

EDITRICE BIBLIOGRAFICA

*Ideas, Culture, Science.
Books that connect the disciplines*



ABOUT US

Editrice Bibliografica is an Italian publishing house based in Milan, founded in 1974.

Its production is addressed to operators in the publishing, communication and research sectors, with particular attention to the world of libraries.

Editrice Bibliografica is specialised in the field of manuals, dedicating itself to book information, library and information science and editorial training.

Over the years, the areas of interest of the publications have become multiple and embrace different cultural themes.

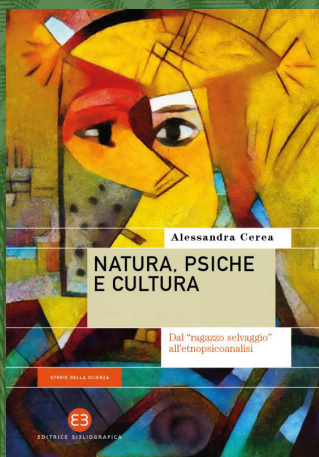
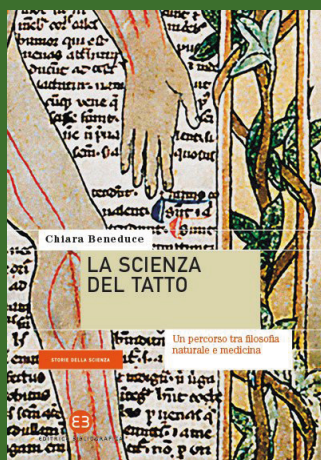
In addition to the series of manuals, there are also series of non-fiction, academic and popular books dedicated to various themes, such as:

- the investigation of more or less known aspects of the history of science over the centuries (*Science stories*);
- the study of historical movements or highly topical issues (*Movements, ideas, phenomena*)
- in-depth studies and research in various fields of knowledge (*Essays*).
- Reflections and practical tools for cultural professionals addressing current issues in the field (*Cultural Maps*).

Series

SCIENCE STORIES

Experiments and ideas
of yesterday science

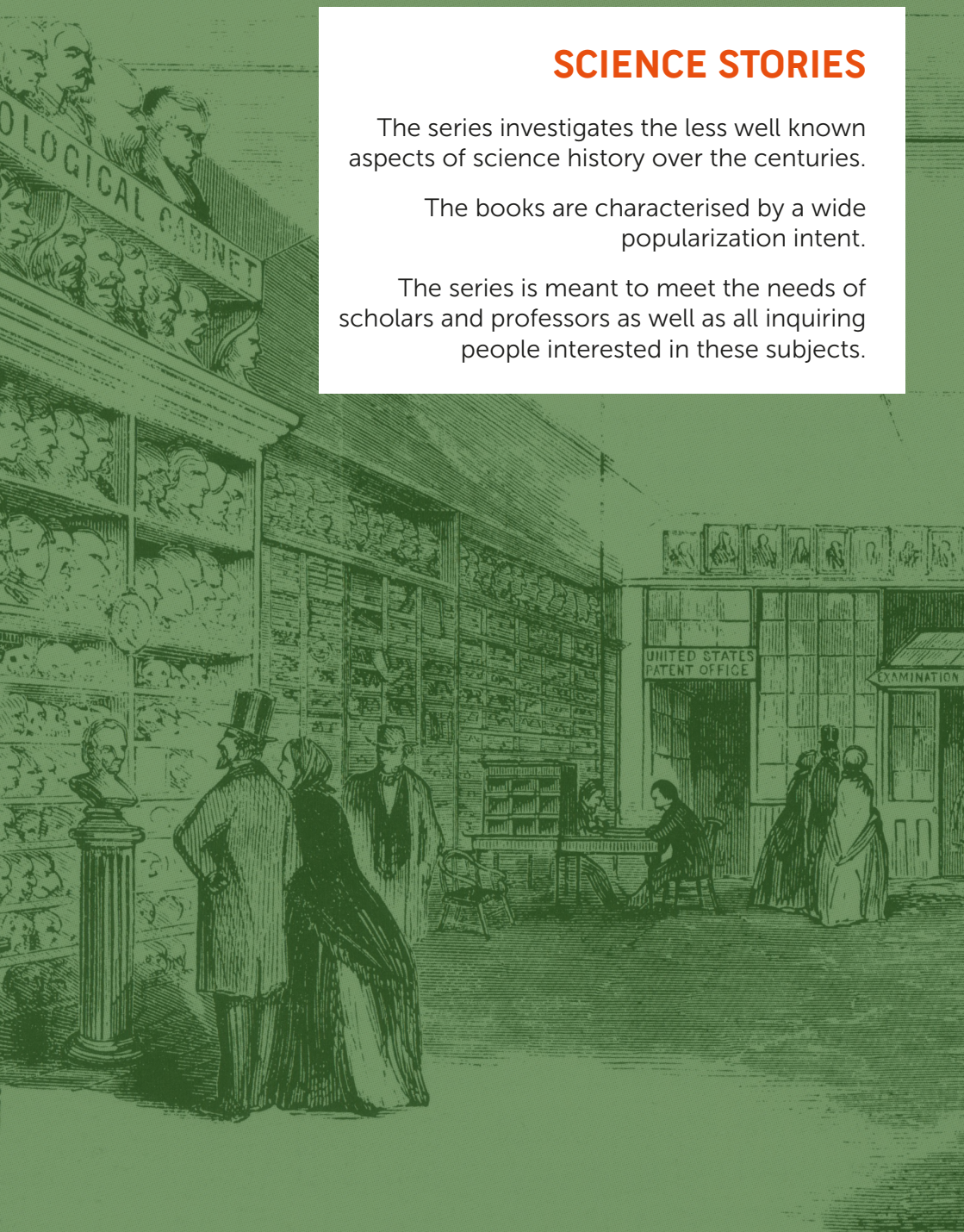


SCIENCE STORIES

The series investigates the less well known aspects of science history over the centuries.

The books are characterised by a wide popularization intent.

The series is meant to meet the needs of scholars and professors as well as all inquiring people interested in these subjects.



Lorenzo Leporiere

PERVERSE SEXUALITY

A Brief History of a Scandalous Journal

In 1896, psychiatrist Pasquale Penta launched the Archivio delle psicopatie sessuali, the first journal to focus specifically on sexual deviance. Despite its innovative approach and good sales, the publication was abruptly shut down after just a few months, with no official explanation. This book traces the story behind the journal, explores its most curious cases, and uncovers the reasons for its sudden end.

176 p.

20,00 €

978-88-9357-649-9

2024



LORENZO LEPORIERE teaches History of Science and Contemporary Science at the University of Bari. His research focuses on psychiatry, psychical research, and sexology in late 19th- and early 20th-century Italy, topics explored in several of his publications.

Edited by Elena Canadelli and Paola Bernadette Di Lieto

336 p.

35,00 €

978-88-9357-630-7

2024

FROM RELICS TO CULTURAL HERITAGE

Sources for a History of Italian Scientific Heritage

Scientific and technological instruments are essential to understanding the history of science, yet in Italy they were officially recognized as cultural heritage only recently, with the Urbani Code of 2004. Through rare printed sources and previously unpublished archival materials, this volume traces the historical and institutional journey that led to their recognition. Scientific collections reveal a lesser-known side of Italy's scientific past, offering fresh insights for historians and cultural heritage professionals.



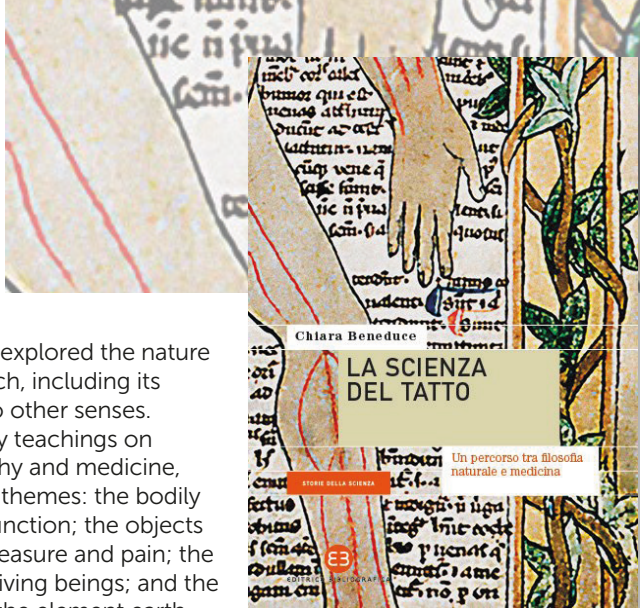
160 p.
19,00 €
978-88-9357-629-1
2024

Chiara Beneduce

THE SCIENCE OF TOUCH A Journey Through Natural Philosophy and Medicine

Since ancient times, science has explored the nature and function of the sense of touch, including its location, qualities, and relation to other senses. This book examines 14th-century teachings on touch, blending natural philosophy and medicine, focusing on four key Aristotelian themes: the bodily organ of touch and its contact function; the objects perceived by touch, especially pleasure and pain; the necessity of touch and taste for living beings; and the connection between touch and the element earth.

CHIARA BENEDEUCE is a postdoctoral researcher in France at Université Paris Cité and the SPHERE laboratory (CNRS). She has worked in the Netherlands, Italy, and the USA, and since 2020 collaborates with the editorial team of Vivarium. A Journal for Medieval and Early-Modern Philosophy and Intellectual Life.



Luca Tonetti

THE ART OF PROLONGING LIFE Doctors, Philosophers, and Alchemists in Search of Longevity

The quest for longevity, rooted in ancient medicine, raises key questions about life, aging, and human limits. This book traces its history in modern medicine, focusing on aging, diet, and medical interventions to slow bodily decline.

LUCA TONETTI is currently a research fellow in the History of Science at the Department of Philosophy and Communication of the University of Bologna and book review editor for the international journal Nuncius. Journal of the Material and Visual History of Science (Brill). His research focuses on the history of medicine in Italy between the 17th and 18th centuries.



232 p.
19,00 €
978-88-9357-418-1
2022

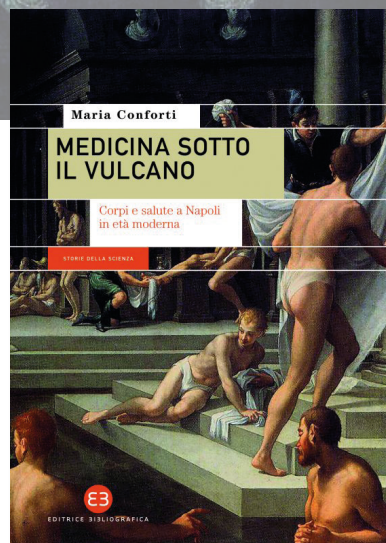
Maria Conforti

MEDICINE BENEATH THE VOLCANO

Bodies and health in Naples in the modern age

Naples, a region marked by natural disasters but rich in resources, shaped a unique medical tradition during the modern age. Its densely populated and complex social environment influenced both practical medicine and theoretical approaches, blending Renaissance naturalism with innovations like chemistry, anatomy, and mineralogy to understand diseases.

MARIA CONFORTI is Associate Professor of History of Medicine at the History of Medicine and Bioethics Unit of the Department of Molecular Medicine, Sapienza University of Rome. She is editor in chief of "Nuncius. Journal of the Visual and Material History of Science" (Museo Galileo, Florence - Brill). She has worked on intellectual history and on the history of science and medicine in Italy (especially in Rome and Naples and in the Kingdom) in the modern age.



199 p.

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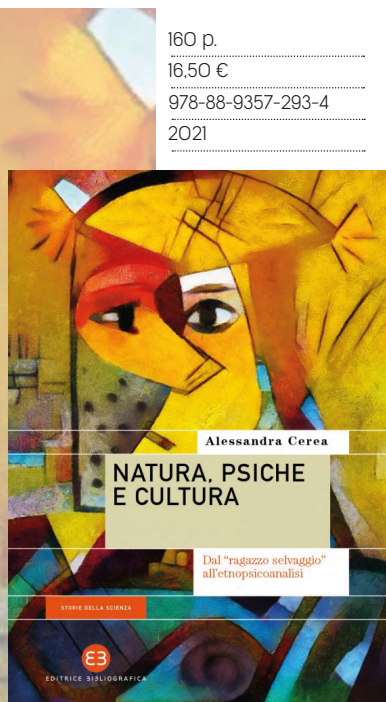
Alessandra Cerea

NATURE, PSYCHE AND CULTURE

From the 'wild boy' to ethnopsychoanalysis

What defines human nature? Is it biology, culture, or personal history? This book explores the history of how human sciences have studied the relationship between nature, mind, and culture, from the "wild boy" of Aveyron (1798) to the rise of ethnopsychoanalysis in the 1960s, analyzing key scientific debates across psychiatry, psychology, psychoanalysis, ethnology, and anthropology.

ALESSANDRA CEREÀ has a background in philosophy and is a lecturer in the History of Psychology at the University of Bologna. She holds a PhD in History of Science and Anthropology. He has focused his research on the reconstruction of Georges Devereux's thought, to whom he has devoted several essays. More generally, his research focuses on the epistemology and history of the humanities.



160 p.

16,50 €

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288 p.
19,00 €
978-88-9357-629-1
2024

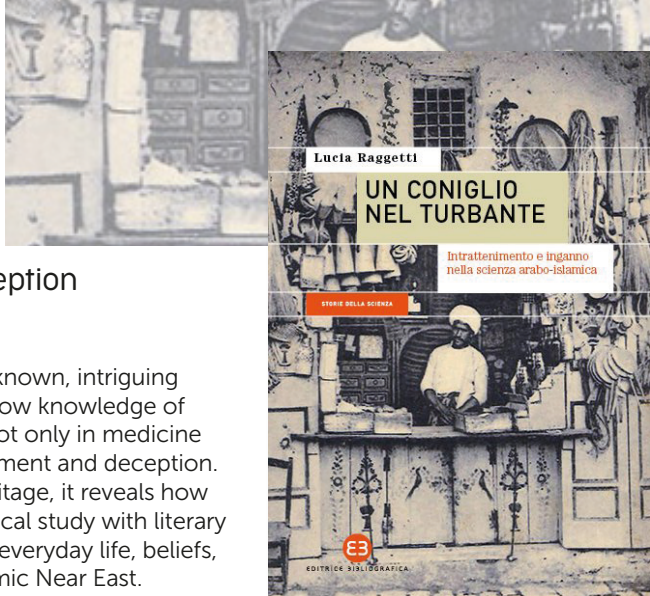
Lucia Raggetti

A TURBAN BUNNY

Entertainment and deception
in Arab-Islamic science

This book explores the lesser-known, intriguing side of Arab-Islamic science: how knowledge of nature's properties was used not only in medicine and crafts but also in entertainment and deception. Drawing on a multicultural heritage, it reveals how natural science blended empirical study with literary tradition, offering insights into everyday life, beliefs, and popular culture in the Islamic Near East.

LUCIA RAGGETTI is a researcher in the History of Science at the University of Bologna. Her work focuses on Arabic philology and the history of science and medicine in the Arab-Islamic tradition, with particular interest in how technical and scientific knowledge was transmitted from antiquity to the early modern period.



296 p.
19,00 €
978-88-9357-418-1
2022

Marta Cavazza

LAURA BASSI

Women, gender and science in Italy
during 18th century

This book explores the life and legacy of Laura Bassi, a pioneering woman in science who became a physics professor at the University of Bologna in 1732—an extraordinary achievement in an era that largely excluded women from education. Her story sheds light on 18th-century cultural and scientific history, the rise of female scholars in the “Republic of Scientists,” and the later backlash that still resonates today.

MARTA CAVAZZA is a former Professor of History of Science at the University of Bologna. An expert in the history of scientific institutions in Italy and Europe, and in women's roles in the 18th century, she has made a significant contribution to the rediscovery of Laura Bassi through her internationally recognized research.



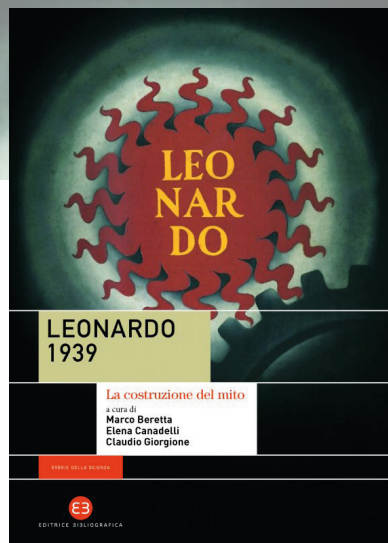
248 p.
16,50 €
978-88-7075-997-6
2021

Edited by Marco Beretta, Elena Canadelli,
Claudio Giorgione

LEONARDO 1939

The construction of the myth

This book examines the 1939 Fascist-era exhibition "Leonardo da Vinci and Italian Inventions" in Milan—one of the most significant and controversial cultural events centered on Leonardo. It marked a shift in focus from Leonardo the artist to Leonardo the inventor, using machine models and scientific contributions to portray him as the origin of a uniquely Italian tradition of innovation. Though rooted in Fascist ideology, this interpretation outlived the regime and helped solidify Leonardo's enduring myth as a universal genius. Richly illustrated, the volume explores this key moment in shaping his modern image.



280 p.
16,50 €
978-88-9357-293-4
2021

Marco Beretta

SCIENCE AND REVOLUTION

Antoine-Laurent Lavoisier (1743-1794)

This book highlights the central role of chemistry in everyday life and key industries throughout history, despite its frequent marginalization compared to other sciences. Through the life and work of Antoine Lavoisier, it presents chemistry as a discipline deeply connected to 18th-century society, anticipating the economic and political shifts of the French Revolution by blending theory with practical application.



MARCO BERETTA is a Professor of History of Science at the University of Bologna and an expert in the history of chemistry. He has published extensively and is currently collaborating with Paolo Brenni on reconstructing Antoine-Laurent Lavoisier's laboratory.

272 p.
19,00 €
978-88-9357-629-1
2024

Giulia Frezza

METAPHORS OF SCIENCE

The legacy from Genesis to Frankenstein

This book explores how metaphors have shaped the way we understand and communicate heredity, from the Bible to modern genomics. While metaphors help make science accessible, they can also create ambiguity. Through rich historical examples—from ancient ideas of generation to the language of genetics and biotechnology—it examines the power, risks, and rhetorical impact of metaphors in science communication.



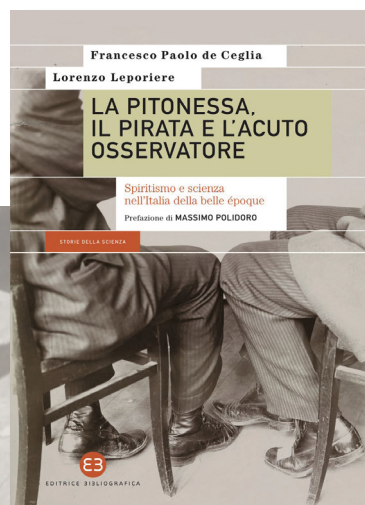
GIULIA FREZZA is a Marie Skłodowska-Curie Fellow at the Metaphor Lab, University of Amsterdam. She holds a PhD in epistemology and history of science and has taught the history of medicine at Sapienza University. Her work focuses on the history and philosophy of biomedical sciences, with a special interest in science and health communication.

280 p.
19,00 €
978-88-9357-418-1
2022

Francesco Paolo de Ceglia, Lorenzo Leporiere

THE PYTHIA, THE PIRATE AND THE ACUTE OBSERVER

Spiritism and science in Italy during the belle époque



This book offers a unique take on the relationship between science and spiritism in Belle Époque Italy, centering on Eusapia Palladino, the era's most famous medium. Through a blend of séance storytelling and historical analysis, it explores how scientists—like Cesare Lombroso—became entangled with the occult, torn between reason and belief. Around Palladino gathered believers, skeptics, intellectuals, and illusionists, in a world where science met mystery—and sometimes deception.

FRANCESCO PAOLO DE CEGLIA is a Professor of History of Science at the University of Bari "Aldo Moro," specializing in the relationship between modern scientific thought, aesthetics, and theology.

LORENZO LEPORIERE, PhD in History of Science from the same university, focuses on the history of metapsychics in Italy and works as a science communicator.

232 p.
16.50 €
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2021

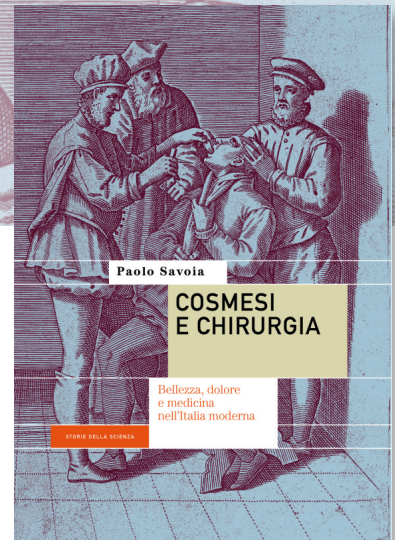
Paolo Savoia

COSMETIC AND SURGERY

Beauty, pain and medicine
in Modern Italy

This book traces the early history of plastic surgery through Gaspare Tagliacozzi's 1597 work on facial reconstruction. It reveals how surgical practices, tied to male honor and evolving ideas of the natural and artificial, played a key role in the cultural history of medicine from the 15th to 17th centuries.

PAOLO SAVOIA is a historian of science and medicine, currently a Postdoctoral Fellow at King's College London. His work spans the history of sexuality, psychiatry, and early modern medicine.



208 p.
16.50 €
978-88-9357-293-4
2021

Claudio Pogliano

BRAINS' STORIES

From the ancient times to the 20th century



This book traces the history of neuroscience, from ancient ideas to modern research, highlighting key moments in the evolving understanding of the brain and mind. Covering the rise of phrenology, and major developments in the 19th and 20th centuries, it also reflects on today's "neuro-turn" and the growing cultural and scientific focus on brain-related fields.

CLAUDIO POGLIANO is a Professor of History of Science at the University of Pisa. He has conducted research at major institutions including Harvard, MIT, and ETH Zurich. His work focuses on biomedical and anthropological sciences, the intersections of science with art and literature, and the history of historiography.

200 p.
18,50 €
978-88-7075-951-8
2021



Annarita Angelini

MATHEMATICS AND IMAGINATION IN THE RENAISSANCE

The book explores the interplay between reason and imagination from the Renaissance to the Enlightenment. Influenced by Neoplatonism, it highlights how imagination complements reason in science and art. It traces how mathematics and visual arts—through figures like Brunelleschi, Leonardo, and Dürer—blend rationality with creativity, culminating in the works of Desargues and Leibniz.

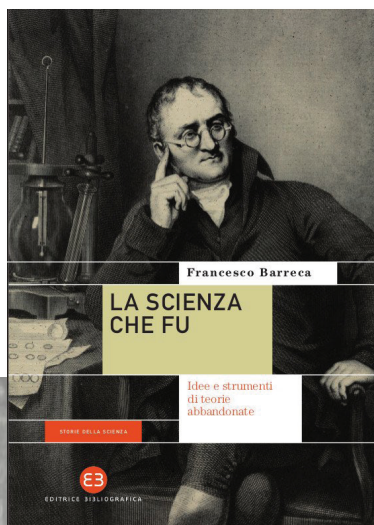
ANNARITA ANGELINI teaches History of Philosophy at the University of Bologna. Her research explores the connections between philosophy, science, and art in early modern European culture, focusing on symbolic links between Renaissance art and modern scientific culture.

128 p.
16,50 €
978-88-7075-952-5
2017

Francesco Barreca

THE YESTERDAY'S SCIENCE

Ideas and instruments of abandoned theories

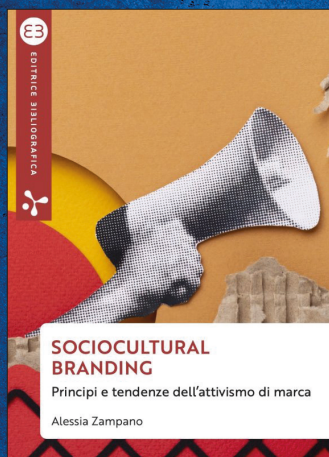


This book explores outdated scientific instruments and theories—like “punctum aequans,” “luminiferous aether,” “impetus,” “vortex atoms,” and “phlogiston”—that have been replaced or discarded over time. Offering a unique historical perspective, it examines how these conceptual tools shaped science’s development, presenting curious insights in clear, accessible language.

FRANCESCO BARRECA is researcher at the Galilei Museum of Florence. He wrote various specialized articles on the Medieval and Modern science and on the Italian Historiography of the science.

Series

CULTURAL MAPS



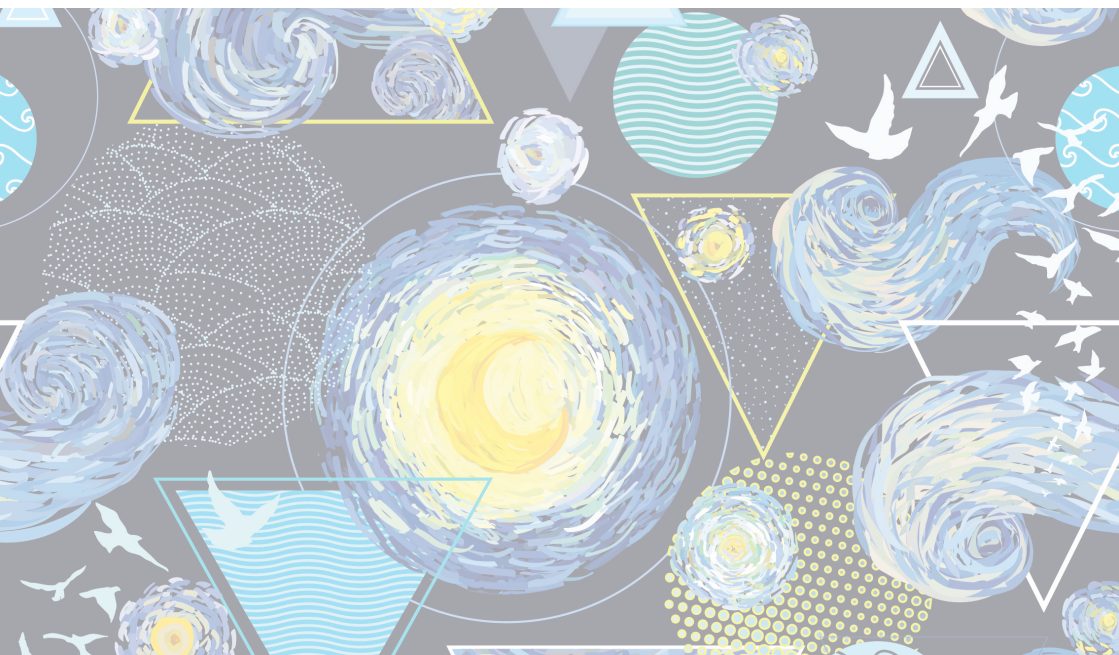
CULTURAL MAPS

This series is born from the collaboration between Editrice Bibliografica and Fitzcarraldo Foundation. It is intended to support the professional development of cultural operators and the awareness of the role of culture in our society and economy.

Editorial director: Luca Dal Pozzolo



Fitzcarraldo Foundation is an independent centre for planning, research, training and documentation on cultural, arts and media management, economics and policies, at the service of those who create, promote and support the arts and culture. The Foundation collaborates also with local, regional, national and international authorities and bodies.



HANDBOOK FOR HERITAGE INTERPRETERS

From Theory to Practice

This manual offers practical guidance on heritage interpretation, helping professionals create engaging experiences that connect people with cultural and natural sites. It distills 30 years of experience into a clear method for presentations, tours, exhibitions, and more.

VANESSA VAIO is an experienced interpretive planner and consultant specializing in heritage projects across Europe. She blends creativity and methodology to create meaningful heritage experiences and translated a key text in the field into Italian.



2025
ISBN 978-88-9357-687-1
PAGES 240
PRICE 24,00 €

THE IMMEDIATE MUSEUM

Digital for Culture: From Arpanet to Artificial Intelligence

This book explores the impact of digital technology on museums over time, offering a clear, practical guide to key technologies and their evolution. It balances historical insight with real-world examples to help museums navigate the digital transformation of visitor experiences.

GIULIANO GAIA is an internet pioneer for museums and co-founder of the cultural innovation studio InvisibleStudio. He teaches digital communication and consults for major cultural institutions worldwide.



2024
ISBN 978-88-9357-636-9
PAGES 288
PRICE 25,00 €

MUSEUMS AND ACCESSIBILITY

Designing the Experience and Strategies

The manual highlights museum accessibility as a rights-based approach that requires removing barriers and fostering an inclusive mindset within organizations. It offers practical strategies to design accessible museum experiences, reflecting growing awareness in Italy.

MARIA CHIARA CIACCHERI is a museologist specializing in museum accessibility. She focuses mainly on interpretation, organizational development, and strategy. Working as a consultant and trainer, she has collaborated with numerous organizations in Italy and abroad. An author for the American Alliance of Museums, she has conducted extensive research in the United States and specialized in Visitor Studies at the University of Leicester, UK.



2024

ISBN 978-88-9357-635-2

PAGES 208

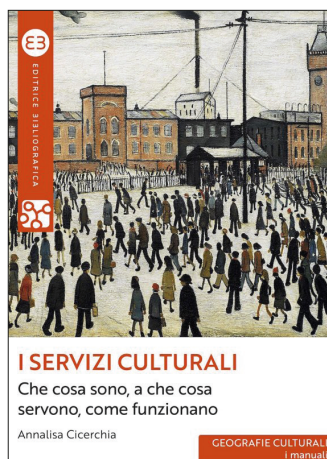
PRICE 25,00 €

CULTURAL SERVICES

What They Are, What They Are For, How They Work

Annalisa Cicerchia's manual examines how cultural services uphold the right to culture despite high access barriers and inequality. It offers insights and tools for cultural professionals to design and improve services that deliver lasting benefits to a broad public.

ANNALISA CICERCHIA is a cultural economist and senior researcher at ISTAT. She is a member of Eurostat's Expert Group on Culture Statistics, co-founder and vice president of the Cultural Welfare Center, and has consulted for the European Commission. Since 1999, she has taught at the Universities of Rome Tor Vergata and Roma Tre. Her research focuses on cultural participation, management, and the role of culture in well-being and sustainable development.



2024

ISBN 978-88-9357-584-3

PAGES 248

PRICE 24,00 €

SOCIOCULTURAL BRANDING

Principles and Trends of Brand Activism

Brand activism today goes beyond marketing to become a core business strategy, deeply embedded in innovative companies worldwide. This work analyzes global case studies and focuses on corporate activism, nature positivity, and diversity inclusion, offering practical guidance for businesses to engage culturally and socially. It also features firsthand accounts from leading Italian activists.

ALESSIA ZAMPANO is an architect and trendwatching expert who advises brands on emerging global consumption trends. She has taught cultural branding, contributed to Radio24, and writes for industry magazines on media and communication.



2024
ISBN 978-88-9357-581-2
PAGES 184
PRICE 23,00 €

THE SPIRITUAL IN ART

Aesthetics and Society in the Postsecular Era

For decades, cultural and artistic professionals have faced a dilemma: public recognition of their intrinsic value is declining, while support increasingly depends on proving their social and economic impact. Although this has led to challenges, the book argues that evaluating the positive effects of cultural activities is important. It explores why discussing cultural impacts matters and how to measure them thoughtfully, balancing simplicity with the complexity involved.

GIULIANO ZANCHI editor of Rivista del Clero Italiano and theology professor at the Catholic University of Milan, specializes in the intersection of aesthetics and theology. He has published several works exploring theological aesthetics and the role of images in Christian history.



2023
ISBN 978-88-9357-530-0
PAGES 224
PRICE 23,00 €

CULTURAL METAVERSES

New Digital Frontiers for Business and Culture

"Cultural Metaverses" explores how Web3 and emerging technologies—like AI, blockchain, and virtual reality—are reshaping the worlds of culture and business. It offers a clear, accessible guide to understanding these changes and their impact on user behavior, while highlighting the new "phygital" reality where digital and physical experiences increasingly intersect.

CLAUDIO CALVERI is a digital strategist and cultural consultant working with major companies and institutions. He curated Naples' UNESCO City of Literature bid, writes on literature and innovation for Corriere del Mezzogiorno, and has contributed essays to prominent cultural organizations.



2023
ISBN 978-88-9357-527-0
PAGES 192
PRICE 23,00 €

LIBRARIES IN THE WELFARE SYSTEM

This book examines Italian libraries through a new lens, made possible by unprecedented access to data. It positions libraries as key actors in promoting individual and cultural growth, aligned with the goals of the UN 2030 Agenda and the broader framework of equitable and sustainable well-being. Through a bottom-up, interdisciplinary approach—drawing from geography, statistics, economics, and library science—it analyzes both strengths and challenges within the library system. Aimed at cultural professionals and scholars, the book offers a meaningful contribution to understanding the role of culture in enhancing quality of life and driving sustainable development.



2022
ISBN 978-88-9357-435-8
PAGES 296
PRICE 23,00 €

MUSEUMS FOR INTEGRATED SUSTAINABILITY

Museums are at a crossroads in shaping their role in contemporary society, with sustainability posing a key challenge. This updated edition of the 2019 book aims to raise awareness and provide practical tools to help museum directors and staff manage and innovate sustainably, aligned with the UN's Sustainable Development Goals.

MICHELA ROTA is an architect and PhD in Cultural Heritage specializing in sustainability for museum buildings. From 2008 to 2017, she conducted research at Politecnico di Torino on conservation, sustainability, and accessibility using smart technologies, contributed to museum safety standards for Regione Piemonte, and has authored papers and strategic projects on museum and cultural asset enhancement.



2022
ISBN 978-88-9357-289-7
PAGES 344
PRICE 23,00 €

CULTURE DRIVEN

Impacts, measures and stories
between economy and imagination

For decades, cultural and artistic professionals have faced a dilemma: public recognition of their intrinsic value is declining, while support increasingly depends on proving their social and economic impact. Although this has led to challenges, the book argues that evaluating the positive effects of cultural activities is important. It explores why discussing cultural impacts matters and how to measure them thoughtfully, balancing simplicity with the complexity involved.

ANNALISA CICERCHIA is a culture economist and senior ISTAT researcher specializing in cultural policy evaluation, management, and the role of culture in sustainable development and well-being. She teaches at several universities and leads European projects.

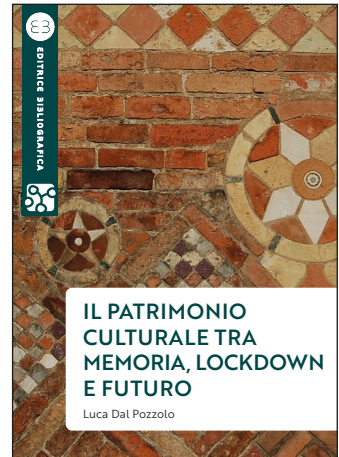


2021
ISBN 978-88-9357-314-6
PAGES 248
PRICE 23,00 €

CULTURAL HERITAGE BETWEEN MEMORY, LOCKDOWN AND FUTURE

The book highlights the importance of preserving cultural heritage to foster shared understanding and build a positive future. It sees heritage as a link to our past that should inspire, not limit, artists, cultural workers, and society. It's also important to avoid looking in a useless way towards the past and to ensure that cultural heritage becomes a starting and reference point for artists, cultural operators and citizens.

LUCA DAL POZZOLO is an architect and co-founder of the Fitzcarraldo Foundation. He has been director of the Osservatorio Culturale del Piemonte since 1998. He teaches cultural policy, works on projects related to cultural heritage and museums, and has published extensively on cultural economics.



2021
ISBN 978-88-9357-313-9
PAGES 184
PRICE 22,00 €

LOST SUBJECT

The museum to the test of the visitor

This essay explores the complex relationship between museums, artworks, and the public through heritage education. It addresses key themes like museum self-reflection, staff collaboration, school strategies, community engagement, inclusion of marginalized groups, and storytelling methods. Rather than a guide, it aims to be a compass—encouraging new research and actions by connecting diverse disciplines and professionals involved with museums.

GIOVANNA BRAMBILLA is an art historian leading Educational Services at GAMeC Bergamo, teaches cultural heritage and art education, and researches art collecting and its social connections.



2021
ISBN 978-88-9357-360-3
PAGES 264
PRICE 23,00 €

DIGITAL TRANSFORMATION OF CULTURE

Culture is undergoing a profound digital transformation, with significant potential for social and economic impact. This book analyzes the challenges and opportunities of this shift, combining theory and real-world cases to explore how digital tools can enhance cultural experiences—especially when shaped around the user's perspective for meaningful engagement.

PIERLUIGI SACCO is a professor of Cultural Economics and a senior researcher, with positions at Harvard and the OECD.

CLAUDIO CALVERI is a digital strategist, cultural planner, and editorial consultant, experienced in national and international projects, including Naples' candidacy as a UNESCO City of Literature.



2021
ISBN 978-88-9357-167-8
PAGES 200
PRICE 23,00 €

MUSEUM AND DIGITAL CULTURE

Between narratives, practices and testimonies

Digital culture has paved the way for a more open and responsive museum. In this book, Maria Elena Colombo explores the evolving relationship between museums and digital culture, highlighting challenges, opportunities, and mutual influences. Drawing on interviews with museum digital professionals published in Artribune over the past three years, the book offers a critical look at key themes and recent literature in the field.

MARIA ELENA COLOMBO has degrees in Cultural Heritage Conservation and Museology, with over ten years' experience in digital communication. She teaches multimedia and digital communication for cultural heritage at the Brera Academy and Università Cattolica of Milan.



2020
ISBN 978-88-9357-145-6
PAGES 288
PRICE 23,00 €

GAZE EXERCISES

Culture and perception of everyday life

This essay proposes a reflection about the cultural formation of our gaze and about how it is not neutral, but always influenced by ideologies, expectations, convictions which contribute to create what we call reality. The author, talking in first person, starts from phenomenology and philosophy of the 20th century to interpret everyday life and our usual behaviour. The book is addressed to art and landscape lovers and to people passionate to the micro exploration of our surroundings.

LUCA DAL POZZOLO is an architect and co-founder of the Fitzcarraldo Foundation. He has been director of the Osservatorio Culturale del Piemonte since 1998. He teaches cultural policy, works on projects related to cultural heritage and museums, and has published extensively on cultural economics.



2019
ISBN 978-88-9357-060-2
PAGES 480
PRICE 29,50 €

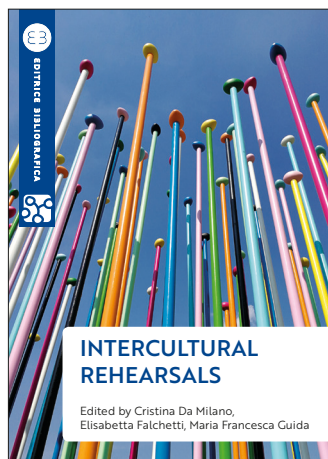
INTERCULTURAL REHEARSALS

Globalisation, migration, and social change are bringing diverse cultures and communities into closer contact. Intercultural dialogue is essential for building new forms of coexistence and understanding. This publication offers reflections for those interested or involved in intercultural issues, drawing on the experience of the Art Clicks project. It embraces ideals like shared human identity, global citizenship, and “living together as equals in dignity” — key goals for inclusive and democratic societies.

CRISTINA DA MILANO is expert in European cultural policies and strategies.

ELISABETTA FALCHETTI is expert in scientific museology and communication.

MARIA FRANCESCA GUIDA is sociologist with a PhD in regional and urban planning.



2019
ISBN 978-88-9357-064-0
PAGES 288
PRICE 23,00 €

Series

ESSAYS



ESSAYS

It is the series of Editrice Bibliografica that hosts works of study and research in different fields of knowledge, ranging between the various disciplines of thought, thus helping the reader to orient himself in our era of great innovations and transformations.

Stimulating texts, with a clear narrative and conducted with rigor but at the same time without technicalities, written by the major specialists in the field selected in the Italian and international scene.



THE LIBRARIAN

Reflections in Dialogue

The text challenges stereotypical views of librarians as mere bookkeepers or promoters of reading, highlighting instead the complexity and evolving nature of the profession. The book draws on a wide range of sources—essays, official documents, encyclopedias, academic works—to define the librarian's role as intellectually and socially significant, adaptable to cultural and technological changes. It includes an essay by Raffaele De Magistris tracing the institutional and legal recognition of the profession.

MAURO GUERRINI is Professor Emeritus at the University of Florence, where he taught Library Science for over twenty years and directed a two-year Master's program in cataloging and metadata. Former president of the Italian Library Association (AIB), he is also the founder and editor of JLIS.it. His work focuses on the history of librarians, professional ethics, open access to scientific literature, cataloging, and metadata—topics on which he has published extensively.



2025
ISBN 978-88-9357-681-9
PAGES 472
PRICE 32,00 €

LIBRARIES IN SCIENCE FICTION

Utopias, Dystopias, Artificial Intelligences

Science fiction and speculative literature use imagined futures—utopian or dystopian—to explore issues linked to scientific and technological advances like artificial intelligence. Libraries, books, and culture often appear in these stories, reflecting how authors see the role, collections, and evolution of libraries, especially in relation to emerging technologies.

FEDERICO MESCHINI, professor at the University of Tuscia, specializing in digital humanities, e-publishing, digital libraries, and new media storytelling.

ROSSANA MORRIELLO, researches digital culture, library IT, and digital publishing at the University of Florence.

GINO RONCAGLIA, professor at Roma 3 University, focused on digital publishing, book culture, and philosophy of AI and the metaverse.



2024
ISBN 978-88-9357-531-7
PAGES 216
PRICE 25,00 €



DIGITAL NARRATIVES

Writing and reading in new markets

This essay explores the paradox of the digital revolution's impact on reading and writing: while people say "we don't read like before," it's also true that more reading and writing happen now than ever. The shift challenges traditional publishing but also expands access and content creation through digital platforms. Understanding this new digital landscape is key to engaging audiences and finding new opportunities in the evolving market of books, ebooks, web, and social media.

CLAUDIO CALVERI is a digital strategist for major companies and institutions, as well as a cultural planner and editorial consultant. He managed Naples' bid for UNESCO City of Literature and contributes to publications like *Corriere del Mezzogiorno* and *Lettere Lente*. He has published essays for leading cultural organizations such as Federculture and Symbola.

2021
ISBN 978-88-9357-320-7
PAGES 160
PRICE 19,00 €



AUTHORS SEEKING AUTHORS

When Artists, Architects, and Writers Become Publishers

Authors Seeking Authors tells the stories of artists, writers, and architects who became publishers out of passion, culture, or entrepreneurship. It recounts famous figures like Fernanda Pivano, Ettore Sottsass, Leonard Woolf, Gio Ponti, and Lawrence Ferlinghetti, highlighting their successes and failures in the publishing world—driven by love for books and the complex allure of the industry.

AMBROGIO BORSANI is an award-winning author of novels and travel books, founder and editor of the book history magazine *Wuz*, and former creative director in international advertising. He has written children's books, curated works by Alda Merini, and taught communication at several Italian universities.

2021
ISBN 978-88-9357-359-7
PAGES 144
PRICE 20,00 €

ARTIST'S BOOKS THAT MADE HISTORY

What distinguishes an artist's book from an art book? Giorgio Maffei, a pioneer in the study of artist's books, explored this question through a regular column for Wuz magazine starting in 2001. His essays focus on major artists like Mallarmé, Warhol, Munari, and Manzoni, revealing the creative ideas, techniques, and artistic deviations that redefine traditional books. This collection uncovers the origins and innovations behind cult works, offering insight into a world of artists who expanded the book's expressive and emotional possibilities.



GIORGIO MAFFEI was a renowned collector and dealer of rare 20th-century art books. An expert in artist's publishing—from magazines to books to invitations—he remains one of the world's leading authorities on the subject.

2022
ISBN 978-88-9357-458-7
PAGES 384
PRICE 29,50 €

FIRST BOOKS TO READ THE WORLD

The early childhood publishing sector offers appealing books, but do they truly meet the needs of children aged 0 to 6? This updated volume examines children's cognitive and motor development based on key educational theories (e.g., Montessori, Pikler) and presents successful editorial and educational solutions from European libraries and services. It aims to equip early childhood professionals with tools to select suitable books that support child development and foster a culture of education and care within communities.



FRANCESCA ROMANA GRASSO holds a PhD in education sciences and specializes in children's literature. Through the Edufrog project, she works on service planning, training, and supervision. She has collaborated with universities, educational centers, and social institutions, and promotes events like the Family Care Festival. She also contributes to the magazines Bambini and Liber.

2022
ISBN 978-88-9357-498-3
PAGES 240
PRICE 26,00 €



READING

Stories, Theories, Places

Reading is a complex practice central to cultural tradition and individual emotional and intellectual life. This book offers a broad, holistic view of reading, exploring its historical evolution, the changing nature of texts and readers, insights from neuroscience, and reflections by authors like Proust and Woolf. It also examines practical aspects of promoting and evaluating reading, presenting a rich portrait of this multifaceted act in everyday life.

MAURIZIO VIVARELLI is a professor of Bibliography and Library Science at the University of Turin, Department of Historical Studies.

2018
ISBN 978-88-9357-028-2
PAGES 376
PRICE 29,50 €



THE ART OF MANAGING PAPER

Madness and Discipline in Home Libraries

The Art of Managing Paper traces the history of how books have been stored—from ancient shelves to personal home libraries. Ambrogio Borsani explores famous collectors like Rabelais, Hemingway, Umberto Eco, and others, and reflects on literary depictions of libraries. The book also discusses systems of order and chaos in organizing books at home, offering guidance for living harmoniously with large collections.

AMBROGIO BORSANI is a novelist and travel writer, founder and editor of the book history magazine Wuz, and former creative director in international advertising. He has authored children's books, curated works by Alda Merini, and taught communication at several Italian universities.

2017
ISBN 978-88-7075-936-5
PAGES 152
PRICE 20,00 €

BEYOND THE BOOK

Forms of Textuality and Digital Humanities

For almost fifteen centuries, books and writing were considered the fundamental means of producing and preserving knowledge, a status reinforced by the Gutenberg revolution. However, since the mid-20th century, the emergence of digital technologies and networks has revealed the book's multifaceted and evolving nature, leading to a rapid diversification of media and information formats.

FEDERICO MESCHINI teaches Humanities Computing, Digital Publishing, and Digital Storytelling at the University of Tuscia. He holds a PhD in Book and Writing Sciences and focuses his research on e-books, digital libraries, and knowledge representation. He has been a visiting scholar in Chicago and Bergen.



2020
ISBN 978-88-9357-266-8
PAGES 160
PRICE 19,00 €

CINEMA AND ADVERTISING

The Surprising Relationship

What connects Hitchcock to advertising, Coca-Cola to Lubitsch, and Kubrick to jingles? This book uncovers the hidden cultural ties between cinema and advertising, offering a fresh look at their shared history and influence. Combining rich visuals with thoughtful analysis, it explores the evolution of public language and media, aiming for a deeper understanding of their relationship and future.



GIUSEPPE MAZZA is a former copywriter who founded the agency Tita and the advertising magazine Bill. He writes for Il Venerdì di Repubblica, teaches at Scuola Holden and IULM, and has published books on advertising. He has won national and international awards, including the 2019 Premio Pirella for Communicator of the Year.

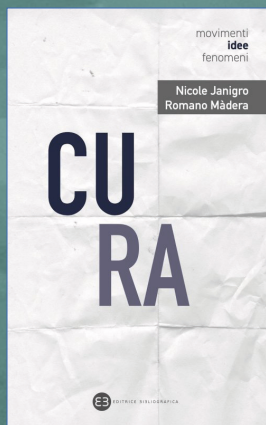
2019
ISBN 978-88-9357-024-4
PAGES 320
PRICE 26,00 €

Series

movements

ideas

phenomena



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ANTISEMITISM

2018 | 136 P. | 978-88-9357-027-5

In recent times, democratic governments have become increasingly concerned about antisemitism, especially due to its political exploitation. This book traces the key historical events that transformed antisemitism into a political ideology and examines its modern forms, particularly how traditional antisemitic rhetoric is adapted on social media to spread hate. Antisemitism today goes beyond the Holocaust or the Israeli-Palestinian conflict; it remains a deeply rooted and evolving prejudice that must be acknowledged and addressed in society.

Gadi Luzzatto Voghera is Director of Fondazione Centro di Documentazione Ebraica Contemporanea of Milan, historian of Judaism, teacher. He has published numerous studies.

ATHEISM

2017 | 112 P. | 978-88-7075-947-1

This essay explores the characteristics of new forms of atheism and their connection to traditional atheism from a historical and comparative perspective. It traces the main stages in the history of Western atheism, examining whether atheism can be applied to ancient times and identifying the key features of modern atheism. The book also addresses aspects of the contemporary landscape, including the rise of "new atheism" and reflections on its possible future.

Giovanni Filoramo is professor emeritus of History of Christianity at the University of Turin, specializing in ancient Christianity, Gnosticism, historiography, and contemporary religion. He has authored many books and co-directs the *Rivista di storia del cristianesimo*.

BIOETHICS

2022 | 192 P. | 978-88-9357-413-6

Bioethics addresses all life forms and their environment, including medical, environmental, and animal ethics. It critically engages with life sciences to explore questions about the limits of morality, justice, and balancing the needs of humanity, future generations, the environment, and other species. The solution lies in a planetary humanism recognizing all life as part of Earth's community.

Franco Buzzi studied theology and philosophy and has been prefect of the Ambrosian Library since 2007. He specializes in German idealism, Humanism, Reformation, and Second Scholastic philosophy.



ARTIFICIAL HUMANS

2022 | 144 P. | 978-88-9357-517-1

Zen, often misunderstood by non-specialists due to mystifying interpretations, is explored in this concise introduction covering its origins, history, teachings, and key practices like meditation. The guide offers a clear and rigorous overview of Zen's profound spiritual tradition and its lasting influence on East Asian Buddhism, culture, aesthetics, and arts, especially in Japan.

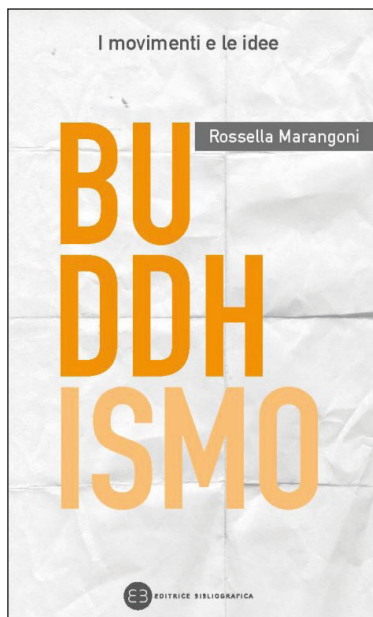
Mara Pometti, is Associate Design Director at McKinsey's Digital and Analytics group, where she leads AI and data solution design. Previously at IBM, she developed a human-centered approach to artificial intelligence, working as a data journalist and later as Global Lead for AI Strategy.

BUDDHISM

2017 | 120 P. | 978-88-7075-921-1

For 2,500 years, Buddhism has explored profound existential questions and continues to attract followers worldwide. This book offers a clear, concise guide to its diverse schools and teachings, helping readers understand its rich and often misunderstood complexity.

Rossella Marangoni has a degree in Japanese language and culture. She holds conferences, courses and seminars, particularly on topics related to the experience of sacred in Japan and to the theatrical and aesthetic culture of the Edo period. She wrote Zen, an iconographic dictionary which has been translated in many languages and many other books about Japanese culture.



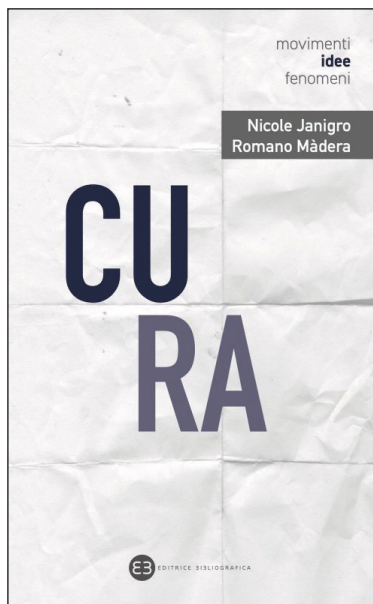
CARE

2023 | 168 P. | 978-88-9357-553-9

This concise, two-voice essay explores the meaning of "care"—a term often used, yet rarely examined in depth. It highlights care as attention, risk, and trust, and calls for a transdisciplinary approach to develop a more mature, conscious understanding of care across all stages of life.

Nicole Janigro is a psychoanalyst, teacher, and writer active in philosophical and biographical analysis. She collaborates with Philo and the online magazine Doppiozero.

Romano Màdera is a philosopher and co-founder of Philo and SABOF. His work focuses on deep psychology, philosophical practice, and biographical methods.



CONSPIRACIES

2021 | 129 P. | 978-88-9357-414-3

This book explores the rise of conspiracy theories fueled by distrust in institutions and science. It examines myths from the Illuminati to QAnon, unraveling themes of denial, secret pacts, and misinformation to help understand today's uncertain and confused society.

Paolo Toselli, founder of CeRaVoLC, has studied 'frontier' topics for decades and built a unique documentary archive. He has worked with various media and authored several books, including *La famosa invasione delle vipere volanti* and *11 settembre: leggende di guerra*.

CONSUMERISM

2020 | 120 P. | 978-88-9357-285-9

Consumerism arose with industrial societies and faced criticism for its sameness. In response, a consumer movement emerged to protect buyers from aggressive marketing and ensure quality and fairness. This book explores the movement's origins, key figures, and its growth into modern consumer awareness and new distinctions.

Ariela Mortara teaches Sociology of Consumption, Market Research, and Cultural Ethnography at IULM University. She has also taught Business Communication and Advertising at other Italian universities and has conducted research on consumption and communication, publishing numerous papers nationally and internationally.

ISLAMISM

2017 | 112 P. | 978-88-7075-923-5

The text clarifies often oversimplified terms like political or radical Islam, examining the historical roots of various movements and their relations with the West. It highlights the need for deeper understanding to better manage related challenges and avoid superficial judgments.

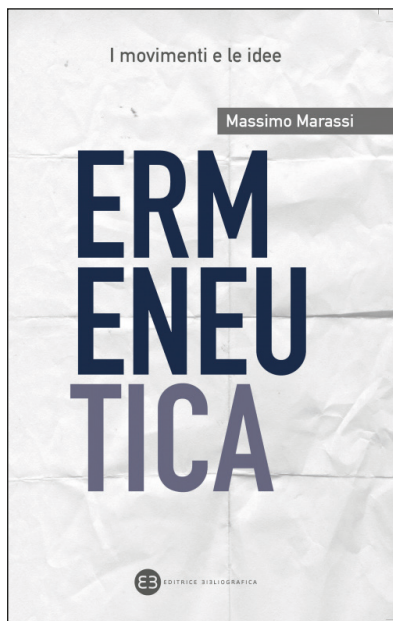
Paolo Branca is professor of Arabic language and culture and of Islamic culture at the Catholic University of Milan. He is specialised in the relationships between Islam and modern world. He wrote various books about the topic and he also translated the novel *Midaq Alley* of the Egyptian Nobel prize Nagib Mahfuz.

NATIONALISM

2019 | 144 P. | 978-88-9357-047-3

Europe faces a rise of nationalist, ultra-conservative "sovereign" movements, especially in Central and Eastern Europe. Six interviews with experts from six countries explore this conservative counterrevolution and its historical, social, and cultural roots.

Andrea Pipino is journalist, since 2006 he is responsible for the European pages of the weekly "Internazionale", a magazine that offers a selection of the best press articles from around the world translated into Italian.



HERMENEUTICS

2017 | 144 P. | 978-88-7075-934-1

Hermeneutics remains a rich, evolving field because it acknowledges the limits of human knowledge without dismissing the search for truth. In today's global cultural crisis, it explores new knowledge models and addresses the decline of traditional social structures, aiming to inspire shared human goals.

Massimo Marassi is a professor of Theoretical Philosophy at the Catholic University of Milan, director of its Philosophy Department, and editor of *Rivista di Filosofia Neo-Scolastica*. He has written extensively on Hermeneutics and coordinated the *Philosophic Encyclopaedia* by Bompiani.

FUTURISM

2016 | 144 P. | 978-88-7075-875-7

Futurism, founded in 1909 by Filippo Tommaso Marinetti, was a groundbreaking artistic movement that transformed many fields—from art and literature to politics and fashion. Known for its bold ideas and global influence, it laid the foundations of modernity. This book traces the movement's extraordinary impact and legacy.

Claudia Salaris is the most important Italian expert of Futurism and historian of the Avantgardes. Her books have been translated in France, Germany, Japan, Great Britain, Spain and United States.



NEOREALISM

2016 | 120 P. | 978-88-7075-889-4

After WWII, Italy's Neorealism movement used cinema and literature to depict social issues and inspire civic engagement. Key figures included directors Rossellini and De Sica, writers Vittorini and Pratolini, and influenced intellectuals like Calvino and Pasolini.

Francesco De Nicola is professor of Italian literature at the University of Genoa. He wrote monographic essays on Neorealism and he edited some important rare and unpublished works.

NEURONARRATIONS

2020 | 144 P. | 978-88-9357-083-1

Narratives are powerful cognitive tools now widely used beyond literature, in fields like politics and medicine. This book explores how storytelling affects the brain, supports cognitive functions, reveals gender differences, and offers therapeutic benefits in various disorders.

Stefano Calabrese is Professor of Narrative Communication and Children's Literature at the University of Modena and Reggio Emilia and teaches Semiotics at IULM, Multimedia Communication at Suor Orsola Benincasa in Naples and Children's Literature at the Free University of Bolzano. His latest books include: *Storie di vita. Come gli individui si raccontano nel mondo*, *La suspense* e *La crime fiction* (with R. Rossi).

POPULISM

2017 | 152 P. | 978-88-7075-924-2

This book explores the nature of populism—whether it is a true ideology, a rhetorical strategy, or a modern form of ancient demagoguery—and its growing success in the 21st century. It traces the evolution of populist movements from the late 19th century to today, examining their impact on democratic institutions and ongoing political debates.

Damiano Palano teaches Political Science and Political Theory at the Catholic University of Milan, focusing on political theory, the history of social sciences, and contemporary democracy.

PROTESTANTISM

2018 | 128 P. | 978-88-7075-978-5

The book offers a historical and theological overview of the diverse movements within the Protestant Reformation, from Luther and Calvin to the Radical Reform. It emphasizes understanding the theological core of the Reformation over apologetic judgments, encouraging reflection on its varied outcomes.

Lidia Maggi is a Baptist pastor and she deals with training and ecumenical dialogue.

SHINTOISM

2018 | 160 P. | 978-88-7075-989-1

Shinto, often seen as Japan's native and unchanging religion, actually encompasses a diverse and complex set of ancient rituals and beliefs. This essay challenges traditional views, encouraging a critical re-examination of Shinto and highlighting its continued influence on Japanese emotional and daily life today.

Rossella Marangoni, an expert in Japanese language and culture, focuses on the sacred, theater, and aesthetics of Japan, especially from the Edo period. She is the author of several works on Japanese culture, including the widely translated *Zen. An Iconographic Dictionary*.

SPIRITUALITY

2017 | 128 P. | 978-88-7075-935-8

This essay explores the complex and diverse nature of spirituality today, shaped by religion, mysticism, new religious movements, cyber religion, and esotericism. It discusses how secular societies accommodate both traditional religious spiritualities and newer forms that emphasize immanence through personal experience and inquiry. Key themes include the resurgence of spiritual needs, ethical questions, and fundamentalism in advanced modernity.

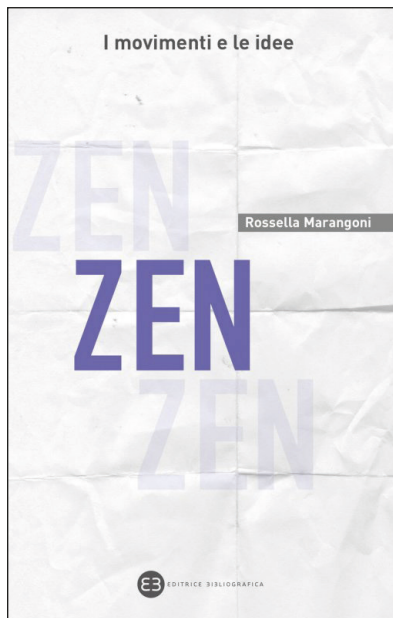
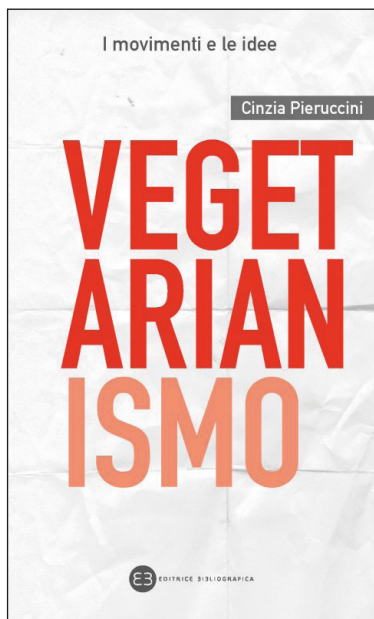
Luigi Berzano, a professor at the University of Turin, specializes in sociology of religion and the transformation of religions in contemporary society.

VEGETARIANISM

2019 | 144 P. | 978-88-9357-058-9

Dietary choices deeply reflect cultural identity, especially in India, where food often defines community boundaries through what is avoided. This book explores the historical rise of vegetarianism in India, linking it to major religions like Hinduism, Buddhism, and Jainism, and highlighting the central role of the doctrine of nonviolence and the commitment to avoid harming any living being.

Cinzia Pieruccini is a professor of Indology and Indian Art History at the University of Milan, with numerous publications including Sanskrit translations and critical studies of ancient Indian literature and art.



ZEN

2019 | 152 P. | 978-88-9357-057-2

Zen, often misunderstood by non-specialists due to mystifying interpretations, is explored in this concise introduction covering its origins, history, teachings, and key practices like meditation. The guide offers a clear and rigorous overview of Zen's profound spiritual tradition and its lasting influence on East Asian Buddhism, culture, aesthetics, and arts, especially in Japan.

Rossella Marangoni, graduated in Japanese language and literature from the University of Turin, conducts lectures and seminars on Japan's sacred traditions and Edo-period theatrical and aesthetic culture. She is a member of the Italian Association for Japanese Studies.

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