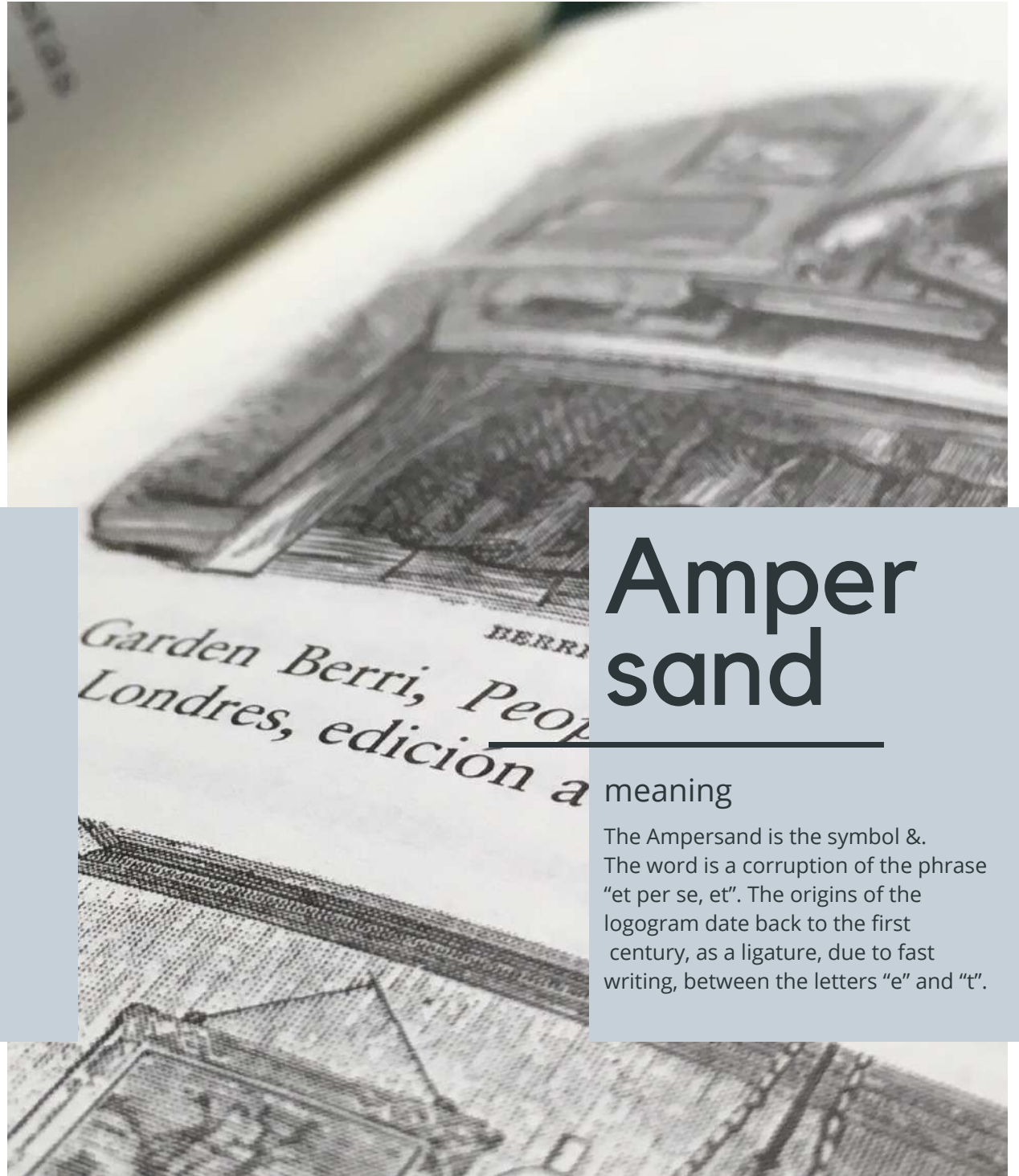


about us

Ampersand is an independent publishing house established in 2012. In the beginning, our catalog specialized mainly in Written Culture, but recently we have been expanding into new topics, such as Visual Studies, literary essays, and Fashion Studies.

Ampersand is committed with deep reading, as a practice and as a relationship with cultural products around us: books, art, and fashion.



Ampersand

meaning

The Ampersand is the symbol &. The word is a corruption of the phrase "et per se, et". The origins of the logogram date back to the first century, as a ligature, due to fast writing, between the letters "e" and "t".



Cavia 2985,
Buenos Aires, AR



+54 11 4809 8614



victoria@edicionesampersand.com



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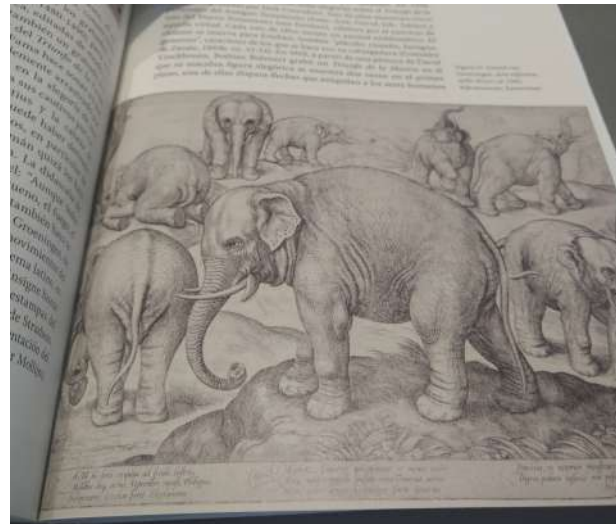
Visual culture and imaginary worlds



Drawing and Printing

Maps, posters, books, magazines, and brochures create the visual universe of an ordinary citizen in a city that desired to become cosmopolitan. This book helps understand the role of images in the construction of identity, in a society crossed by nationalism and the idea of progress.

- Pages: 298
- Keywords: Latin America, graphic culture
- Author: **SANDRA SZIR** (ed.). Szir is an art historian specialized in Visual Studies. She is a permanent professor at the Universidad de Buenos Aires.

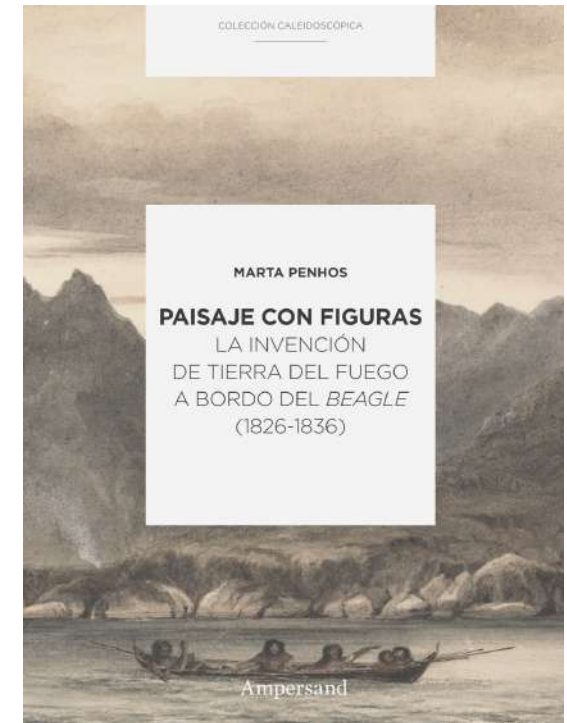


Natural and Mythical History of Elephants

The fascination that men have with elephants goes as far as the ancient civilizations. Aristotle, Plutarch and Marco Polo, among others, admired their intelligence and guile. Throughout history, pachyderms were gifted to kings, emperors, and popes, but also used as war machines and circus attractions.

In this exhaustive and rigorous research, the authors go through art, religion, science, and mythology to bring out the importance of this animal in Western and Eastern culture.

- Pages: 250
- Keywords: nature, culture and society, mythology,
- Authors: **JOSÉ EMILIO BURUCÚA** is an art historian. He is an emeritus professor at the Universidad de Buenos Aires and Universidad de San Martín, and a visiting professor in Paris, Florence, and Berlin.
- NICOLÁS KWIATKOWSKI** has a doctorate in History at the Universidad de Buenos Aires. He is a specialist in European cultural history, in Leonardo da Vinci's figure and the representation of massacres and genocides.



Landscape with Figures

What did Fitz Roy and Darwin see when they arrived at the "end of the world"? How did they transform that experience into an image of this part of the map?

This book is a deep analysis of the *Narrative of the Surveying Voyages of his Majesty's Ships Adventure and Beagle*, published in 1839. Penhos manage to decode the visual and literary devices that worked in the invention of the legends of the southernmost point in Patagonia.

- Pages: 394
- Keywords: science, exploration, art, Darwin
- Author: **MARTA PENHOS** is an art historian, professor-researcher at the Universidad de Buenos Aires and Universidad de San Martín.

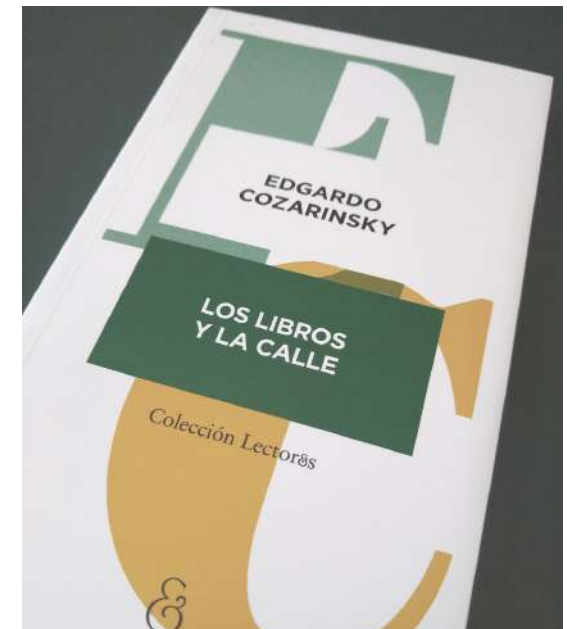
Memoirs of Readers

What does “Reading” mean? How does this practice affect our point of view or even our lifestyle? This series is about life and its extraordinary encounters with a book, author or text.

Different Latin American writers go through their stories as readers. However, they are not merely theorizing. Instead, they give us a glimpse into small but meaningful aspects of their lives and the moments when a book changes its path.



SYLVIA MOLLOY. Novelist and literary critic. She lives in the US and has taught Latin American literature at Princeton, Yale, and NYU, where she created the MFA in Creative Writing in Spanish.



EDGARDO COZARINSKY. Argentinian writer, filmmaker, and playwright.

Other readers

- *The Center of The Earth*, Jorge Montealeone
- *Phantoms of Knowledge*, Noé Jitrik
- *Excess and Reading*, José Emilio Burucúa
- *Trance*, Alan Pauls
- *When the Text finds substance*, Margo Glantz



SYLVIA IPARRAGUIRRE. Argentinian novelist. Her book *Tierra del Fuego* won the Sor Juana Inés de la Cruz Prize in 1999.

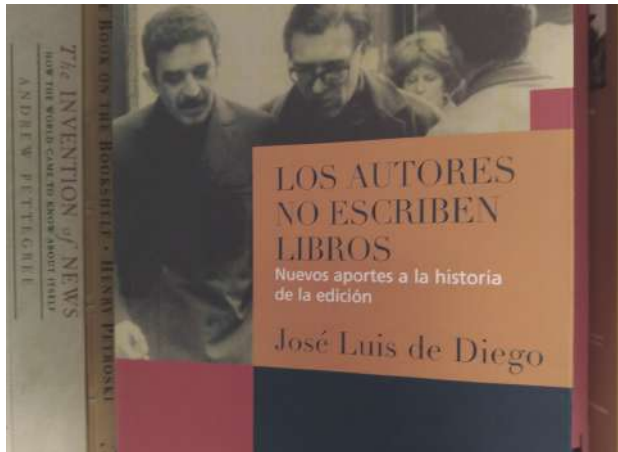


CARLOS ALTAMIRANO. Emeritus professor at Universidad Nacional de Quilmes. He is a specialist in intellectual history.



DANIEL LINK. Writer, literary critic, and professor. Director of the Master in Gender Studies and Latin American Literature Studies at the Universidad de Tres de Febrero.

Essays about and from Latin America



Authors don't write books

Which role have the editors played in Latin America? This book goes through different editorial projects and catalogs from Chile, Argentina, and Venezuela. De Diego analyses how markets, new technologies, the economic crisis and the Franco regime in Spain affected the book industry. Besides, he explores the evolution in the roles of editors and the new readers in a time of changing paradigms.

- Pages: 246
- Keywords: Latin America, history, books, culture
- Author: **JOSÉ LUIS DE DIEGO** has a doctorate in Literature and is a professor at the Universidad de La Plata. He is a specialist in the history of the book and publishing houses in Latin America.



Women Readers in the Nineteenth Century

Why and what do women read? Graciela Batticuore rewrites the story of illustrated women from Latin America, particularly from Argentina. Through different historic events, paintings and literature, she proposes a classification of types of women readers. Newspapers, letters, and novels not only create the imaginary and real universe of females but also become valid tools for social mobility in modern life.

- Pages: 174
- Keywords: women, literature, art
- Author: **GRACIELA BATTICUORE** is an Argentinian essay writer, novelist, poet and professor-researcher at the Universidad de Buenos Aires.



The Origins of Popular Libraries

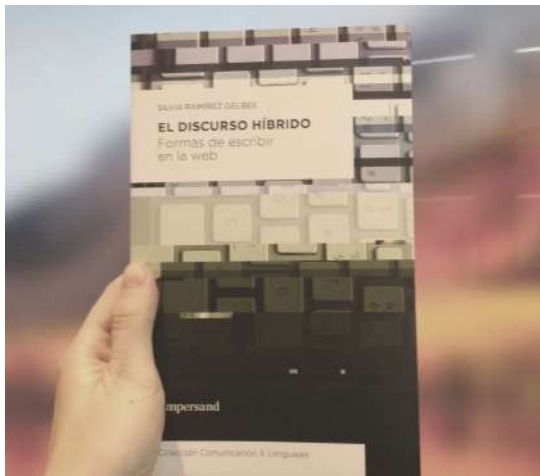
In 1870, Argentina passed a law that promoted the development of popular libraries. The author explores the difficulties that these institutions went through, the role of Domingo Faustino Sarmiento, the meaning of the libraries in Latin American history and the tension between the State and civil society.

- Pages: 320
- Keywords: Library, State, civil society
- Author: **JAVIER PLANAS** is a professor-researcher at the Universidad de La Plata. He is a specialist in the history of libraries in Argentina.

More books

- *Outdated*, Regina Root & Susan Hallstead (eds.)
- *The other face of Janus*, José Luis de Diego
- *Press, Politics and Visual Culture*, Claudia Roman

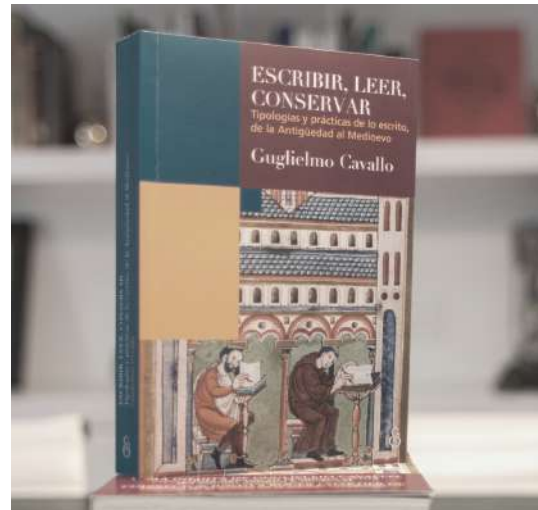
Reading and Writing: past and present



The Hybrid Text

Today's world is full of screens. Writing for mass media demands a particular knowledge and sensibility. In this work, Ramírez Gelbes exposes, between theory and practice, the necessary skills to produce textual content in the digital environment.

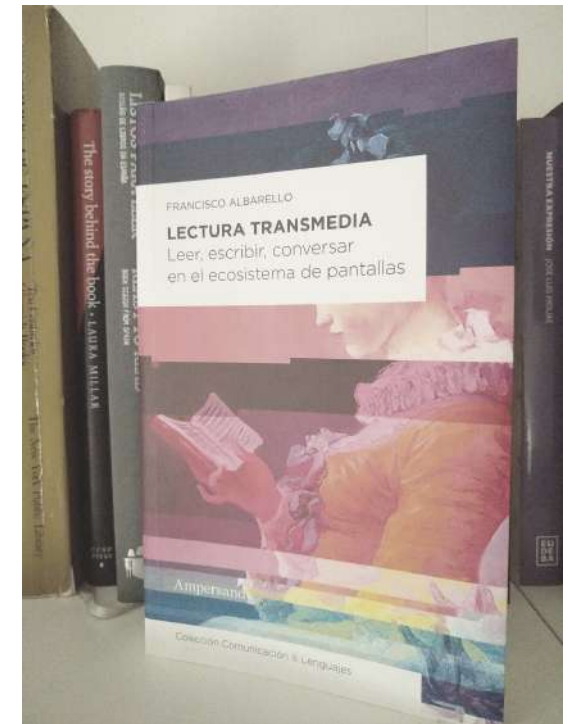
- Pages: 270
- Keywords: communication, digital, society
- Author: **SILVIA RAMÍREZ GELBES** has a doctorate in Linguistics at the Universidad de Buenos Aires. She is the director of the Master in Journalism at the Universidad de San Andrés.



Write, Read, Preserve

Write, read, preserve is an original work, so far unpublished in any other language other than Spanish, written by Guglielmo Cavallo. As a product of his long academic trajectory in the field of Paleography, it allows us to reconstruct with detail the structure of written culture in each of its stages: production, circulation, reception, as well as its preservation and status, within ancient and medieval societies. Cavallo leans on a rich variety of documentary sources: from books and written documents to inscriptions recovered from archaeological remains, classic literary and philosophical texts, or art pieces such as sculptures, engravings, and drawings.

- Pages: 378
- Keywords: written culture, ancient & medieval societies
- Author: **GUGLIELMO CAVALLO** is an Italian paleographer. Professor of Latin paleography at the Scuola Speciale per Archivisti e Bibliotecari of Rome and Greek Paleography at the University of Rome La Sapienza.



The Mediated Reading

Focused on Media Ecology theory but with the contribution of History, Neuroscience, Multimedia, and Hypertext notions, this work explores the way we read in a multiscreen world. Francisco Albarello analyses the new and creative skills that the multitask reader has to develop to deal, read and understand different kinds of texts: pictures, audio files, animations, screensavers, video sequences and, last but not least, the written ones.

- Pages: 224
- Keywords: digital culture, screens, society
- Author: **FRANCISCO ALBARELLO** is a professor specialized in mass media communication. He is the director of the doctoral program in Communication at the Universidad Austral from Buenos Aires.