



LIBRI
SCHEIWILLER

Editorial Catalogue 2021- 2022



The publishing house Libri Scheiwiller was founded in Milan in 1977 by Vanni Scheiwiller who, since the early 1950s, had dedicated his life to publishing volumes of art and poetry. Subsequently acquired by 24 ORE Cultura, the brand lives on today and returns to bookshops with a range of books dealing with contemporary issues.

The current publishing activity is represented by the continuation of the brand's historical collections:

- “Essays and Poetry” represents excellence in poetry publishing, in high quality literature and in research.
- “Ideas” is dedicated to the main economic, political, philosophical and social issues: a window on history and the ideas and debates of today's world.
- “Art and the Arts” encompasses research on artists, currents or essays on Art and Aesthetics.

The production of collections in continuity with the publisher's history accompanies the new series launched in 2021:

- “Interviews” is dedicated to prominent figures from the world of culture and conceived as a multi-voice discussion conducted by the curator together with the authors interviewed on topical issues.

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RUINS

Gabriele Tinti

Ruins is a series of poems intended for the “living sculpture of the actor”

The poet moves from the tragic sense of death, of emptiness, which belongs even to our masterpieces that we would want be eternal, with the aim of injecting new life, thought, renewed meaning, to the Greek-Roman statuary, to all those relics of a humanity that has long since disappeared.

The collection is presented as a phantasmagoria, a series that makes the remains, the fragments, speak for themselves. Following its many paths and suggestions allows us to enter into a different relationship and knowledge with the ancient world as well as with the very reasons for making art and literature.

The book is the result of live readings that some well-known actors such as Kevin Spacey, Malcolm McDowell, Abel Ferrara, Stephen Fry,

James Cosmo, Joe Mantegna, Robert Davi, Burt Young, Franco Nero, Alessandro Haber, Michele Placido, Marton Csokas, Jamie McShane and Vincent Piazza gave in front of ancient works of art that inspired the author. The readings have been performed in major international museums. The book is accompanied by contributions from some eminent scholars of ancient art, including: Sean Hemingway (Metropolitan Museum), Kenneth Lapatin (Getty Museum), and Christian Gliwitzky (Staatliche Antikensammlungen und Glyptothek).

AUTHOR

GABRIELE TINTI - Italian poet, writer and art critic. His work is inspired by masterpieces of ancient art, collaborating with institutions such as the Archaeological Museum of Naples, the Capitoline Museums, the National Roman Museum, the Ara Pacis Museum, the J. Paul Getty Museum in Los Angeles, the British Museum in London, the Metropolitan Museum in New York.



Paperback with flaps - 16 x 24 cm
140 pages - €26.90 - Available
ISBN 978-88-7644-685-6



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TO SELL OR BE BOUGHT?

Kind marketing for culture

Maurizio Luvizone

This book is addressed to the increasingly large number of people who have joined the “experts” in following the theme of the economic exploitation of art and culture in Italy, starting from the debate sparked by the infamous phrase, “culture doesn’t pay the rent.”

With a light-hearted and informative approach, the author recounts the highs and the lows of the management of artistic and cultural institutions and productions (museums, theatres, festivals...), taking inspiration from real-life Italian and international cases, examined before and during the pandemic. But above all, it introduces a new idea: the need for kind marketing for culture. Humane marketing, distanced from managerial and economic rhetoric, that encourages a change of perspective: aiming for the happiness of the audience rather than the success of the product. The volume, which includes a preface by Antonio Calabrò, contains excerpts of conversations with some of Italy’s leading experts on the various topics covered, including: Evelina Christillin, President of the Egyptian Museum of Turin; Giovanna Melandri, President of MAXXI and former Minister of Culture; Patrizia Sandretto Re Rebaudengo, Collector and President of the homonymous Foundation; Sergio Escobar, former Director of the Piccolo Teatro in Milan.

AUTHOR

MAURIZIO LUVIZONE - Manager, lecturer and consultant in management of cultural, scientific and non-profit organisations. He teaches “Fundamentals of Cultural Marketing” at the Ligustica Academy of Fine Arts in Genoa.



Paperback with flaps 13 x 20 cm
160 pages - €18.90 - Available
ISBN 978-88-7644-674-0



INNOVATION RHAPSODY

Instruments, inspirations and harmonies to work and live better

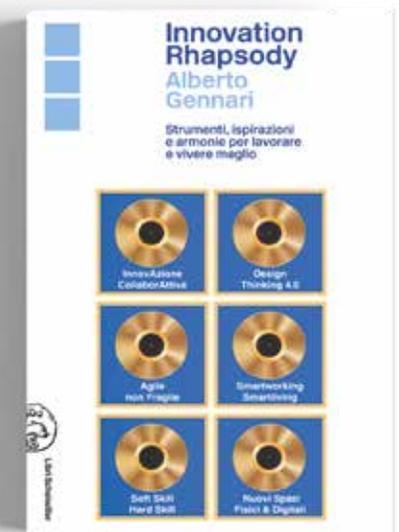
Alberto Gennari

What does a great jazz musician like Quincy Jones have in common with a culture of innovation in organisations and companies?

In his stimulating and original book, Alberto Gennari shows us the deep kinship between these two seemingly distant worlds, because all of us, when we work in a team, just like the “Big Bands of the fifties,” are “invited to play together to produce results that bring benefits to our organisation and to ourselves.” What is the main obstacle holding back innovation and digital transformation? Gennari builds a path divided into nine chapters, each of which can also be read independently, touching on topics such as the comparison with complexity, the role of *remote working*, the role of *soft* and *hard skills*, methodologies for changing one’s own *mindset*, the approach to innovation inspired by *Design Thinking* and the set of strategies and concepts known as agile thinking. The manual, which can be used both as a tool for organising a work team and for personal growth, is completed by a rich bibliography (and discography) at the end, which provide many ideas to continue the reflection independently, according to individual sensibilities and interests.

AUTHOR

ALBERTO GENNARI - Graduated in Economics and Business Management from Bocconi University, he has worked for L’Oréal, Della Valle Group and Schroeder Ventures. Co-founder of Architects of Group Genius, he founded and runs Weone, a leading business consulting firm.



Paperback with flaps - 13 x 20 cm
192 pagine - € 21.90 - Available
ISBN 978-88-7644-676-4



THE CONSUMER SOCIETY AND OTHER ESSAYS

Jean Baudrillard

An in-depth analysis of modern consumer society, its structures and values.

Edited and introduced by Francesca Balena Arista and Stefano Giovannoni, the book collects famous essays by Jean Baudrillard focused on consumption as a process of communication. This phenomenon, which we all find ourselves living in, - against the backdrop of a system of production that postulates the perpetual excess of needs over goods - is the very code of our lives and focuses on the object as a modern simulacrum. The objects we buy do not in fact respond to simple needs but to the desire to obtain an image of ourselves, and the very act of buying or desiring a car, a gadget, a piece of furniture, transforms these goods into symbols capable of regulating our behaviours, to the point of telling us who we are.

Jean Baudrillard, French sociologist and philosopher, is one of today's most influential thinkers. His reflections on the cultural and symbolic logics of Western society, observed in many areas, have marked the life and debate of our time.

**EDITED BY
FRANCESCA BALENA ARISTA** - Historian and design and architecture critic, has published monographs and essays on design and architecture and collaborates with numerous magazines. She teaches at the Polytechnic University of Milan.

STEFANO GIOVANNONI - Architect and designer. His designs are articulated in a vast family of objects in production in the Officina Alessi, Alessi and A di Alessi catalogues.



Paperback with flaps - 13 x 20 cm
192 pages - €24.90 - Spring 2022
ISBN 978-88-7644-675-7



THEORETICAL WRITINGS

Neoplasticism and a New Image of Society

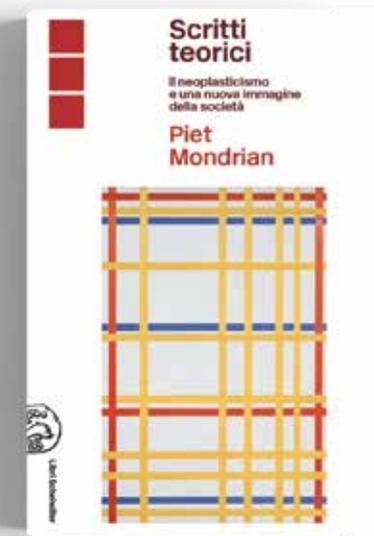
Piet Mondrian

An essential resource to understand the thought and work of a master among the greatest of the 20th century.

In October 1917 Piet Mondrian (Amersfoort, Holland 1872 - New York 1944) published his first article in the magazine "De Stijl" in which he defined his vision of the world and of art, clarifying the ideals of the current he founded, Neoplasticism. The purpose of life and new painting, he writes, is to abolish tragedy. Some thirty years earlier another Dutch artist, Van Gogh, had brought tragedy to the heart of modern art. Now, almost in retaliation, Mondrian aspires to an art that is free of pain. To do this, he creates a language, based solely on geometry and straight lines, that detaches itself from nature and the ego and captures the structures of being.

This volume, with an introduction by Elena Pontiggia, collects the most important and revealing writings of the father of neoplasticism, presented in a new translation. Published between 1917 and the early 1920s, the texts are an essential resource for understanding the thought and work of one of the greatest masters of the 20th century.

**EDITED BY
ELENA PONTIGGIA** - Professor at the Brera Academy, has published several essays, including the Italian edition of the writings of Kandinsky, Marc, Klee, the biographies of Sironi (2015) and Martini (2017).



Paperback with flaps - 13 x 20 cm
144 pages - €18.90 - Available
ISBN 978-88-7644-686-3



THE RENAISSANCES IN EUROPE 1480 - 1620

Art, Geography and Power

Bernard Aikema

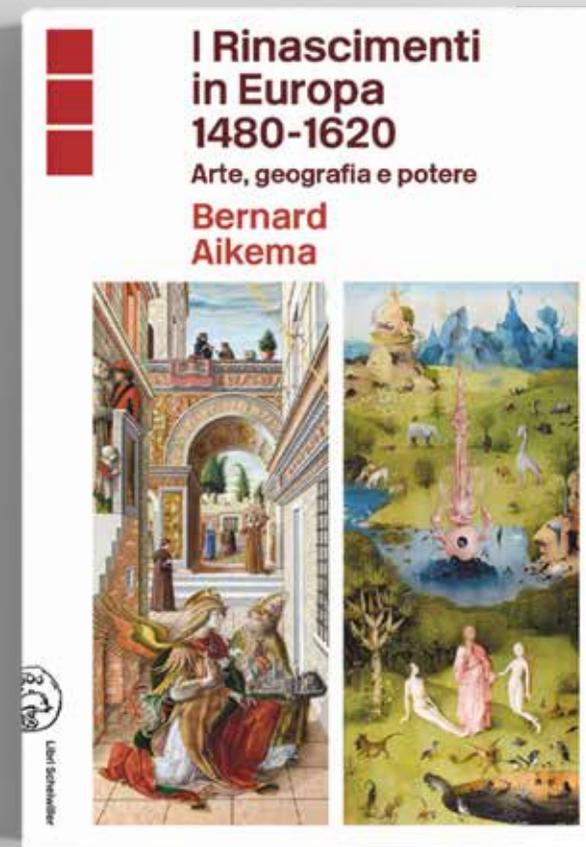
A new history of art of the Renaissance told not from the usual chronological point of view, but following an innovative geographical criterion by cultural areas.

Edited by a scholar of international renown and accompanied by a rich iconographic apparatus, the book analyses the styles and artistic currents that during the 15th and 16th centuries took on original regional and national variations throughout Europe, leading us to discover the variants and typical characteristics imprinted by each culture. After the first chapter, which provides a rapid overview of the artistic geography of the “early Renaissance” (15th century), the book recounts and analyses in the second chapter the role of Rome *caput mundi*, capital of a language forged on the prestigious models of antiquity. The extensive third chapter deals with

the Habsburg Imperial Renaissance. The fourth chapter is devoted to the Valois Renaissance, while the fifth. “Centres and Peripheries: A Comparison of Two Metropolises” establishes a comparison between the cultural areas that hinge on two large metropolises, Venice and Antwerp. The sixth chapter examines artistic production in the Alpine region, while the following chapter sheds light on other forms and expressions of the artistic renaissance, from the “alternative” renaissances of popular extraction to the refined, experimental and “eccentric” ones. Finally, the eighth chapter briefly looks at the end of the Renaissance era.

EDITED BY

BERNARD AIKEMA - “Guest professor” at Princeton and Harvard and at the Ecole des Hautes Études en Sciences Sociales and the Ecole Pratique des Hautes Études in Paris, he regularly holds courses, seminars, conferences and lectures at universities, museums and other scientific and cultural institutions in various European countries, the United States and Canada.



Paperback with flaps - 16 x 24 cm
150 illustrations - 264 pages
€54.00 - January 2022
ISBN 978-88-7644-687-0



INTERIORS/EXTERIORS

Andrea Branzi

A stimulating reflection on the urban revolution in progress, invisible and unnoticed by most, but lucidly recognised and minutely analysed by the critical and disenchanted gaze of the author

Starting from the initial focus, in the first chapter, on a new model of weak and diffuse modernity, with the correlated functional disruption of all architectural and urban apparatus, Andrea Branzi deepens in the following chapters the historical process of progressive integration between internal and external spaces. The discourse proceeds in an original way both in a geographical sense, ranging from non-architectural civilisations - from the Neolithic settlements of the first sapiens to the traditional ones of the African continent - to those closer to us, based instead on the urban model, and in a chronological sense, highlighting how the different historical models of design of interior spaces derive from cultural foundations autonomous from the usual theoretical models of architecture and urbanism. The last chapter proposes a "New Athens Charter", which replaces the ten principles of the historical document, expression of the Modern Movement, with ten recommendations for the present urban scenario in the era of the Third Industrial Revolution and globalisation.

AUTHOR

ANDREA BRANZI - Architect and designer, in 1982 he founded and co-directed Domus Academy, the first post-university school of design. Scientific curator of the Design Museum of the Triennale di Milano. He is the author of many books on the history and theory of design.

Paperback with flaps - 13 x 20 cm
160 pages - €29.90 - December 2021
ISBN 978-88-7644-677-1



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ARS FACTIVA

The Useful Beauty of Art
Marco Trevisan

ARS FACTIVA is effective, productive art. It is art that dialogues with the world of business, technology, education, society, and one that knows how to produce itself in a creative and innovative way.

The theme of the "necessary futility" of art is ancient and has been debated many times, but in our society it acquires new meanings. The provocative subtitle underlines how in today's society, characterised by unprecedented scientific and technological progress, art can take on a new role. *Ars Factiva* is not a curatorial essay, but an in-depth look at how contemporary art and society can be closely related.

We are talking about aesthetic gratification, but at the same time functionality to something - if only from the point of view of education and understanding - in fields such as the world of particles, big data, our relationship with nature, architecture and space, our understanding of the human body, psychology, as well as science and technology in general. After an overview in each of these areas to understand their connection with the art world, a chapter is dedicated to an installation for each of these relationships, a work that best represents this relationship. It is therefore also an opportunity to present some works and installations that use an extremely avant-garde and multidisciplinary language. Quite intriguing.

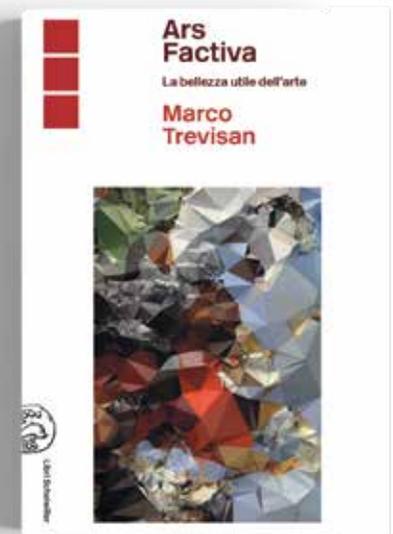
AUTHOR

MARCO TREVISAN - Former Head of Corporate Relations for the Guggenheim in Venice, Communication Manager for FMR Art'è in the USA, Director of Affordable Art Fair Italia and Director of Christie's Italia. Today he is Art Advisor and Director of the Fondazione Alberto Peruzzo.

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ISBN 978-88-7644-684-9



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“Interviews”: a new series dedicated to prominent figures of the world of culture

VIEWS ON CONTEMPORARY ARCHITECTURE

Interviews by Fulvio Irace

Text and illustrations
by 14 architects
that changed architecture

In this book dedicated to architecture, Fulvio Irace reflects, together with fourteen of the most influential authors on the international scene, on the developments of an artistic discipline that by its very nature is founded on the physicality of space and on the notion of social sharing, and which, as such, in this era of great change, is called upon to provide answers and to reflect on itself, on its tools and on its mission.

The author discusses these ideas with Renzo Piano, Mario Botta, Emilio Ambasz, David Chipperfield, Steven Holl, Kazuyo Sejima, Grafton Architects, Francis Kéré, Barclay & Crousse, Bijoy Jain, Charles Renfro, Benedetta Tagliabue, Odile Decq and Tadao Ando.

AUTHOR

FULVIO IRACE - One of Italy's leading architecture scholars, is Professor of History of Architecture at the Polytechnic University of Milan. His research activity, concentrated above all on Italian architecture, has resulted in numerous monographs, including those dedicated to Gio Ponti, Carlo Mollino, Franco Albini, Luigi Caccia Dominioni and Vico Magistretti. There are also numerous studies dedicated to more contemporary authors such as Renzo Piano, Emilio Ambasz, David Chipperfield and Odile Decq.



Paperback with flaps - 13.8 x 21.6 cm
176 pages - €22.90 - Available
ISBN 978-88-7644-670-2



VIEWS ON CONTEMPORARY DESIGN

Interviews by Matteo Vercelloni

Text and illustrations
by 12 designers
that have changed design

In this book dedicated to design, Matteo Vercelloni reflects, together with twelve of the most influential designers on the international scene, on the developments of the discipline, touching on current hot topics such as the dematerialisation of objects, digital design, the idea of the product as an active element in a relationship with its user that is not exclusively utilitarian but emotional and affective; the new relationship we are experiencing with living spaces, conditioned by the onset of the pandemic, which has acted as an accelerator of deep trends that were already latent in contemporary design.

The author discusses these ideas with Philippe Starck, Ron Arad, Michele De Lucchi, Stefano Giovannoni, Patricia Urquiola, Ross Lovegrove and Antonio Citterio, among others.

AUTHOR

MATTEO VERCELLONI - Architect and designer, teaches History of Design at Polidesign (Polytechnic, Design of Milan), and also teaches at NABA, ISAD, IED and the Brera Academy of Arts in Milan. He is the author of numerous publications on design, including *Breve Storia del Design Italiano* (2008) and, for 24 ORE Cultura, the monographs on Achille and Pier Giacomo Castiglioni, Piero Lissoni in the series “Maestri del Design” (2011).



Paperback with flaps - 13.8 x 21.6 cm
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