### By the same author



---

## Content

- **Basics of knitting:** tools and materials; techniques (warping, knitting and finishing, increasing and decreasing, buttonholes, blocking and measuring); garment construction.
- **Colour and colour combinations;** 10 tips to always remember about colour.
- **Jacquard Knitting:** the technique: carrying, hiding and securing the ends; knitting a swatch; flat and circular knitting; 10 tips to always remember.
- **Projects:** children, adults, and for the whole family.



# Tips to always bear in mind

1. Wind the skeins before starting.
2. Put a skein at each side of your body.
3. Read the chart from bottom to top.
4. If you're want to change the colours of your design, repaint the chart until you love it!
5. When changing colours, pay attention to the order of the threads on the wrong side.
6. Keep the tension consistent during colour changes.
7. There's no need to tie knots when changing colours.
8. If the yoke looks wrinkled, stop, breathe, and unravel!
9. Practice, practice, and practice!
10. Enjoy the process!

NIVEL DE DIFICULTAD  
Intermedio

TALLAS  
6-12 meses, 12-18 meses, 18-24 meses y 24-36 meses



# Sweater Bellotas

## PALILLOS

Palillos cuerpo y mangas: 3 mm

Palillos elástico: 2,5 mm

## OTRAS HERRAMIENTAS UTILIZADAS

Cables: 50 cm, 60 cm y 80 cm

Aguja de lana

Marcadores

Crochet: 3 mm

2 botones: 1,5 cm diámetro

## MUESTRA DE TENSIÓN

10 cm: 24 puntos

10 cm: 34 corridas

## HILADO

Material: Cotton Revesderecho | 100% algodón

Grosor del hilado: DK

Gramaje del hilado por madeja: 100 g

Longitud del hilado por madeja: 250 m

## CANTIDADES

		6-12 MESES	12-18 MESES	18-24 MESES	24-36 MESES
Color 1	Cotton Beige Arena	30 g	30 g	40 g	40 g
Color 2	Cotton Avellana	80 g	80 g	100 g	100 g
Color 3	Cotton Café Moro	100 g	100 g	120 g	120 g
Color 4	Cotton Mostaza	20 g	20 g	30 g	30 g
Color 5	Cotton Terracota	30 g	30 g	40 g	40 g
Color 6	Cotton Petróleo	30 g	30 g	40g	40 g





#### Cantidad de puntos

	S	M	L	XL	XXL
<b>Espalda</b>	70	78	92	97	103
<b>Manga 1</b>	46	50	56	60	60
<b>Delantero</b>	76	88	104	112	120
<b>Manga 2</b>	46	50	56	60	60
<b>Total</b>	238	266	308	329	343

# Macramé

## An introduction to macramé with step-by-step projects

Ikram Mayouni



## Inspiring projects, explained throughoutly

---

### About the book

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

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

---

### Specs

19 × 25 cm  
Paperback  
160 pp  
18,500 words  
€21.90  
9788425233104

---

### Selling Points

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

---

### About the autor

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



72-73

## TAPIZ NATURAL KINTAMANI

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

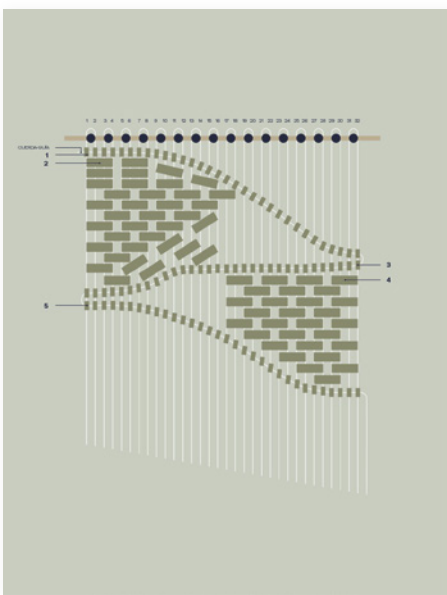
**DIFICULTAD:** Fácil  
**TIEMPO:** 2 horas  
**TAMAÑO FINAL:** 60 x 80 cm

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

**NUDOS**  
Nudo de montaje  
Nudo plano  
Baqueta horizontal y baqueta diagonal

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

PROYECTOR



74-75

### 1. PRIMER TRAMO DE BAQUETA

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

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

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

### 3. SEGUNDO TRAMO DE BAQUETA

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

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

### 4. SEGUNDO TRAMO DE NUDOS PLANOS EN PUNTO DE ZURRÓN

• Con los cuatro últimos grupos de cuatro cuerdas, de la 17 a la 12, hacemos nudos planos en punto de zurrón hasta obtener un total de diez hilera.

### 5. TERCER TRAMO DE BAQUETA

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

### CIERRE DE LA PIEZA

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

PROYECTOR

# Pictorial Embroidery

## The five elements of the technique

Gimena Romero



## Pictorial embroidery as artistic expression

### About the book

Pictorial embroidery brings our attention to the elements of embroidery that will help us to see it as a language of expression.

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

In pictorial embroidery, creating emphasis may seem insignificant and too laborious, but it adds personality and containment to the figure, contrast to the light, and limitation to the color, allowing you to highlight interesting places for the viewer.

### Selling points

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

### Specs

19 × 25 cm  
Paperback  
128 pp  
10,000 words  
€19.90  
9788425232473

### Rights sold

Russian

### By the same author





# Stencilling for Ceramic Surfaces

All you need to know about decorating ceramics

Patricia Lázaro



## Can you imagine drawing a story on your breakfast bowls?

### About the book

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

### Specs

19 × 25 cm  
Paperback  
128 pp  
18,500 words  
€21.90  
9788425233081

### Rights sold

German

### Selling Points

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

### About the autor

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





# Crafts Backlist



## ORGANIC BEAUTY

Illustrated handbook of natural cosmetics

**Maru Godas**

**Format:** 24 x 30 cm · Hardcover

**Pages:** 128 | **Words:** 30,000

**Price:** €22.90 | **ISBN:** 9788425230790

**Rights sold:** English, French, Italian and Portuguese

**Over 10,000 copies sold**



## CROCHET CREATIONS

24 crochet projects around the year

**Ingrid Valls & Laire Villar**

**Format:** 19 x 24 cm · Paperback

**Pages:** 144 | **Words:** 15,000

**Price:** €18.00 | **ISBN:** 9788425229404



## FOOTWEAR PATTERN-DESIGN AND SHOEMAKING

**Natalio Martín**

**Format:** 16 x 23 cm · Paperback

**Pages:** 152 | **Words:** 37,000

**Price:** €24.90 | **ISBN:** 9788425228476



## PRINTMAKING YOUR WAY TO SUCCESS

**Vostok Printing Shop**

**Format:** 19 x 24 cm · Paperback

**Pages:** 142 | **Words:** 29,000

**Price:** €19.90 | **ISBN:** 9788425229909

**Rights sold:** French



## FLORAL ART

A contemporary workshop

**Flowers by Bornay**

**Format:** 19 x 24 cm · Paperback

**Pages:** 144 | **Words:** 14,000

**Price:** €24.90 | **ISBN:** 9788425230752



## EMBROIDERED MEXICO

From tradition to contemporary stitching

**Gimena Romero**

**Format:** 19 x 25.5 cm · Paperback

**Pages:** 192 | **Words:** 16,000

**Price:** €23.90 | **ISBN:** 9788425229381

**Rights sold:** English

**Over 10,000 copies sold**

# Botanical Drawing

From nature observation  
to scientific illustration

Alba Azaola



## Connecting nature, science and creativity

---

### About the book

*Botanical Drawing* is a guide to scientific drawing including the most common botanical families. Intended for both beginners and experienced artists, the book includes an introduction to botanical drawing, a reflection on the importance of observing nature and the basis of the most common techniques: graphite and watercolor.

Each family is graphically decomposed to study the parts of the plants (leaves, fruits, flowers, roots...) which are fully explained and described in order to offer all the information artists could need.

---

### Selling Points

- An introduction to botanical drawing.
- Basics tools, materials and techniques, as well as colour palettes and combinations used in each botanical family.
- More than 40 botanical families.

---

### Specs

16 × 21 cm  
Paperback  
128 pp  
30,000 words  
9788425236174  
Not yet published

---

### About the autor

The fascination of Alba Azaola for illustrated books led her to study Biology and Oceanography, but it was in illustration that she found the perfect way to combine scientific rigour, creativity, and emotion.

Each project is an opportunity to research, observe and create images that are not only beautiful, but also help to explain, inspire, and generate positive impact.

Her versatility allows her to adapt to different styles and techniques, ensuring the project is aligned with the values of respect, sustainability, and authenticity.

# Ginkgo biloba

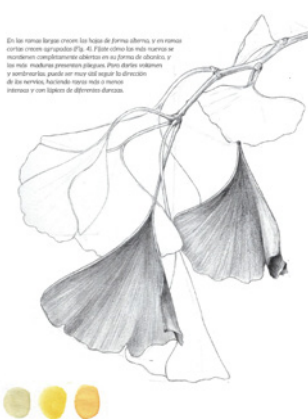
un árbol primitivo, en una familia en la cual ya solo existe esta especie, y que está rodeada de leyendas provenientes de su lugar de origen: Japón.

Las hojas (Fig. 1) tienen una característica forma, en abanico o abanico, que se abre en la base para que el apocero en los dos lados que se abren sea igual. El eje central que forma el eje del abanico, y en las nervas paralelas. También en la "hombros" que se abren a la base del peciolo. El color amarillo se adquiere en otoño, antes de caer.

El G. biloba es una gimnosperma, por lo que no tiene forma para reproducirse. Los órganos reproductores masculinos, en plantas diferentes, solo son pequeños los masculinos en forma de conos (Fig. 2), y los femeninos en forma de óvulos (Fig. 3) que después de la fecundación se convierten en semillas.



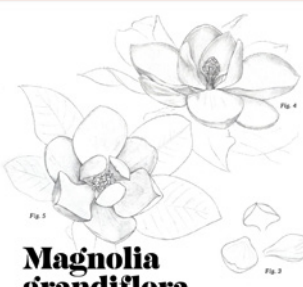
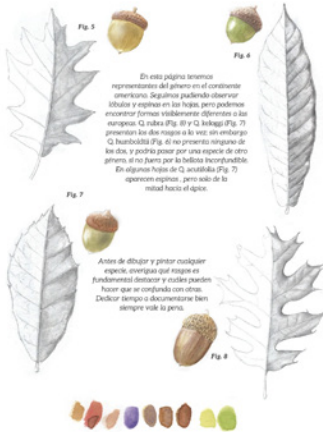
En las ramas largas crecen las hojas de forma abanico, y en ramas cortas crecen las hojas de forma abanico. El eje central que forma el eje del abanico, y en las nervas paralelas. También en la "hombros" que se abren a la base del peciolo. El color amarillo se adquiere en otoño, antes de caer.



# Fagaceae

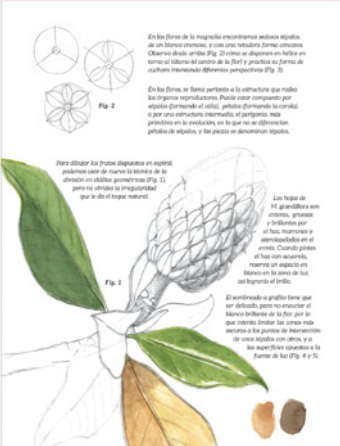
Dentro de esta familia encontramos árboles que forman enormes e importantísimos bosques en ecosistemas templados. En estos primeros páginas, vamos a ver algunos especies del género Quercus a través de dos de sus partes más representativas: sus hojas y sus frutos, que comúnmente llamamos "bellotas", y que se distinguen entre ellas sobre todo por las escamas del "gorrión".

En esta página, tenemos ejemplos de especies comunes europeas. Entre que las diferencias pueden ser muy sutiles, pero importantes. Las hojas de Q. robur (Fig. 1) y Q. ilex (Fig. 2) son muy parecidas, pero las de esta última tienen más nervas, que pueden variar en número, pero raras en las hojas de Q. robur (Fig. 4) y Q. pyrenaica (Fig. 3) también son similares a primera vista, pero raras en las hojas en la base de la hoja de Q. pyrenaica, y en lo corto que su peciolo sin embargo el pedúnculo de su bellota es más largo que en cualquier otro especie.



# Magnolia grandiflora

La primera angiosperma, o planta con flores, que vamos a ver es la magnolia: un árbol majestuoso, tan antiguo evolutivamente, que cuando apareció, aún no existían las abejas, por lo que está especialmente adaptada para atraer escarabajos con su irresistible perfume. Tienen otras características de las plantas con flores más primitivas, como que las diferentes piezas que componen la flor se disponen de forma helicoidal, o "acíclico", en lugar de en círculos concéntricos.



En las flores de la magnolia encontramos varias piezas, de un tipo especial, y una sola estructura forma escamas. Observa desde arriba Fig. 2, como se disponen en hélice en forma de abanico del centro de la flor y practica su forma de cuatro intencionalmente diferentes perspectivas (Fig. 3).

En las flores, se forma perfumado a la estructura que rodea las partes reproductivas. Puede estar compuesto por piezas (formadas de células, pedúnculo) formando la corola, o por una estructura terminal, el perigonio, más primitivo en la evolución, en la que se ve algunas veces pedúnculo de sépalos, y las piezas se amontonan helicoidalmente.

Para dibujar las flores dispuestas en espiral, podemos usar de nuevo la técnica de la abeja en el dibujo geométrico (Fig. 11) pero se aplica al magnolia que se da el lugar natural.

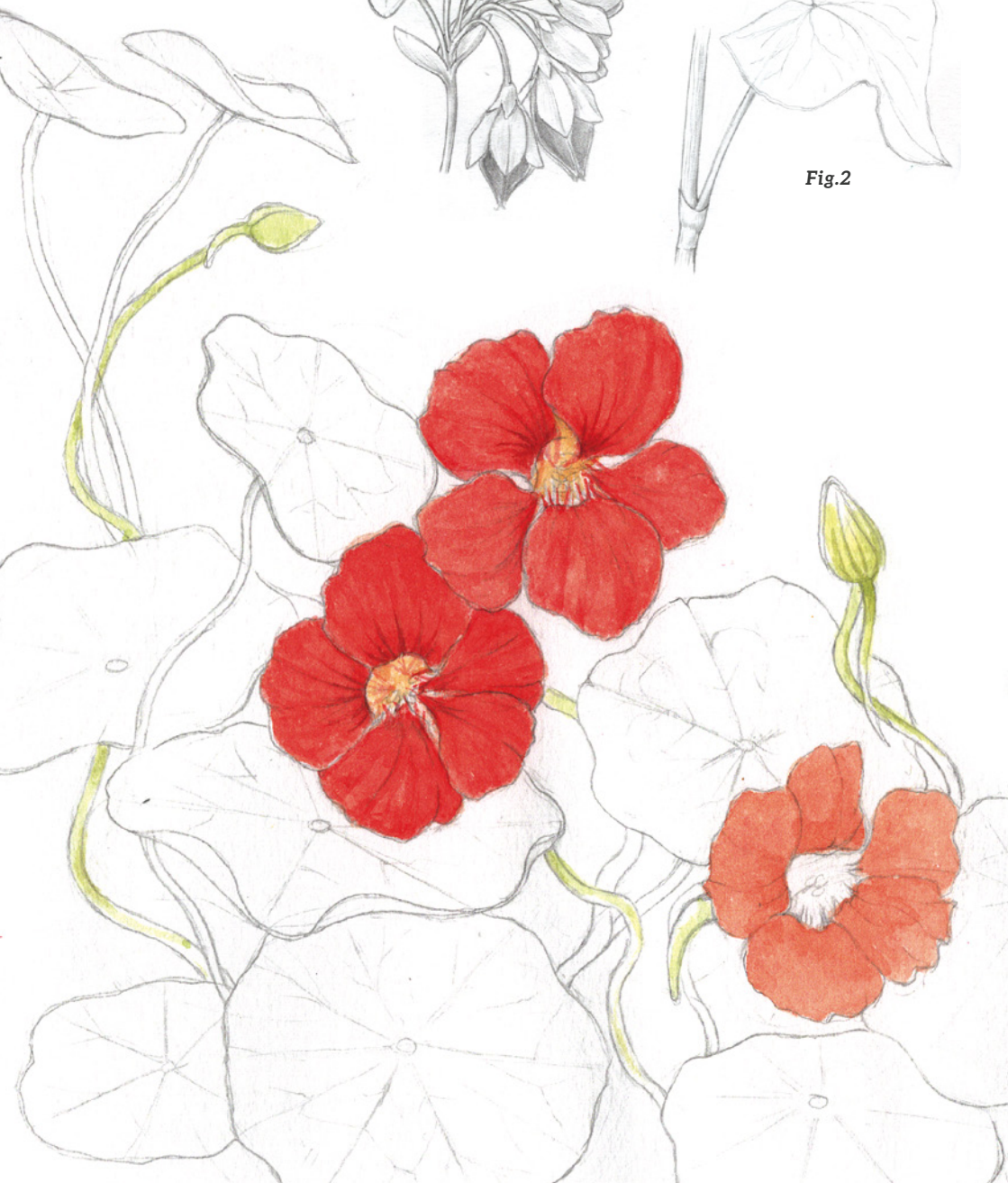
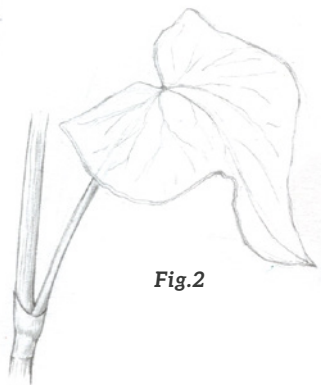
Las hojas de la magnolia son ovadas, gruesas y brillantes por el haz, mucronada y aromática por el envés. Cuando pincha el haz con un dedo, aparece un espacio en blanco en la parte superior de la hoja, que se llama "hombro".

El aromático a granel tiene que ser delgado, pero no menor el hueco del haz de la flor, por lo que debe limitar las ramas más gruesas a la parte de crecimiento de una especie con otros, y a los miembros superiores de la familia de las (Fig. 4 y 5).

Fig.1



Fig.2



---

**Content**

What is botanical drawing?

Illustrated botanical families:

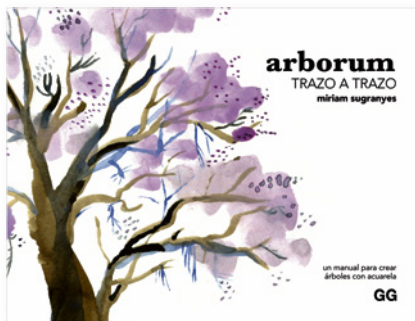
Algae, Ferns, *Cycas revoluta*, Conifers, *Ginkgo biloba*, *Magnolia grandiflora*, Lauraceae, Water lilies, Marine phanerogams, Araceae, Liliaceae, Amaryllidaceae, Iridaceae, Orchidaceae, *Aloe vera* and *Agave americana*, Palms, Grasses, Ranunculaceae, Crassulaceae, Violaceae, Salicaceae, Legumes, Ulmaceae, Rosaceae, Moraceae, Cucurbitaceae, *Betula pendula*, Fagaceae, Rutaceae, Malvaceae, *Tropaeolum majus*, Brassicaceae, *Beta vulgaris*, Cactaceae, Caryophyllaceae, Polygonaceae, Solanaceae, Apocynaceae, Oleaceae, Asteraceae.



Fig.3

# Watercolour: Arborum

Miriam Sugranyes



## Discover the art of drawing and painting fruit trees with watercolor

---

### About the book

After exploring the watercolour technique through the richness of fauna in *Animalia*, with this new manual, Miriam Sugranyes invites us to learn how to bring to life those beautiful, majestic, and always fascinating beings of nature: trees.

Starting with the drawing of their structure, in just a few layers of watercolor and guided step-by-step, we will be able to capture the most defining features of the fifteen trees represented here—from the sinuosity and texture of their trunks and branches to the tonal details and particularities of their leaves and fruits.

---

### Specs

20.5 x 15.5 cm  
Paperback  
144 pp  
10,000 words  
€16.90  
9788425235689

---

### Rights sold

French

---

### About the autor

For the last 7 years Miriam Sugranyes has been working as an illustrator and Art Director at CRIN (Child Rights International Network). In January 2020, she co-founded The Rights Studio, a new creative hub for people and organisations to engage on human rights issues affecting children, young people and future generations through the arts and other creative expressions. She works as freelance illustrator, specially in the editorial field for publishers such as PRH, Edicions 62 and MTM.

[miriamsugranyes.com](http://miriamsugranyes.com)



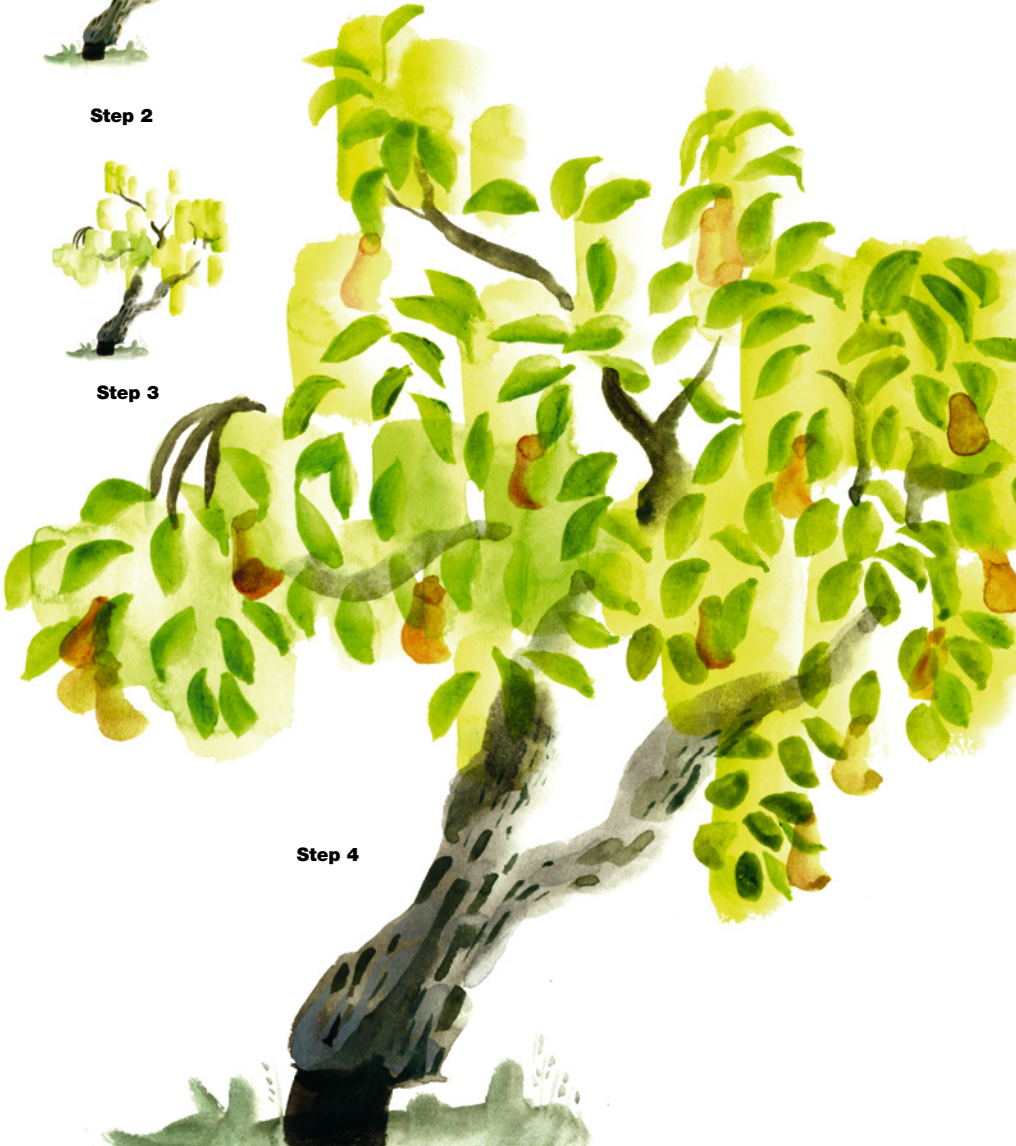
**Step 1**



**Step 2**



**Step 3**



**Step 4**

Explore the unique morphology of fruit trees, a refreshing departure from traditional botanical art.

A step-by-step watercolor guide suitable for all skill levels.

# Watercolour: The Animal Kingdom

Miriam Sugranyes



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

---

## About the book

Each animal is a challenge, an opportunity to decompose it into stroke and stain. It is a process of unlearning and deconstruction. The time the watercolor dries between the steps, is the moment to prepare mentally the next stroke. Some brushes, paper and a watercolor paint set is all you need.

**15 animals from panda to gold fish, in just three steps.**

---

## Specs

20.5 × 15.5 cm  
Paperback  
128 pp  
10,000 words  
€16.90  
9788425234682

---

## Selling Points

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

---

## Rights sold

English, French and Russian



Step 1



Step 2

Step 3



**MEMORIA DEL GESTO**

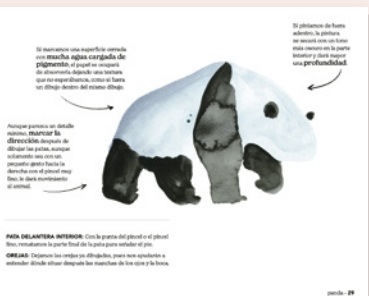
Con lápiz o con tinta, copia la figura siguiendo los trazos en el orden y la dirección indicados.



página 28



29 actividad



página 29



30 actividad



página 31

# Creative Portraits

## On the art of losing friends

Lluísot



## The indispensable tool to learn how to draw life portraits

---

### About the book

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

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

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

---

### Selling Points

- Drawing for fun, light years away from boring drawing lessons.
- A famous artist guides you through his personal style and dares you to forge your own.
- Resources, advise, small tricks to get started and to keep going.

---

### Specs

21,5 × 28 cm  
Paperback  
184 pp  
7,000 words  
€21.90  
9788425234361

---

### About the autor

Lluísot is an illustrator, cartoonist, scriptwriter, urban sketcher, and teacher living in Barcelona. He started publishing in the famous satirical magazine *El Jueves* in 1983. His illustrations have been published in many other magazines, books and newspapers.

### Ejercicio: manos

**Ejercicio 1:** Para practicar vamos a dibujar una mano en dibujo. Que mejor modelo que el de nuestra mano sosteniendo el lápiz, así podremos observar con más detalle cómo se fijan en ella.

Observa bien que, al tratarse de una perspectiva, conviene dibujar las partes de la mano por partes.



**PASO 1:** Dibuja lo que está más cerca de tu mano: el pulgar.

**PASO 2:** Lo siguiente que ves: el dedo índice.

**PASO 3:** Lo siguiente: el dedo...



**PASO 4:** Después, pasa a línea del resto de la mano por detrás del bolígrafo.

**PASO 5:** Y finalmente: el resto de dedos.



#### TÍPICO ERROR:

No estar atento a qué está delante y qué detrás hace que nos precipitemos a dibujar el perfil del torso de la mano, sin darnos cuenta que el bolígrafo está delante.

Procura dibujar la mano desde el ángulo en el que se vean los dedos. Vístela por detrás la mano por un muñeco.



50

### Ejercicio 2: Escríbele con otros amigos dibujantes para dibujar las manos unos a otros.

Una cosa curiosa que he observado al dibujar manos que dibujas es que los que ya tenemos cierta habilidad para dibujar el bolígrafo "correctamente", en dibujo, parecen estar muchas horas escribiendo y dibujando sin que nos dé la cuenta.



Actualmente, como todo se escribe en teclado y en pantalla no se le da importancia a cómo se debe sujetar un bolígrafo.

Me resulta divertido ver y dibujar las mil maneras complicadas con las que una persona puede ser las ingenias para sujetar el bolígrafo. Fíjate bien en cómo sitúa los dedos así empezaría a personalizar también cada mano.



51: Retiro de cuerpo entero

## EL COLOR

No soy aficionado a pintar mis dibujos. Me gusta el poder que tiene el trazo, la línea, cómo se describen minuciosamente todos los detalles del dibujo con él.

Si el color no es la esencia de tu estilo artístico, es mejor que seas prudente.

Yo solo doy unos toques de color a mis dibujos para hacer destacar algo en concreto: el color del pelo, el estampado de un vestido, una comida... Así puedo mantener la esencia de la línea en el dibujo.

Aunque puede que la acumularía por ser muy resultona y efectiva, una una de las técnicas más habituales en el mundo del sketching, aquí no la tratamos (hay infinidad de excelentes libros que tratan sobre ella). De todos modos, te doy un consejo: utiliza líneas suaves. He observado demasiadas veces cómo la gente, después de hacer un magnífico dibujo a línea lo tapa con el color. Una lástima...

### LÁPICES DE COLORES

Es bueno usar lápices de colores para añadir color a mis dibujos. Son fáciles de transportar y te permiten dar color con rapidez. Me encanta esa sensación de irte pagando con sus lápices de colores.

A veces lo dibujo todo con lápices de colores y otras solo los uso para resaltar algún detalle.

Algunos dibujos mezclando los polímeros de Faber-Castell con los de Koh-i-Noor.



52



53: Color

# Sketching Fashion

## A practical history of fashion illustration

Laia Beltran & Lucy Victoria Davis



## For admirers of past and present fashion illustration

---

### About the book

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

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

---

### Selling Points

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

---

### Specs

14 × 19 cm  
Hardcover  
224 pp  
22,500 words  
€22.90  
9788425233821

---

### About the author

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

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





## Paint Your World

Resources and advice to create your own sketchbook

Maru Godas

Start painting and express yourself in your sketchbook!

### Specs

21 × 24 cm  
Paperback  
178 pp  
25,000 words  
9788425230806  
Not yet published

### About the book

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

### About the author

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

### By the same author





2<sup>nd</sup>  
print

### Specs

17 × 24 cm  
Paperback  
128 pp  
9,900 words  
€16.90  
9788425231612

### Rights sold

French

### About the author

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



## Green Au Naturel

### Drawing techniques for nature illustration

Santi Sallés

## A manual for nature drawing

### About the book

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

### Selling Points

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

# The Creative Shift

Ío Bru



## Here begins your journey to a creative career

---

### About the book

Artistic and creative hobbies play a powerful role in our lives. What happens when we decide to turn them into our profession, in order to share them with the world—and, in return, make a living from them?

Unfortunately, the answer is that the vast majority of those who try end up failing and falling by the wayside. Why is this transition so difficult? And what can be done to stop this from happening, so that many more talented people can succeed?

In this book, the author aims to uncover the keys to the major short circuit that arises between hobby and profession: resistance to the learning process, harsh inner criticism and constant self-judgment, creative blocks and self-sabotage, imposter syndrome...

This book is a complete travel guide: on one hand, the *inner journey*, which pushes us to forge a new relationship with our passion, let go of unhelpful patterns and dynamics, and transform the way we think, feel, and relate to what we love to do; on the other hand, the *outer journey*, which involves learning with intention, training consistently, refining our skills, and understanding how to carve out a path in the professional world.

That said, each person must make this dual journey by following their own path. That's where the key lies.

---

### Specs

14 x 21 cm  
Paperback  
256 pp  
67,000 words  
9788425234163  
Not yet published

---

### About the author

Ío Bru is explorer, researcher and mentor, passionate about creativity.

She is illustrator and graphic designer. She founded in 2012 *Ilustrando dudas*, a mentoring company for creatives.

[ilustrandodudas.com](http://ilustrandodudas.com)

tus circunstancias vitales

tu personalidad,  
tus peculiaridades,  
tus valores

tus gustos,  
inquietudes,  
intereses

## **TU VOZ ARTÍSTICA**

tus capacidades,  
conocimientos y  
experiencias

tu creatividad  
y tu manera  
esencial y  
natural de crear  
y expresarte

---

## What it means to be a CreaPro

Being a **CreaPro** means being someone committed to personal, artistic, and professional development.

It's about embracing the challenge of living off art, creativity, and imagination as a sustainable professional project with the purpose of contributing to and enriching the world around them.

Being a CreaPro means taking your path seriously, prioritizing it, and enjoying it fully—despite the challenges that may arise—because you see those challenges as learning opportunities that will help you grow, empower yourself, and go far.

Being a CreaPro is knowing that every step you take in your creative and professional transformation brings you closer to fulfillment, deeper connection with your purpose, and becoming a stronger and more valid version of yourself.

Being a CreaPro involves combining technical and creative skills with an entrepreneurial mindset, discipline, strategic organization, and a clear vision of who you are and what artistic voice you want to share with the world. The goal is to achieve a sense of balance—both personal and professional.

Moreover, being a CreaPro means understanding the rules of the game so you can learn how to navigate the professional world. You defend your profession, know how to say “no” when needed, and share your experiences and knowledge generously and openly.

A CreaPro knows how to value his work and find ways for money to flow as a result of being strategic and intelligent in developing his project. Even though making money isn't the ultimate goal of living off art, he understands that money is an accelerator and an enabler—so he cultivates a healthy relationship with it and fights for his work to be respected and fairly compensated.

Finally, a CreaPro knows that success lies in enjoying the process and continuing to move forward. As in any exciting adventure, it takes faith and trust to keep going, along with awareness and flexibility to adapt.

---

## Processes addressed

- **Production System:** organize the stages of your creative process
- **Self-Learning System:** create a personal plan and methodology for study, training, and ongoing education.
- **Promotional System:** develop effective strategies for promoting your work.
- **Financial System:** create a simple, clear operational system to manage income, expenses, taxes, and savings.
- **Organizational System:** incorporate tools that boost productivity and help you prioritize tasks and goals effectively.
- **Feedback and Improvement System:** analyse your work and draw conclusions to improve its quality, expressiveness, technical aspects, etc., through engagement with peers, teachers, or mentors.
- **Motivation, Resilience & Celebration System:** establish rituals that strengthen your mindset, support emotional regulation, and sustain your self-esteem and motivation over time.
- **Well-being and Self-care System:** Basic habits for taking care of your body, mind, and heart—like sleep, nutrition, exercise, and meditation.
- **Connection and Networking System:** Connect with peers, learn by attending events and meetups, and build a network

---

## Table of Contents

Here begins your transformation

- **1. Passion**
- **2. Creation:** Where does your creative energy come from, and how does it affect the way you relate to the world?
- **3. Decision:** Why do you want to turn your passion into a profession?
- **4. Transition:** How do you need to shift your mindset regarding your hobby?
- **5. Preparation:** How should you train to live off your passion?
- **6. Mission:** How do you want to contribute and make an impact with your passion?
- **7. Profession:** Is passion all you need to build a profession?
- **8. Action:** Are you ready to put everything we've seen into practice?
- Extra resources to keep learning.

# Everyone Sees What They Know

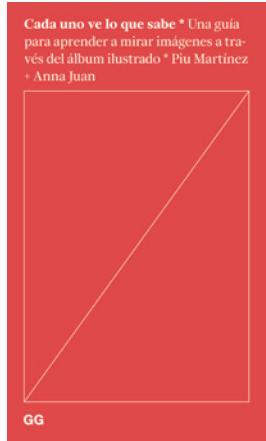
A guide to learn to see images  
through picture books

Piu Martínez & Anna Juan

Are we fully aware of what we see?

What happens when, instead of  
reading words, we read images?

Have we learned how to look as  
we have learned how to read?



---

## About the book

Each word, each concept, Munari said, was first a gesture. In his workshops and labs with children, his methodology was based on “doing to understand”: educating the gesture to grasp the concept.

The purpose of this guide is similar to what Munari proposed in his workshops, though its approach is the opposite: **to educate concepts and, through them, cultivate expert gestures.** It aims to provide the vocabulary to focus on the form rather than on the content—in other words, on the decisions and gestures that have gone into creating these works.

The picture book is fertile ground for children (and adults too) to understand aesthetic or literary reading as a game of rules, where every element matters, and where paying attention to small discoveries allows us to inhabit the work and fill its voids, fostering multiple interpretations. It is, therefore, an invitation to a type of reading that remains attuned to how the various languages of a picture book operate, how they interweave, and their aesthetic dimension.

---

## Specs

15 × 25 cm  
Paperback  
296 pp  
€26.00  
9788425235504

---

## Rights sold

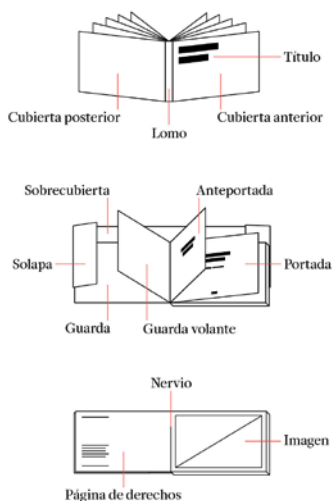
Portuguese (Brazil)

# -ותו סוב

## Afinar el lenguaje para aprender a mirar

A veces, el simple acto de preguntarnos por el significado de las palabras que utilizamos a diario resulta revelador. Gastadas por el paso del tiempo, apropiadas y reutilizadas incansablemente en las múltiples interacciones de nuestra vida, parecen tan obvias que no cabe detenerse a pensarlas. Pero cómo usamos las palabras y el sentido que les damos de forma automática dice mucho de cómo comprendemos el mundo, de cómo lo ordenamos y de la potencia que estas guardan para construir o empujar nuestros modos de ver.

En 1991, el arquitecto, autor e ilustrador de la aclamada serie de libros *Cómo funcionan las cosas*, David Macaulay, poseó el título de "Seeing Things" a su discreto aceptación de la medalla Caldecott, el máximo galardón para los libros ilustrados en Estados Unidos. Lo que aparentemente iban a ser unas palabras de agradecimiento y un breve repaso a su trayectoria profesional se convirtió en pocas líneas, en un alegato en defensa del dibujo como herramienta básica para detenerse a mirar la realidad. Dibujar, señaló Macaulay, requiere



guardar) es la última superficie del libro y tradicionalmente se utiliza como espacio promocional. Acostumbra a contener un breve texto descriptivo del contenido de carácter evocador, con clara voluntad comercial, o bien incorpora comentarios de la crítica. También suelen incluirse apellidos comerciales tales como el eslogan de barras o el número de ISBN (International Standard Book Number) que es el identificador internacional del libro. En la literatura infantil, los textos de la cubierta posterior tienden a ser más explicativos que sugerentes. En ocasiones, algunos álbumes incluyen en ella una ilustración que puede tener función narrativa. Otras veces, solo se utiliza como espacio final para cerrar la historia o para ampliarla hacia otras lecturas. Autoras como Lauren Child han utilizado este espacio periférico para proponer juegos metaficticiales. Otros autores, como Claude Ponti o Gilles Bachelet, han llegado a intervenir el ISBN para convertirlo en parte de la narración.

### Dedicatoria

Nota o texto dirigido a la persona a quien se ofrece, destina o honra la obra. En la historia del álbum existen algunas dedicatorias emblemáticas por su poder evocador o de juego como la de Shel Silverstein a Urenda Nordstrom en *Where the Sidewalk Ends*, la de Clark Van Allsburg a su amigo Maurice (Sendak) en *La escuela de la risa*, la de Bruno Munari a Remy Charlip y John Cage en su *Caperucita Blanca*, o la de Ann y Paul Rand en *Chéjov y sus amigos*. Para todos los niños a los que les gustan los helados.

### Cintas

Hojas de papel que se adhieren a las cubiertas interiores (o contracubiertas) para sujetarlas a la tripa del libro. Su primera función obedece a las necesidades prácticas de la encuadernación. Dependiendo de si las guardas van fijadas a la cubierta anterior o posterior, hablamos de guardas

---

### About the authors

**Piu Martínez** holds a degree in Library and Information Science and a master in Publishing. She is a librarian, book seller and educator in reading mediation and dissemination of the picture book. She also works as a freelance editor and scout. She is director of the series *Libros asombrosos* at the publishing house Barrett.

### **Anna Juan Cantavella**

holds a PHD in Social and Cultural Anthropology and a master in Children Books and Literature. She is a teacher and researcher specializing in the didactics of literature at the Universitat Autònoma de Barcelona (UAB). She collaborates with libraries and schools to enhance reading programs and literary education.

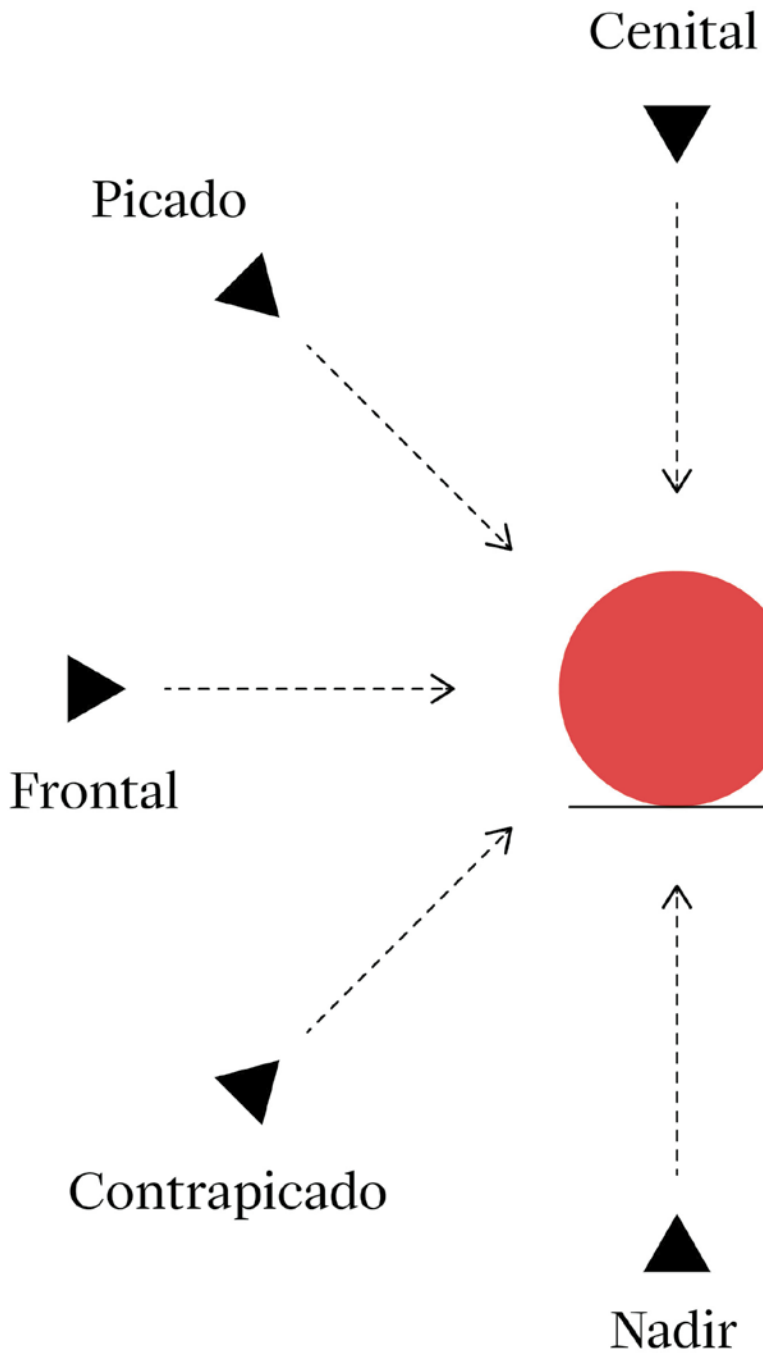
**Together**, they are the curators of the literary festival Món Llibre organised by the Institute for Culture of Barcelona (ICUB). They also lead various institutional projects promoting literature and reading culture.

---

This guide is not intended to be a technical or strictly academic document. Instead, it is an accessible **resource designed to offer some basic coordinates for learning to look at picture books and read images.**

The structure of this guide consists of three parts: the first delves into the meaning of the picture book as a medium; the second examines the various languages that make up the picture book as a multimodal object; and the third and final part outlines some of the key processes and elements involved in turning the picture book into a product of the publishing industry.

The authors have also developed a **series of glossaries** to help organize the gained knowledge and explore the vocabulary needed to understand the visual grammar, the workings of the sequential and artifactual language, and the impact of graphic and editorial design elements in picture books.



## Make It!

Turn your creative skill into a business and thrive doing what you love

Martina Flor



## Unlock the door to your dream creative career

---

### About the book

This is the story of an imaginary aspiring artist named Mary, eager to break free from the monotony of a job she despises. The only creative time she manages is the hours dedicated to creating illustrations in the evening, often overshadowed by other responsibilities or events in her life and work. Fed up with the persistent misery and the feeling that she's not living the life she envisioned, Mary encounters one of her idols—The Artist, a lettering artist with an impeccable career in Europe. The story unfolds as The Artist imparts wisdom to Mary, guiding her from amateur to pro and teaching her how to build a business around her creative skills.

There are many reasons why you'd want to build a business around your unique skills:

- Your solo business may be the best container for doing the work you love for the people who need it the most.
- It may provide you with the creative freedom you're looking for.
- It may give you the freedom and flexibility you're craving.
- It has the potential to earn you more money.
- You may want people to recognize you for doing exceptional work.

---

### Specs

14 x 21.5 cm  
Paperback  
176 pp  
48,000 words  
€19.90  
9788425235931

Después de verse con La Artista, Mary volvió a casa y se sentó a imaginarse cómo sería su vida al cabo de cinco años. Necesitaba algo que desear, una vía de escape al agobio que la aplastaba a diario. En la misma servilleta de papel que le había dado La Artista, escribió:

*Dentro de cinco años:*

- Me ganaré la vida gracias a mis habilidades creativas.*
- Trabajaré menos y me enfocaré en lo que mejor hago.*
- Me tomaré un mes de vacaciones al año.*
- Tendré un equipo reducido que lleve el negocio!*
- Me mantendré fuerte y sana.*
- Trabajaré con unos cuantos clientes que confíen en mí, valoren mi trabajo y respeten mi tiempo.*

A Mary le llenó de esperanza y alegría imaginarse ese futuro para ella y para su negocio. Estaba deseando ponerse a trabajar y convertirlo en una realidad.

\*\*\*

A los pocos meses, Mary contrató a su primera ayudante, Sarah, una conocida que se convirtió en la gestora de su estudio. Trabajaba a tiempo parcial, y su ayuda supuso un enorme alivio para Mary. Se encargaba de la comunicación y la integración con los clientes, la facturación y demás papeleo. También mantenía actualizado el portafolio, una tarea que Mary había ido dejando de lado por tener otras prioridades.

Con ese tiempo recién recuperado, puso al día sus paquetes de diseño y eso le permitió subir las tarifas. Llevaba casi un año

queriendo hacerlo y, con la ayuda de Sarah, en un par de semanas lo tuvo listo. Se enfrentaba cada mañana al trabajo con ganas, y hablar con Sarah le alegraba el día.

Un lunes, Mary llegó al estudio y se encontró con una taza de café esperándola sobre su mesa, que estaba limpia y despejada. «Estoy empezando a querer de verdad a Sarah», pensó. Aquel era un punto de partida perfecto para abordar su siguiente desafío: planificar su baja maternal después del nacimiento del bebé.

A Mary le preocupaba cómo gestionar su actividad creativa cuando naciera. Por la naturaleza de su trabajo, los clientes dependían de sus diseños cada temporada. Si faltaba una temporada entera, arriesgaba la relación con algunos de ellos. Tenía que encontrar a alguien que pudiera hacerse cargo de la parte creativa o, al menos, de una parte considerable.

Mientras bebía el café, Mary empezó a anotar en una hoja grande las posibilidades que se le ocurrían. Tenía que dar con una solución enseguida.

\*\*\*

Cuando Mary se puso a buscar a otros ilustradores especializados en diseño de estampados para ropa, descubrió que no había nadie con ese perfil concreto. Eso la reafirmó en la decisión que había tomado en su día de centrarse en ese ámbito. Dio con algunos ilustradores y artistas del lettering que contaban en su portafolio con diseños de estampados, pero trabajaban con estilos y paletas muy característicos, a diferencia de Mary, que los adaptaba a cada cliente.

Un lunes por la mañana, recibió un correo de Sarah en el que le adjuntaba un currículum y una nota breve: «Por si te interesa: puede que este sea un buen candidato para ayudarte con los diseños, Sarah».

El currículum era de su primo, estudiante de último curso del grado de Diseño gráfico. Se presentaba para hacer prácticas y manifestaba un marcado interés por el lettering. Pese a tener escasa experiencia, estaba más que dispuesto a dedicar el tiempo necesario a aprender de Mary.

drían beneficiarse de tu trabajo. Intenta que lleguen a la veintena y clasifícalas de *worm a cold leads*.

Mary empezó a hacer una lista mental de las marcas que se le ocurrían.

—Luego averigüas quién es la persona que podría contratarte. No hace falta que sea el director o el dueño, sino la persona con la que colaborarías. Busca el contacto directo con ella.

—¿Cómo el jefe de producción de mi anterior trabajo? —preguntó Mary.

—Eso es. Después, prepara una forma de contactar con esa persona que no vaya a olvidarse. Puedes hacerlo de varias maneras: un correo, una tarjeta elaborada u otro tipo de material promocional. Da igual el formato, pero ha de ser especial y personalizado. También debes atender a sus puntos débiles, ayudarle a reconocer por qué son problemáticos y ofrecerle una solución.



GRÁFICO PROCESO DE CONTACTO CON LOS CLIENTES.

#### CONSEJO DE LA ARTISTA

Establece una relación con los clientes potenciales: atiende a sus debilidades, haz que sean conscientes del problema que los lastra y demuéstrales cómo puedes ayudarles a resolverlo.

A Mary le entusiasmó la idea de hacer algo original y creativo: aquello era lo suyo. Ya tenía en mente algunas ideas.

—Una vez hayas contactado con ellos, acuérdete de anotarlo en tu lista y estaré al tanto de su respuesta. Debes mantener un contacto periódico con ellos. Recuerda que la clave es la repetición —le aconsejó La Artista.

#### CONSEJO DE LA ARTISTA

Contactar con clientes potenciales no es una acción puntual, sino un proceso que implica reiteradas interacciones. De ese modo te mantienes en sus pensamientos y, cuando estén listos, serás la primera persona en la que piensen para ayudarles con sus problemas.

\*\*\*

La charla con La Artista fue revigorizante para Mary. Aquella mañana temprano envió algunas artes finales y se pasó la tarde trabajando en su propuesta de contacto con los clientes potenciales.

Se dio cuenta de que se le abrían un montón de oportunidades... ¡le encantaba tener un plan con el que ponerse manos a la obra de inmediato! Consultó sus notas sobre las debilidades que estos podían tener:

- Problemas de propiedad intelectual y necesidad de material original.
- Falta de tiempo o cualificación.
- Miedo a que los percibirían como baratos o ridículos.
- Preocupación por mimetizarse y no destacar.

Mary tenía que adaptar algunas cosas, como el texto de su web, la biografía e incluso sus perfiles en las redes sociales.

Ya sabía cuáles eran las preocupaciones de sus clientes potenciales y cómo mejorar sus paquetes de servicios. Incluyó una declaración sobre la propiedad intelectual para garantizar a sus

---

**Table of Contents**

Foreword

Preface

**1. A Creative in Crisis**

**2. Learning the Fundamentals**

**3. Transforming from Amateur to Pro**

**4. The Creative Process**

**5. Vision and Portfolio**

**6. The Business of Creativity**

**7. Finding the Right Community**

**8. Marketing and Lead Generation**

**9. Scaling the Business**

**10. Delegating Work**

**11. Knowing You're on the Right Path**

Implementation guide

Your Next Step

Summary of Mary's Insights and The Artist's Tips

Acknowledgements

---

**About the author**

Martina Flor is an award-winning lettering artist, author, and educator.

Martina has collaborated with clients like Adobe, Mercedes Benz, and Penguin Random House, delivered numerous talks at design conferences —including a TEDx talk—and published influential books such as *The Golden Secrets of Lettering* and *The Big Leap*.

Martina's unique approach to teaching has empowered tens of thousands of graphic designers, illustrators, and aspiring artists to build successful careers. Her books, courses, tools, and coaching have reached over 100,000 people worldwide. She also hosts the podcast Open Studio, dedicated to helping creatives build fulfilling careers doing what they love via her online mentoring platform.

[martinaflor.com/mentorship](http://martinaflor.com/mentorship)



YOUR DAY



Most  
important  
stuff

Least  
important  
stuff



# Neutopia

## Contemporary utopia and design of the future

Oscar Guayabero

### Against defeatism

### How to imagine the future in positive

---

#### About the book

Dystopia is the paradigm. Apocalypse looms. It seems easier to envision the end of the world than the end of capitalism.

#### How can we find elements for optimism in design, both in mindset and action?

Let's research some past and present utopia and try to "engender" future scenarios.

Oscar Guayabero and the invited co-authors explore this question by examining past and present utopias and analysing how they can inspire future scenarios. Drawing on the concept of "neutopia," a dynamic counterpoint to the fixed ideals of utopia and dystopia, **the book identifies cracks in our seemingly determined future.** These cracks offer opportunities for transformation, built on principles of diversity, sustainability, humanized technology, food security, housing, energy, and more.

Through a rich analysis of past present and future utopia, concepts such as precarity, heterotopia, servitization, protopia, gamification, transhumanism, and multiscaling may help to imagine a future that can actively shape the present.

---

#### Selling points

- An invitation for design students to think about the future in a proactive way.
- What can we learn from other imagined futures?
- Featuring a prologue by Ezio Manzini.



---

#### Specs

16,5 × 24 cm  
Paperback  
264 pp  
60,600 words  
€ 24.90  
9788425235528

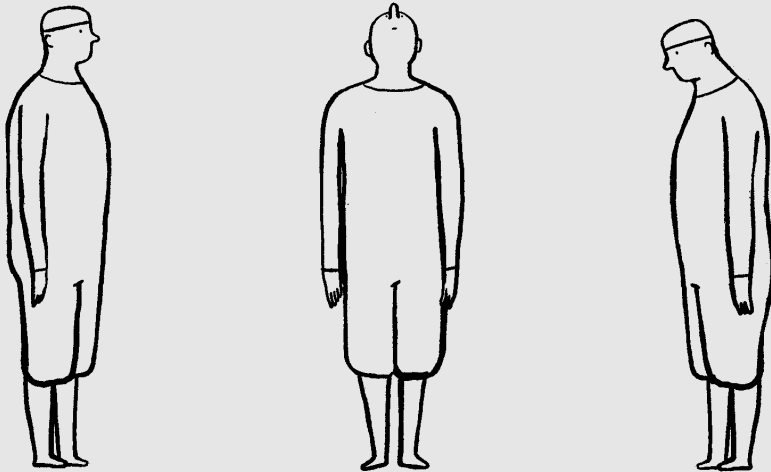
---

#### About the autor

Oscar Guayabero is professor, designer and curator. With a degree in Product Design from the Escola Massana, he currently teaches at Escuela superior de diseño, Eina and Elisava in Barcelona. Among his exhibitions, *Diseño para vivir* (Design to live), (Museu del disseny) has been awarded with the Premi de la Ciutat de Barcelona. He is the author of several books, such as *Retrato imperfecto de Curro Claret*, published by Editorial GG and *El diseño para el día antes* published by Experimenta.



# GURIDI

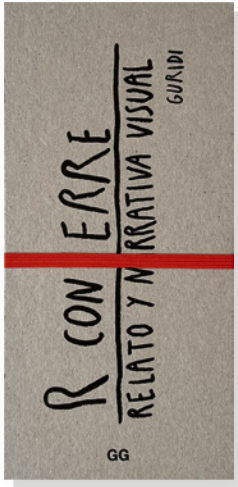


---

## About the author

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

Besides two (Spanish) National Awards (2015), he has obtained international recognition: among others, he has been finalist of the Anderson Award (2016), obtained a special mention of the Bologna Ragazzi Awards (2018) and won the Ibbby Belgique Libbylit Award (2021).



# Stories and Visual Narratives

Guridi

## Embark on a Visual Journey

---

### Specs

Leporello book  
11 × 22 cm folded;  
98 × 22 cm opened  
877 words  
€12.00  
18 pp  
9788425234637

### About the book

In this new book, internationally renowned illustrator Guridi explores **how to engage readers through visual storytelling.**

The author offers practical advice on creating suggestive and consistent narrative images, exploring the relationship between text and image, and defining the graphic expression of the characters.

He provides detailed insight into sequentialization through page and spread composition.

This beautiful leporello book should find a place on all artist's desks inspiring them while they **transform their stories into visual narratives.**

*“Visual storytelling involves guiding the reader's interpretation, indicating in some way how we want what is represented to be seen.”*



**(as readers)**

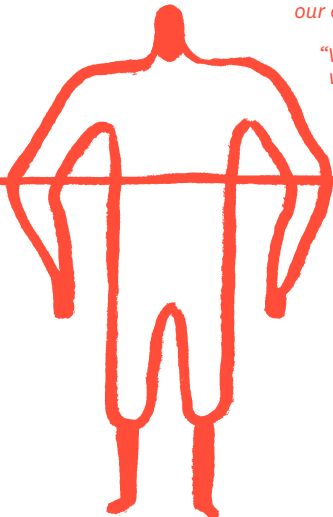
*"It is inevitable, the narrative image appeals to us emotionally, questions us, and we must respond."*

**(as creatives)**

*"Visual storytelling means defining reading criteria, guiding the reader in his interpretation of what we represent, showing our intentionality."*

*"Through the images we have the opportunity to share our vision, to reinterpret the world, to explore our emotions, affections and communication."*

*"Visual stories are everywhere: from the moment we observe someone distractedly, we imagine -immediately, spontaneously- a story".*



Which structure has your story?



# Imperfection

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

Guridi

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

---

### About the book

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

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

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



---

### Specs

15 × 21 cm  
Paperback  
112 pp  
5,500 words  
€14.90  
9788425232268

---

### Rights sold

Italian



Lo innecesario es a menudo un estorbo para la comprensión de la imagen. Si algo está es porque tiene que estar.

DEFIENDE  
TU TRABAJO  
DÓTALO  
DE SENTIDO,  
HAZLO TUO  
INTRANSFERIBLE  
INDISCUTIBLEMENTE (TUO)

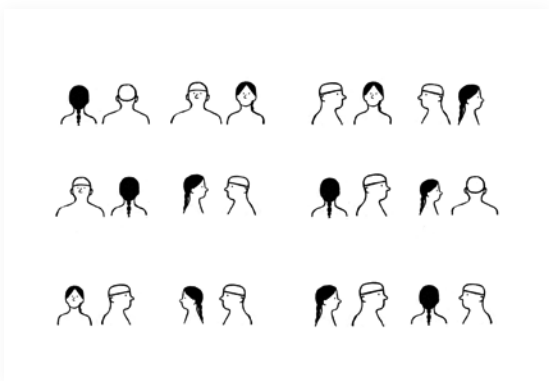
Diálogo con la cafetera, 12:07 pm

- ¡a, preparadita para mañana cuando me despierte curioso, curiosísimo...
- Me gusta más cuando me dejas con el resto del día anterior.
- ¿Por qué?
- No sé, me quedo más satisfecha, con más historias.
- Pero, si te preparo, tienes la posibilidad de vivir nuevas sensaciones.
- Eso es lo que me da miedo.
- ¿En...?
- Se fin... ¡hasta mañana!
- Eso espero...



Diálogo con la cafetera, noche de calor número 9

- He compuesto una elegía.
- ¿Sí?
- Sí, mira: "A los que se quieren, besos, a los que no, besos, a los que no se besan, besos y a los que se besan, buenas noches, besos".
- Eso es con muchos besos.
- Sí, la gente necesita que la besen, y que la abracen.
- Dese un abrazo.
- Cuando te enfíes.
- Vale.
- Buenas noches.



## Intervals

### The silence of images

Guridi

---

#### Specs

15 × 21 cm  
Paperback  
96 pp  
3,500 words  
€14.90  
9788425234118

---

#### About the book

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







## Specs

17 × 23 cm  
 Hardcover  
 140 pp  
 16,000 words  
 €24.00  
 9788425233470

# Magic Jungle

A manual to develop  
 our creative spirit

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

Explore and develop your creativity

## About the authors

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

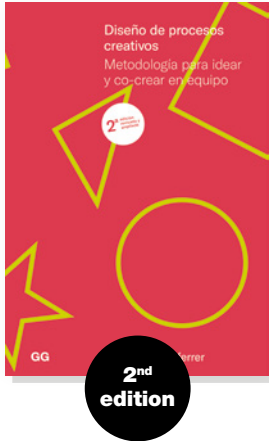
## About the book

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

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

**THE CREATIVITY ORACLE**  
 Coming soon!

**Format:** 57 cards (12.5 × 8.5 cm, rounded corners)  
**Box:** 13.5 × 9 cm  
**Booklet:** 8 pp. (20.5 × 15.5 cm, paperback)



# Design of Creative Processes

Method for generating ideas and co-creating for teams

Alejandro Masferrer

## The ultimate guide to co-creation

---

### Specs

16 × 23 cm  
Paperback  
192 pp  
23,500 words  
€18.90  
9788425235283

---

### Rights sold

French

---

### About the author

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

---

### About the book

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

### You will learn to:

- Create as a team in an efficient and pleasant way.
- Distinguish the five stages of an ideation process, their key role during the process and their requirements, rules and goals.
- Avoid the usual bad habits, such as critical attitudes, wariness towards new ideas, complacency or demotivation.
- Design different typologies of creative sessions (design sprint, hackathon, innovation session).
- Solve the most common problems that emerge during sessions.

---

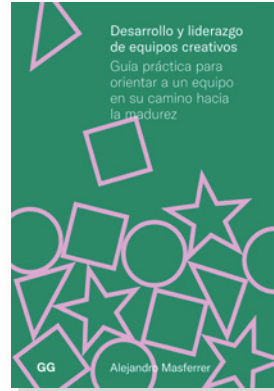
### Selling Points

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

# Team Management for Creatives

A practical guide to leading and supporting your team on its journey to identity and maturity

Alejandro Masferrer



## A manual for teams

---

### About the book

Team development is a process that can be understood and managed, with distinct stages, highlights and goals. It is also flexible and adaptable. This book delves into each stage, examining team members' attitudes, team structures and the leadership models. The author redefines conflict as a driver for change, explores team management as a creative process (as studied in his former book), introduces the principles of non-violent communication, and analyzes common dysfunctions. Finally, guidelines are developed for leading teams through the different stages, addressing the definition of priorities, value definition, leadership techniques, expectation management, pitfalls to avoid and effective communication for each of them. A planification of the maturation process is proposed, along with practical tools.

**How to develop complete, mature and effective teams and a workbook for non-conformist teams who want to step up.**

---

### Specs

16 × 23 cm  
Paperback  
204 pp  
40,000 words  
€18.90  
9788425235368

---

### Contents

**Four stages defined:** group, disagreement, structure, and efficiency.

**Key issues covered:** leadership, communication, responsibility, and values.

**Conflict management:** how to handle conflict, frustration, and expectations.

**Teamwork in practice.** Practical tools: checklists for situation assessment, to-do lists, and progress measurement.



# Purpose for Creatives

Roles, profiles  
and personalities

Alejandro Masferrer

---

## Specs

16 × 23 cm  
Paperback  
approx.192 pp  
23,500 words  
€18.90  
9788425232435  
Not yet published

---

## About the book

How to develop a creative team based on the individual strenghts, mentalities and purposes of its members.

- Talent management.
- Based on roles in stead of tasks
- Team building and career building.
- Types of creative personalities.
- Talent, frustration, comparison, vision, purpose, perspective.



The circle



The square



The star



The open  
triangle



The closed  
triangle

# Seashores

Alex Nogués

Illustrations by Alba Azaola



---

## About the book

In *Seashores*, the author narrates his passion for nature as a natural continuation of the adventures he lived on the beaches of his childhood (The delta of the river Ebro). His admiration for the absolute beauty of nature and his need to share it with the reader (or with the other people present in the book), results in an engaging first-person narration of his visits to seashores of many kinds all over the globe. The book consists in a succession of forty short pieces.

---

## Selling Points:

- A revelation of the treasures of the sea and coast.
- Short, poetic stories inspiring us to enjoy and cherish nature.
- 20 small b&w illustrations to enhance the edition.
- For all readers, the style is simple, no specific knowledge is required. Nonwithstanding the book is appealing to the most demanding among us, for its delicacy, it's almost poetic style and the information it contains.

---

## Specs

13 × 20 cm

Paperback

184 pp

31,000 words

€18.90

9788425235092

---

## About the autor

Alex Nogués is a geologist with a passion for reading, writing, and studying nature. He is a renowned author for children with titles such as *Un ramo de malas hierbas* (*A Bouquet of Weeds*), *Un millón de ostras en lo alto de la montaña* (*A Million of Oysters on Top of the Mountains*), or *Un pelo en la sopa* (*There's a Hair in My Soup*), translated into many languages. *Seashores* is his first book in nature writing for adults.

## I Time

All those moments will be lost in time,  
like tears in rain...

### **Nexus 6 / Blade Runner**

**O**ne day in early July a few years ago, we walked over a cemetery of enormous ammonites. On one side, the Jurassic cliffs of Lyme Regis watched over us, the same cliffs where Mary Anning discovered fabulous fossil skeletons of marine reptiles nearly two hundred million years old. On the other side, the English Channel opened into the Atlantic Ocean.

Squeezed in our raincoats, we traversed a narrow crevice of space and time. We circumvented the rocks, marveling at each new ammonite, larger than the last. In a few hours, the tides would cover the cemetery again. In a few years, the sea would devour it completely. That magical and unique place was a snapshot of a moment from a distant past, about to vanish forever.

The shoreline, which had once been sea and would be sea again.

Not far away, a seal poked its head out and looked at us. It was a creature from another world, so near yet distant at the same time. We shared with it, and with so many creatures, a tiny strip where we could communicate, a place that is neither sea nor land, where we could walk and find treasures that speak to us of those other worlds, other lives, and also of ourselves with a new perspective.

The seal dove back in to continue hunting. We continued walking over an ocean of ammonites hunted by time.

How many kilometers have I walked along the shore? I wondered. How many marvels have I found?

**This book is a collection of micro-journeys, a guide to land-based diving, for diving with the mind, but above all, it is an inventory of treasures. A cabinet of curiosities of what the sea brings to our feet and the mark it leaves on our lives.**





# Plant Magic

by Ana Gayoso

**Following the seasons,  
Ana Gayoso guides us through a world  
where plants are the absolute heroes**

**Astrological botany, remedies,  
and cosmetics in connection with  
the rhythms of nature**

---

#### **About the books**

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

- A treasure of knowledge about plants and the elaboration of natural remedies and cosmetics by an outstanding specialist.
- Both a practical manual with basic recipes for food, remedies, and cosmetics, as well as an inspiring example of practice of ecological agriculture.

---

#### **About the collection**

Vol. 1: Air  
Vol. 2: Fire  
Vol. 3: Earth  
Vol.4: Water

---

#### **About the author**

Ana Gayoso is the founder of El jardín de las lilas, a family farming business of permaculture, where they cultivate and harvest several plant varieties and transform them into hydrolats, essential oils and extracts. Through this work, they express their love for nature and honor its rhythms in pursuit of harmony.

[eljardindelaslilas.com](http://eljardindelaslilas.com)



**About the book**

In this **first volume** we focus on the element Air, seduced by its volatility and enjoying its flow.

In the **first chapter**, when the Sun transits through the sign of Aries, we will get familiar with the basic concepts of spagyrics and prepare the ritual of Ostara and the spring equinox. We will learn how to extract the active principles from the plants through distillations, tinctures, infusions, and macerations.

In the **second chapter**, with the Sun in Taurus, we will prepare the fertility ritual of Beltane. It is the time of the fragrances, so we will prepare perfumes and other aromatics for cosmetic, magic and healing purposes. We will extract essential oils and classify them according to their elements and strengths.

With the **Sun in Gemini**, we will analyse plants, how and when to collect them, following the cycles of the Moon to enhance their properties, and how to process them for proper preservation. We will learn to see their strengths, which will give us clues about their possible uses. We will signature them and get to know the zodiacal climates in our bodies. Also, on a more scientific level, we will focus on the active principles of the plants and their solubility in different solvents.

Featured plants are nettles, hawthorn, roses, elder, lavender and sage.

In the kitchen, we'll prepare peas with mint, pasta with clams and potato salad with capers.

**Vol. 1 Air**

Ana Gayoso

**Specs**

19 × 26 cm  
 Hardcover  
 192 pp  
 45,000 words  
 €24.90  
 9788425234194

**Rights sold**

French



## Vol. 2 Fire

Ana Gayoso

---

### Specs

19 x 26 cm  
Hardcover  
168 pp  
42,000 words  
€24.90  
9788425235603

---

### About the book

In this **second volume**, we approach the light, which is now at its highest intensity. The burning and passionate fire will guide us through its signs to one of the most extreme poles of the year, the coagula pole, the most sulphurous moment of the solar cycle.

In the **first chapter**, with the Sun in Cancer, we will prepare a ritual to celebrate Litha and the summer solstice, a feminine and mercurial sign to complement the most sulphurous season of the year and, at the same time, the gateway to darkness.

We will learn the distillation process to obtain universal mercury or Spiritus Vini, also known as brandy; the different types of liquors and spirits and how to prepare ratafia.

In the **second chapter**, with the Sun in Leo, we will perform a ritual to thank and bless the harvest the earth has given us: it is time to celebrate Lammas or Lughnasadh. We will learn how to protect ourselves from the strength of the sun, but also how to enjoy its virtues. We will learn how to prepare all the necessary cosmetics to care for our skin, protect it, and nourish it with vitamins, oils, extracts, and sunscreens, which are the most suitable ingredients, and how to formulate them.

In the **third chapter**, the Sun enters Virgo, and the fruit becomes seed. This chapter is a tribute to some very special, brave, and wise women who travelled through territory selling their remedies: the “trementinaires”. We will learn about their history and about the process of obtaining turpentine, a magical ointment that healed everything. And as it is about healing women, we will also learn to prepare our summer first-aid kit with remedies.

Featured plants are vervain, St. John’s wort, aloe vera, wormwood, helichrysum, and mastic.

For food, we’ll prepare sweet bread, vegan ice cream and fresh watermelon soup.





## Vol. 3 Earth

Ana Gayoso

---

### Specs

19 × 26 cm  
Hardcover  
200 pp  
50,000 words  
€24.90  
9788425235627

---

### About the book

The element featured in the third volume is **Earth** and we focus on the plant's roots.

Wabon, the autumn equinox will open the doors to the depths of the Solve pole of Materia. Darkness starts defeating light and the Sun enters in the sign of Libra.

In the **first chapter**, the author will introduce us into the mineral kingdom from a spagyric perspective. We will learn how to determine which force predominates in our gems, minerals, and crystals and how to use them as a complement in our homes and preparations.

Our home will be the centre of our attention; we will take care of our space with cleaning products that we prepare ourselves, using natural, non-polluting ingredients; plant smudging will provide a more energetic cleansing of our home.

In the **second chapter**, it is time to take care of our hair, which, like trees and plants, sheds, becomes more fragile, and transforms. We will learn to nourish and pamper it, to cut it following the lunar calendar, and to understand what each hair type needs. We will also learn all the ingredients and formulas to make our own hair care cosmetics: oils, tonics, shampoos, and detergent surfactants. On the day of the death, the ritual of Samhain will connect us with the spirits of our relatives.

In the **third chapter**, with the Sun in Sagittarius and on the threshold of the solstice, we will learn to make soap as it was traditionally made: its main ingredients, saponification tables, and how to formulate it, from making soap with ashes to different methods for making liquid and solid soaps through cold, hot, or rebatch processes.

Featured plants are rosemary, false yellowhead, horsetail, burdock, butcher's broom and soapworts.

We'll prepare salted anchovies, chestnut cake and cottage cheese.



**About the book**

With the **fourth volume** we close the year cycle. Water is the element of this final volume, and we will bring our attention to the stem and the leaves of the plants. Obscurity covers us with his beautiful mantle of shelter.

With the **Sun in Capricorn**, we celebrate the winter solstice Yule ritual, a masculine sign to celebrate the arrival of the light. We will prepare a complete winter kit to attend health issues related to this time of the year: syrups of different kinds, ointments and remedies to balance and strengthen our moon. We'll be prepared for the cold.

Imbolc, the ritual of fecundation of Mother Earth will be performed with the **Sun in Aquarius**. It is a good time to take care of our skin and we will learn how to treat it to be beautiful from the outside and inside. We'll prepare ointments, creams and balms for our body as well as emulsions and waxes to create cosmetics for the skin of our face, taking in account the different ingredients and formulations for each skin type.

We finish the water element and this work with a vision of our body and the temperaments as described by the hermetical tradition. We'll get an insight on how the four elements are present in our bodies as a fractal of the universe and on how cosmetic formulations help us to protect, nurture and take care of it.

**Vol. 4 Water**

Ana Gayoso

**Specs**

- 19 x 26 cm
- Hardcover
- 200 pp
- 48,000 words
- €24.90
- 9788425235641



# Travel and Landscape Photography

Ruben Earth



---

## About the book

Landscape photography is an activity in symbiosis with the elements, helping you develop a unique ability: the sensitivity to see the beauty of a fleeting moment in time and the skill to capture it with your camera. Photographing landscapes is an ode to the love of nature. But beyond being an artistic discipline, it's also a travel lifestyle that will lead you to spend a great deal of time surrounded by nature—and possibly, living adventures.

Capturing a landscape is not just about taking a picture; it's also about trying to convey the emotions we feel when seeing that landscape. In this book, besides techniques, secrets, and experiences photographing nature, the author shares some of the stories he has lived while taking those photos.

If you're just beginning your journey as a landscape photographer, start with the basics—learning the fundamentals of photography, how to use a camera, and which lenses and accessories can help to better capture nature.

Next, pack your backpack. We'll study in detail what you may need for each type of outing or trip. Just as each location and project is different, our gear should adapt as well.

---

## Specs

16 × 21 cm  
Paperback  
356 pp  
49,500 words  
€34.00  
9788425235818

---

## About the author

Ruben Earth is photographer and videographer collaborating with many agencies and companies such as Getty Images, BBDO, Havas, RAI, NBC and Hearst. Since 2010, he is travelling around the world to capture the beauty of our planet, with his project Wild Earth Expedition.

[ruben.earth](http://ruben.earth)



---

Don't forget sunscreen if you'll be exposed to a lot of sun, and above all, bring comfortable and warm footwear. But you also need to carefully choose your photography gear. Should I bring everything, or will it be too heavy? Maybe I should leave that heavy telephoto lens and only bring a wide-angle and an 85 mm. Will they let me take this backpack through airport security? And if I travel by boat? How do I protect my gear from the salty air? Should I bring two camera bodies or take the risk with just one? How many memory cards should I bring? If I run out, will I be able to buy more at my destination? What about hard drives? Should I make backups? Should I bring my laptop?

Research the destination beforehand: its climate, idiosyncrasies, geography, and culture. Embrace improvisation and uncertainty, which are often our greatest travel companions and the sources of our most surprising photographic moments.

And most importantly, learn to manage expectations and enjoy the process—even if the outcome isn't what we expected.

---

### **Selling Points**

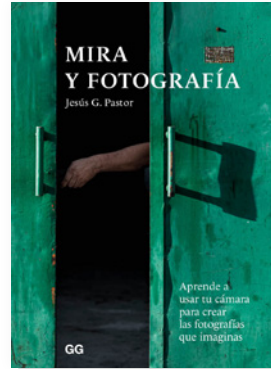
- A practical guide to prepare your journey.
- All types of landscapes are considered.
- Camera features for all circumstances.
- From basic cameras to professional; drones and under water cameras are also included.



# Look and Take Photographs

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

Jesús G. Pastor



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

---

### About the book

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

---

### Specs

16 × 23 cm  
Paperback  
144 pp  
22,500 words  
€18.00  
9788425232749

---

### Selling Points

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

---

### About the author

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

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

**Jesús Pastor**



70 mm · ISO 200 · f/4 · 1/80 · AF-C · 55 · Prioridad obturación  
Luchador pehlwan, Lahore, Pakistán, 2012

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





## Specs

16 × 23 cm  
 Paperback  
 144 pp  
 26,500 words  
 €16.90  
 9788425231339

## About the author

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

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



# Product Photography Handbook

Martí Sans

## About the book

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

## Selling Points

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

# Photography Backlist



## PANDORA'S CAMERA

Digital photography. What happened?

**Joan Fontcuberta**

**Format:** 15 x 22 cm · Paperback

**Pages:** 192 | **Words:** 66,500

**Price:** €18.00 | **ISBN:** 9788425228339

**Rights sold:** French, Italian and Portuguese

**Awards:** National Award for Essay, 2011

**Over 10,000 copies sold**



## KISS OF JUDAS

Photography and truth

**Joan Fontcuberta**

**Format:** 15 x 22 cm · Paperback

**Pages:** 136 | **Words:** 35,000

**Price:** €15.00 | **ISBN:** 9788425228322

**Rights sold:** English, French and Italian

**Over 10,000 copies sold in Spanish**



## PHOTOGRAPHY NOTES

Resources and basic techniques of analogical photography

**Jordi Gumí**

**Format:** 14 x 20 cm · Paperback

**Pages:** 112 | **Words:** 15,000

**Price:** €13.90 | **ISBN:** 9788425229862

# Bauhaus, Bruno Zevi, Italo Calvino and other themes (Matters, Topics, Subjects) of the 20<sup>th</sup> Century Mexican Architecture

Enrique X. De Anda



## Reflexions on architectonic culture

### About this book

In this work, Enrique X de Anda addresses the history and conservation of the architecture of the modern movement. The independent essays are organized into three thematic sections. The first one relates the Mexican architectural culture with other cultural areas. The second focuses on the architects who created their work within the Mexican context, and the final section reflects on the conservation strategies for 20th-century architecture.

More detailed, the initial section includes an essay on the influence of Italo Calvino's concept of lightness in the work of the Mexican architect Ricardo Legoretta. Another essay relates the history of the Bauhaus and its influence on Mexican architecture as well as its impact on social and pedagogical innovation. A third text studies the impact of the German WWII exiles on Mexican architecture, and yet another analyses Bruno Zevi's architectural criticism in relation to Latin American architecture.

The next section outlines a history of 20th-century Mexican architecture from the viewpoint of the Mexican architects, followed by a history of contemporary Mexican architecture.

In the final section, the specific challenges Latin America and Mexico face in the preserving their 20th-century architectural heritage are studied.

### Specs

13 × 20 cm  
Paperback  
312 pp  
45,000 words  
€16.00  
9788425235016

### About the author

Enrique X. de Anda Alanís is an architect with a PhD in Art History from the National Autonomous University of Mexico (UNAM). He is researcher and professor in the faculties of Humanities and Architecture at UNAM. He has authored several books on Mexican architecture, including "Historia de la Arquitectura Mexicana," published by Editorial GG.



# Rename Architecture

Its technical, ethical,  
and formal evolution

Josep Maria Montaner

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

---

## Specs

15 × 21 cm  
Paperback  
296 pp  
90,000 words  
€24.90  
9788425234651

---

## About the book

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

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

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

---

## About the author

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

---

## Selling Points

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

---

## By the same collection



# The House as a Garden

Xavier Monteys

La casa como jardín



Xavier Monteys

GG

In this series of studies on the house, a reflection on the garden as model for the house

---

## About the book

A cross between an academic article and ingenious reflection in a journalistic style, in this book the concept of the house is extended to the garden, not only in a literal sense, but also metaphorical: houses with gardens, gardens inside houses, the house understood as a garden. The journey includes well known historical examples as well as rarities from architects such as Le Corbusier, Lina Bo Bardi and Bernard Rudofsky to popular or anonymous architecture to expand upon the idea of the house and garden.

---

## Specs

15.5 x 15.5 cm  
Paperback  
184 pp  
35,500 words  
€16.90  
9788425232411

---

## About the autor

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

# Architecture Backlist



## COLLAGE HOUSE

An essay on the architecture of the house

**Xavier Monteys  
& Pere Fustes**

**Format:** 15.5 x 15.5 cm · Paperback  
**Pages:** 152 | **Words:** 33,000  
**Price:** €14.90 | **ISBN:** 9788425227820



## THE ROOM

Interior urbanism

**Xavier Monteys**

**Format:** 15.5 x 15.5 cm · Paperback  
**Pages:** 152 | **Words:** 35,000  
**Price:** €14.90 | **ISBN:** 9788425227394



## THE STREET

AND THE HOUSE

Beyond the living room

**Xavier Monteys**

**Format:** 15.5 x 15.5 cm · Paperback  
**Pages:** 164 | **Words:** 38,500  
**Price:** €14.90 | **ISBN:** 9788425229756



## THE CONTEMPORARY CONDITION OF ARCHITECTURE

**Josep Maria Montaner**

**Format:** 14 x 20 cm · Paperback  
**Pages:** 128 | **Words:** 28,500  
**Price:** €14.00 | **ISBN:** 9788425227882



## POLITICS AND ARCHITECTURE

For an ecofeminist and  
common urban planning

**Josep Maria Montaner  
& Zaida Muxí**

**Format:** 15 x 21 cm · Paperback  
**Pages:** 254 | **Words:** 83,500  
**Price:** €22.00 | **ISBN:** 9788425232459



## THE MODERN MOVEMENT OVERCOME

Essays on contemporary  
architecture

**Josep Maria Montaner**

**Format:** 15 x 21 cm · Paperback  
**Pages:** 168 | **Words:** 55,500  
**Price:** €16.00 | **ISBN:** 9788425233852  
**Rights sold:** Greek and Italian



## ARCHITECTURAL CRITICISM

**Josep Maria Montaner**

**Format:** 15 x 21 cm · Paperback  
**Pages:** 128 | **Words:** 45,000  
**Price:** €14.00 | **ISBN:** 9788425233876  
**4th revised edition**



## FROM DIAGRAMS TO EXPERIENCES

Towards an architecture  
of action

**Josep Maria Montaner**

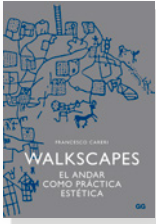
**Format:** 15 x 21 cm · Paperback  
**Pages:** 184 | **Words:** 62,000  
**Price:** €18.00 | **ISBN:** 9788425226700



## ANTÍPOLIS

**Carlos García Vázquez**

**Format:** 15 x 24 cm  
Paperback  
**Pages:** 144 | **Words:** 30,000  
**Price:** €25.00 | **ISBN:** 9788425224096



**WALKSCAPES**  
Francesco Careri

Format: 14 x 20 cm · Paperback  
Pages: 184 | Words: 52,500  
Price: €18.00 | ISBN: 9788425225987

★ Rights sold: Chinese, English, French and Italian



**STROLL, PAUSE**  
Francesco Careri

Format: 12 x 18 cm · Paperback  
Pages: 144 | Words: 31,000  
Price: €13.90 | ISBN: 9788425229329



**TOWARDS THE PASSIVE HOUSE STANDARD**  
Micheel Wassouf

Format: 17 x 24 cm · Paperback  
Pages: 144 | Words: 63,500  
Price: €22.00 | ISBN: 9788425224522



**THEORY AND HISTORY OF THE CONTEMPORARY CITY**  
Carlos García Vázquez

Format: 15 x 21 cm · Paperback  
Pages: 208 | Words: 63,000  
Price: €16.90 | ISBN: 9788425228742

★ Awards: FAD Award for critical thought, 2017

# Children's Books Backlist



## CRAFTY CUISINE

Handicrafts for young chefs

**Laia Falcón**



**Format:** 19.5 x 24.5 cm · Paperback

**Pages:** 84 | **Words:** 8,000

**Price:** €18.00 | **ISBN:** 9788425231964

**Rights sold:** French



## POTTERY WORKSHOP WITH LUSESITA

**Laura Lasheras**



**Format:** 20.5 x 22.5 cm · Paperback

**Pages:** 144 | **Words:** 9,500

**Price:** €19.90 | **ISBN:** 9788425231803



## TRIS, TRAS!

Stories and activities to imagine, create and play

**Pim Tam Pon**



**Format:** 21.5 x 28 cm · Paperback

**Pages:** 88 | **Words:** 6,500

**Price:** €19.90 | **ISBN:** 9788425231308

**Rights sold:** Italian



## SMALL CABIN BIY

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

**David Tapias**



**Format:** 20.5 x 22.5 cm · Paperback

**Pages:** 128 | **Words:** 11,000

**Price:** €19.90 | **ISBN:** 9788425231988

**Rights sold:** German



**Saskia Adriaensen**  
saskia@editorialgg.com  
editorialgg.com  
© photo by aitor saraiña

Scan the QR code to  
download this catalogue:

