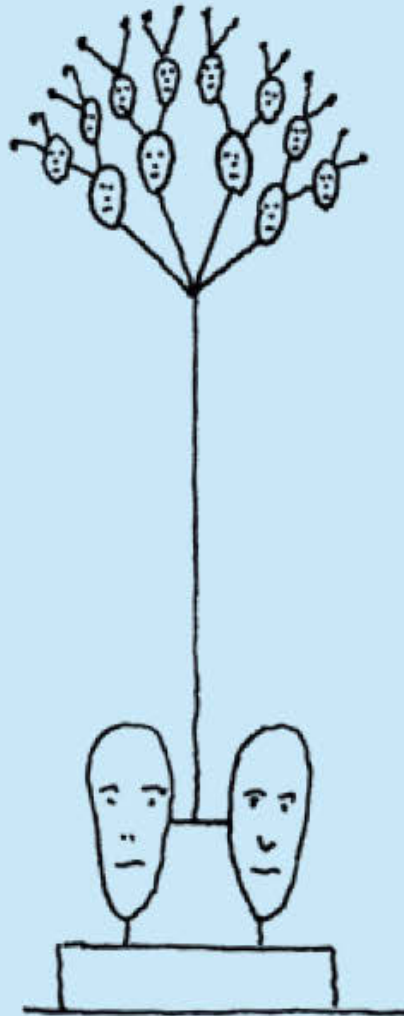




Libri Scheiwiller

NEW TITLES 2022-2023



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 an innovative range of books dealing with contemporary issues.

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

- “Literature and Poetry” represents excellence in poetry publishing, in high quality literature and in research.
- “Art and the Arts” encompasses research on artists, currents or essays on Art and Aesthetics.
- “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.

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.



LITERATURE AND POETRY COLLECTION

Van Gogh. The Mystery of Madness

Ruins



ART AND THE ARTS COLLECTION

The Renaissance in Europe 1480-1620

Interiors or Exteriors

Albini's Method

Ars Factiva

Achille Funi

Italo Rota



IDEAS COLLECTION

Innovation Rhapsody

Brand Storytelling and Metaverso

To sell or be bought



INTERVIEWS COLLECTION

Views on Contemporary

Theatre

Views on Contemporary
Architecture

Views on Contemporary
Design

VAN GOGH. THE MYSTERY OF MADNESS

Van Gogh's life told like a mystery novel.

In 1922, distinguished psychiatrist Karl Jaspers published the famous *The Van Gogh Case*, in which he argued that the famous painter was schizophrenic. But how could an artist who, over the course of around ten years, produced 823 paintings and composed 821 letters have been suffering from schizophrenia? The author addresses this mystery, entrusting Doctor Emil Moreno, a young psychiatrist from Basel and a student of Jaspers, with **the task of clarifying whether Vincent was ill or a normal man with misunderstood genius**. The narrative describes the intimate and traumatic events in Van Gogh's life, which were consistently underestimated by doctors. And the reader is challenged to take a stance.

AUTHOR
GIOVANNI DE PLATO - Psychiatrist, former professor of psychiatry at Universities of Bologna and Buenos Aires, and WHO advisor for Latin American countries, he is author of scientific books, essayist, and novelist.



Paperback with flaps
13 x 20 cm
160 pages - € 24.00
ISBN 978-88-7644-694-8

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, Joe Mantegna, Robert Davi, Burt Young, Franco Nero, Marton Csokas gave in front of ancient works of art 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 Antikensammlung und Glyptothek).

AUTHOR
GABRIELE TINTI - is an Italian poet, writer and art critic. His work is inspired by masterpieces of ancient art, collaborating with institutions such as 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
144 pages - 30 b/w photographs
€ 26.90 - ISBN 978-88-7644-685-6

THE RENAISSANCE 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 the role of Rome *caput mundi*, capital of a language forged on the prestigious models of antiquity; the Habsburg Imperial Renaissance and the Valois Renaissance; the cultural areas that hinge on two large metropolises, Venice and Antwerp; the artistic production in the Alpine region; the “alternative” renaissances of popular extraction to the refined, experimental and “eccentric” ones and the end of the Renaissance era.

AUTHOR

BERNARD AIKEMA was professor at Università di Verona, “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.

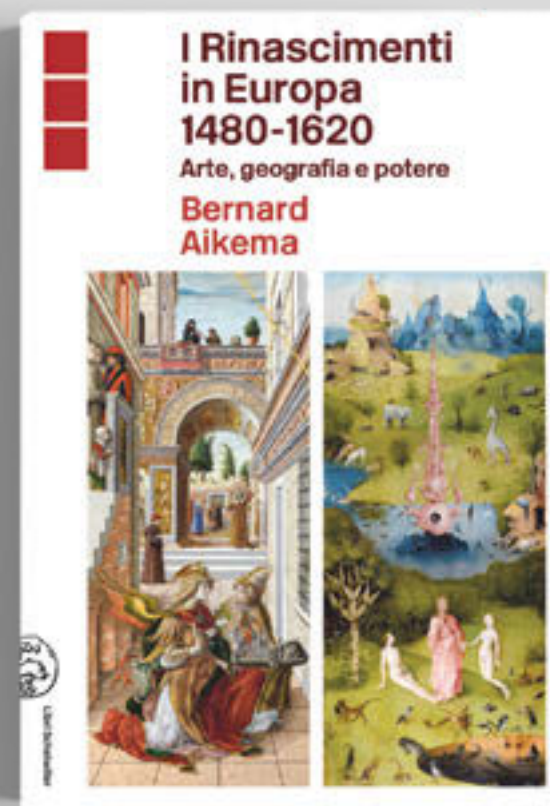
NEXT TITLE:

CURIOSITAS

Symbols in Renaissance art

BERNARD AIKEMA

A second book, *Curiositas. Symbols in Renaissance art*, is due to be published. Together with the previous volume, the book will make up a diptych and examine the symbolic complexity of the characteristic iconography of the different regional and national schools of the European Renaissance.



Paperback with flaps
16 x 24 cm
264 pages - 160 images
€ 54.00
ISBN 978-88-7644-671-9

INTERIORS OR EXTERIORS

For a new Athens Charter

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, in 2008 he received an Honorary Degree in Design from the University La Sapienza of Rome and is the author of many books on the history and theory of design.



Paperback with flaps
16 x 24 cm
160 pages - 90 illustrations
€ 29.90 - ISBN 978-88-7644-677-1

ALBINI'S METHOD

Behind the scenes of Albinì's Method. Cultural, spiritual and professional heritage

Edited by Paola Albinì and Elena Albricci

The theory of the method which generated new habits in Modern Architecture, illustrated by projects and practical cases.

Franco Albinì was a master of Modern Architecture, renowned in Italy and around the world, which generated change, new habits and innovation. The Albinì's method consists in **facing challenges, breaking them down into parts, observing them with a different perspective, understanding the essence of the problem, and transforming the new awareness**

into an innovative solution. The principles of Albinì's method not only have given birth to works that still "inspire" us today, but are also universal tools that, supported by interdisciplinary techniques, lead to generate awareness, innovation, team spirit, motivation. The book analyses the theory of the method and presents projects and practical cases.

EDITED BY

PAOLA ALBINÌ - Italian theatre director and playwright, she is Vice President and Art Director at Franco Albinì Foundation and Founder of the Franco Albinì Academy in Milano.

ELENA ALBRICCI - Architect and Interior Designer for over ten years has collaborated with Franco Albinì Foundation.



Paperback with flaps
13 x 20 cm
180 illustrated pages - € 32.00
ISBN 978-88-7644-696-2

ARS FACTIVA

The Useful Beauty of Art

Marco Trevisan

ARS FACTIVA is effective, productive 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.

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.



Paperback with flaps
13 x 20 cm
160 pages - 30 illustrations
€ 23.90 - ISBN 978-88-7644-684-9

ACHILLE FUNI

Edited by Elena Pontiggia

In collaboration with  **BRERA**
ACCADEMIA DI BELLE ARTI

A long-awaited volume that brings together interviews and previously unpublished texts dedicated to a multifaceted 20th century artist who has perhaps been overlooked until now by historiographers and critics.

Sculptor, architect, illustrator, set designer and graphic designer, Achille Funi was **one of the leading figures of the Italian art scene**. Remembered as one of the driving forces of the Novecento Italiano movement, among other things he brought mural painting back into vogue. A keen intellectual and teacher at the Brera Academy of Fine Arts from 1939, he was **an authoritative voice in the European cultural debate**. This volume, the third in a series of six resulting from Scheiwiller’s collaboration with the Brera Academy of Fine Arts, finally pays him the homage he deserves.



EDITED BY

ELENA PONTIGGIA - Art critic and historian, lecturer at the Brera Academy of Fine Arts and Milan Polytechnic, collaborates with numerous art magazines and daily newspapers. For 24 ORE Cultura she has edited several titles in the “Una vita per l’arte” series, among other projects.

Paperback with flaps
16 x 24 cm
160 pages - € 23.90
ISBN 978-88-7644-700-6

ITALO ROTA

Italo Rota

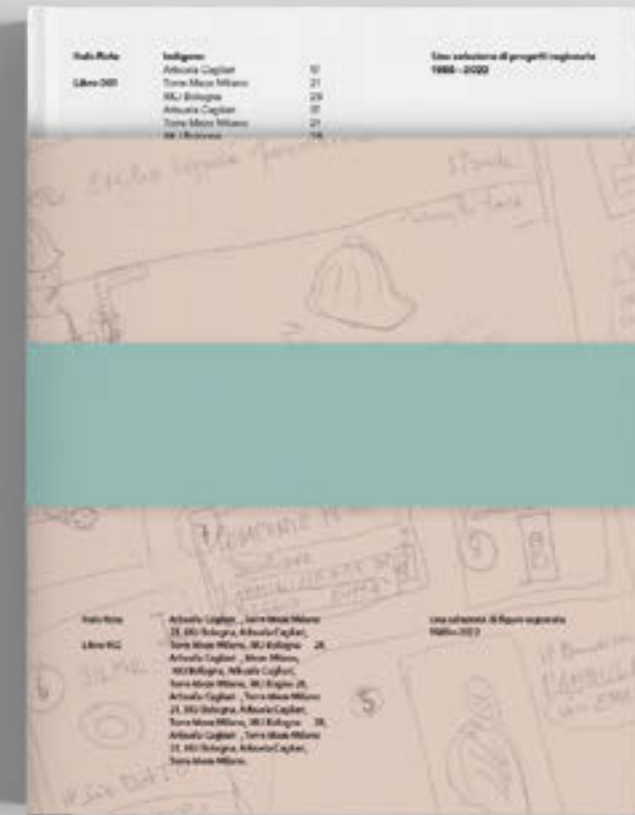
A multidisciplinary journey to discover the projects and reflections on modernity of a great architect.

Italo Rota is certainly a multifaceted figure on the Italian and international scene, known for his idiosyncratic creative approach. Taking an unusual and original approach, this volume faithfully reflects this mode of critical thinking, distinctive for its multidisciplinary nature. Composed of **two books** of different dimensions, integrated and complementary, it explores the themes most dear to Rota and always present in his work: the nature-artifice dichotomy, the environment, reflections on living, sustainability.

The first volume, in a large format, provides a **pictorial account** of the architect's oeuvre, highlighting his most significant projects, with an extensive series of drawings and photographs. The second, conceptually inspired by fanzines, contains **sketches, drawings, images, reflections and unpublished materials** that underpin his creative process, fundamental for understanding the philosophy and approach that guides Italo Rota's work and for interpreting the present through his critical gaze.

AUTHOR

ITALO ROTA - He trained under Franco Albini and at Gregotti Associati. Before graduating in 1982 from Milan Polytechnic, Rota transformed the 19th century Gare d'Orsay in the current Musée d'Orsay in Paris, in partnership with Gae Aulenti. In France he was also responsible for a range of exhibitions and some important renovations: the Museum of Modern Art at the Pompidou Centre (with Gae Aulenti), the new rooms of the French School at Cour Carré in the Louvre, the urban development of Nantes, the lighting for Notre Dame. In Italy, his major works include the promenade of the Foro Italico in Palermo (Italian Gold Medal for Public Space Architecture 2006) and the Museo del Novecento (Museum of the 20th Century) at Palazzo Arengario in Piazza Duomo, Milan (2010). The Rota Building Office studio was recently asked to create the Italian Pavilion at the Dubai Universal Exhibition 2020, in partnership with other studios.



BOOK ONE (PROJECTS)
21.8 x 28 cm - 176 pages

BOOK TWO
21.8 x 23.8 cm - 112 pages
€ 49.00 - ISBN 978-88-7644-692-4

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 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 • 13.8 x 21.6 cm
240 pagine • € 21.90
ISBN 978-88-7644-676-4

BRAND STORYTELLING AND METAVERSO

Joseph Sassoon

Brands take their first steps in the metaverse. This book describes how brand communication and storytelling is changing in virtual environments.

For decades accustomed to telling their stories on TV and in the print media, brands have quickly had to learn how to employ storytelling techniques on social and digital media. Now another, perhaps even more important change is on the way. And though some may have their doubts about it, the metaverse is coming like it or not. Why is it so important? Because over the next few years there will be a **profound change in the way we communicate, socialise, have fun, work, shop and create value**. And brands will have to participate in this new dimension if they want to appeal to the next generation of consumers.

AUTHOR

JOSEPH SASSOON - Brand and storytelling expert, researcher, author and conference speaker. He is founder and leader of Alphabet and teaches Brand Storytelling on the Master's in Marketing Utilities and Storytelling Techniques at the University of Pavia.



Paperback with flaps
13 x 20 cm
128 pages - € 20.00
ISBN 978-88-7644-699-3

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.

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.

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
ISBN 978-88-7644-674-0



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

VIEWS ON CONTEMPORARY THEATRE

Interviews by Fabio Francione

Text by 16 prominent figures: directors, playwrights and theatre companies that have changed theatre.

The author reflects, together with fifteen key figures on the Italian and international scene, on the current situation of theatre, which has been severely affected by the pandemic, and on its prospects. The result is a **strong idea of theatre as a place of encounter, exchange and sometimes conflict** between the limited community of the theatre company and the community, not only and not so much

looking for fun and entertainment, but to listen to a word in which everyone can find themselves and get to know each other. The author discusses these ideas with Eugenio Barba e Christoph Marthaler, Pascal Rambert e Rafael Spregelburd, Ascanio Celestini, Massimo Popolizio e Gianni Forte, in addition to the founders of some of the most important contemporary avant-garde companies.

AUTHOR

FABIO FRANCIONE, – Journalist, dramatist, and art curator, he is the author of numerous publications on international theatre and cinema.

Among others, he also edited books by Bernardo Bertolucci (*La mia magnifica ossessione*, translated into several languages and winner of the Limina Awards as the Best Cinema Book of 2011), Pier Paolo Pasolini, Antonio Gramsci (whose theatrical and musical ‘chronicles’ he collected in two volumes), Gillo Pontecorvo.



Paperback with flaps
13.8 x 21.6 cm
176 pages - 27 photographs
€22.90 - ISBN 978-88-7644-695-5

VIEWS ON CONTEMPORARY ARCHITECTURE

Interviews by Fulvio Irace

Text and illustrations
by 14 architects that
have changed architecture

In this original 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.



Paperback with flaps
13.8 x 21.6 cm
176 pages - € 22.90
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 regularly collaborates with some of the main architecture and design magazines and is the author of numerous publications on design.



Paperback with flaps
13.8 x 21.6 cm
160 pages - € 22.90
ISBN 978-88-7644-673-3

