

about us

Ampersand is an independent publishing house established in 2012. The different collections deal with both the social history of written culture and the most revealing contemporary visual studies: Art, literary essays, and Fashion Studies.

Ampersand is obsessed with reading in all its forms. We understand reading as a practice that is both hedonistic and subversive.



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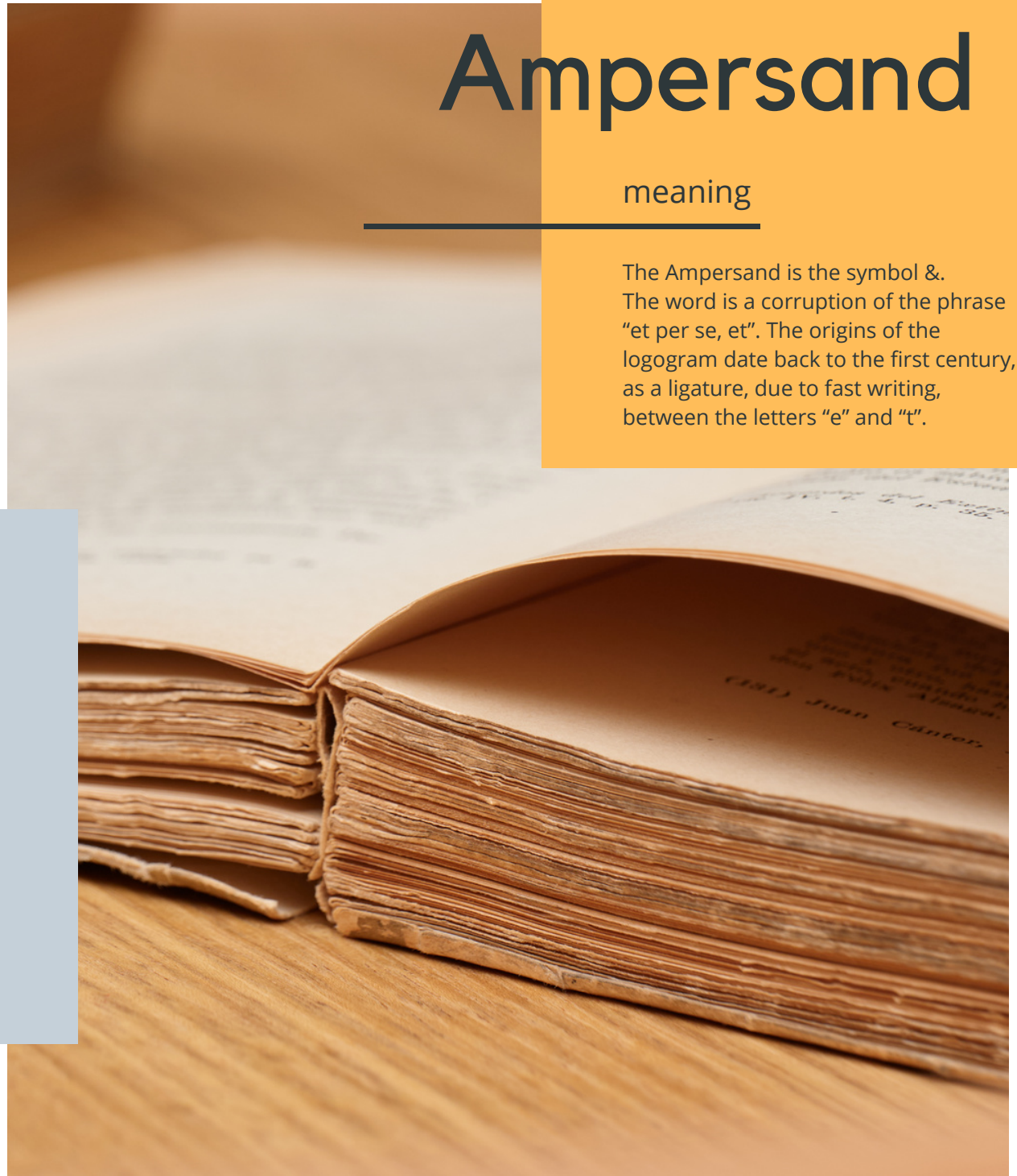
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Ampersand

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".



Visual culture, film and photography in Latin America



Photography in Latin America

This volume, which brings together works by leading specialists, examines the impact of the photographic image on society and how, in turn, cultural, political, and economic processes have influenced the ways in which images are understood, produced, and read.

- Pages: 262
- Keywords: Latin America, city, modernity, photography
- Editor: **INÉS YUJNOVSKY** holds a Ph.D. in History from El Colegio de México. She specializes in photographs in the process of consolidation of national states in Latin America.



Bourgeoisie and Fashion

Buenos Aires, 1870. On the verge of becoming the capital, the city is expanding towards vertiginous modernity. The ways of inhabiting and traveling through the city, the way its inhabitants walked, ate, approached art, and, of course, dressed, were marked by European models. This was a time of intense population and economic growth in the city. This book sets out to map the cultures of dress in the city, its inhabitants dress dreams, and the representations that were made of them between the last quarter of the nineteenth century and the First World War.

- Pages: 384
- Keywords: Fashion, modernity, society, Buenos Aires
- Author: **MARÍA ISABEL BALSADARRE** is an art historian. She is currently a professor at the UNSAM and national director of museums at the Secretaría de Patrimonio Cultural del Ministerio de Cultura de la Nación (Argentina).



Fashion, film and costume

From the provocative and arrabalero style of Tita Merello, the photogenic Zully Moreno, Niní Marshall's unabashed costumes, and Paulina Singerman's devotion to plots, long dresses, and hats, this book goes through the history of Argentine cinema and reaches the imprint of the nouvelle vague in Graciela Borges, the strange worlds of Lucrecia Martel and the laconic expressiveness of vintage fairs in the films of Martín Rejtman.

- Pages: 170
- Keywords: Cinema, Fashion, Designers
- Author: **VICTORIA LESCANO** is an essayist, curator, and journalist specializing in fashion.

Visual and material culture in Latin America



Vertical Landscape

The construction of tradition is the main phenomenon of modern societies. The cities had a principal relevance as the place where this discussions happened. Buenos Aires dealt with the same issue. This work tells us the story of the mechanisms of culture to build, through art and literature, the discourse of an emerging nation.

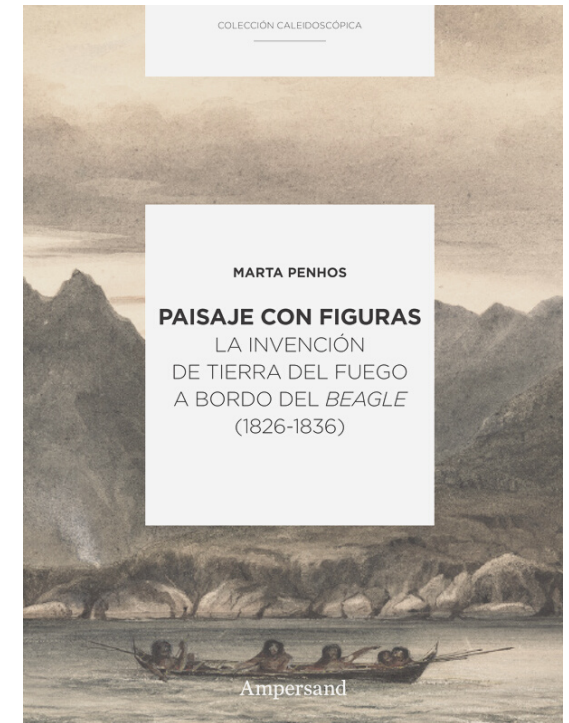
- Pages: 272
- Keywords: Latin America, city, modernity, tradition, art, literature
- Author: **CATALINA FARA** is an art historian specialized in Visual Studies.



The story of a fashion doll

To tell the story of the famous Marilú doll is to immerse oneself in the history of female childhood in Argentina from the Infamous Decade to Peronism. Inspired by a French doll from the beginning of the 20th century called Bleurette, Marilú was created by Alicia Largaña in 1932 in the image and likeness of the girls of the country's high bourgeoisie. Like Barbie, Marilú is part of a long series of dolls which, since the eighteenth century, have contributed to modelling parameters of female social behaviour through the rituals of play.

- Pages: 298
- Keywords: Doll, Fashion, culture and society,
- Authors: **DANIELA PELEGRINELLI** is an educator and cultural manager. Her work focuses on the history of toys, play and children's material culture.



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 manages 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.

Natural and Mythical History of the 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, arts
- 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.

Figura 12. Imagen de
Gansuome, ilustración
publicada en Cartari,
Vincenzo (1647) *Immagini
degli Dei degli antichi*,
Venecia. Tomasini,
parte II, p. 377.

Memoirs of Writers

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.



MARÍA MORENO is one of the sharpest chroniclers of Argentine literature. Her texts combine freedom, rigorous research and a critical perception of life.



MARÍA TERESA ANDRUETTO published novels, essays, short stories, poetry books, and children's books that have been translated into several languages.

Other works

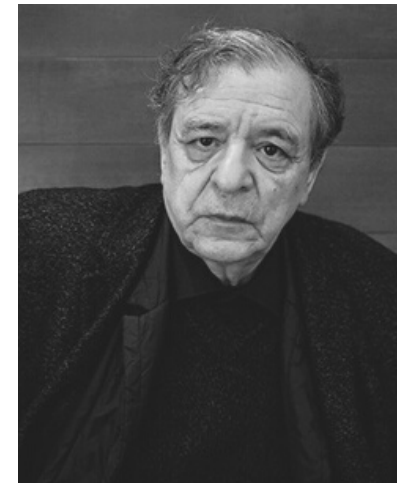
- *Primeras luces*, Carlos Battilana
- *Libros chiquitos*, Tamara Kamenszain
- *Estaciones*, Carlos Altamirano
- *La vida invisible*, Sylvia Iparraguirre
- *The Invisible life*, Sylvia Iparraguirre
- *Estaciones*, Carlos Altamirano.



EDGARDO COZARINSKY is a writer and filmmaker. Author of unclassifiable books that intertwine fiction, essays and chronicles.

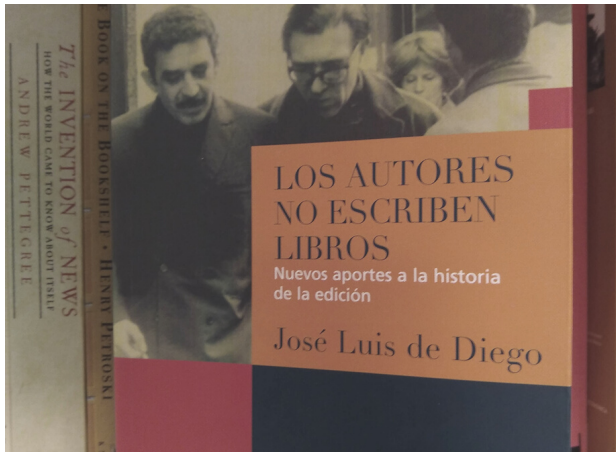


SYLVIA MOLLOY. Novelist and literary critic. She lived in the US and was a professor at Yale, Princeton, and NYU.



LUIS GUSMÁN is a novelist, short-story writer and essayist who has published a large number of books.

Essays about Latin America



Publishers and writers in Latin America

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

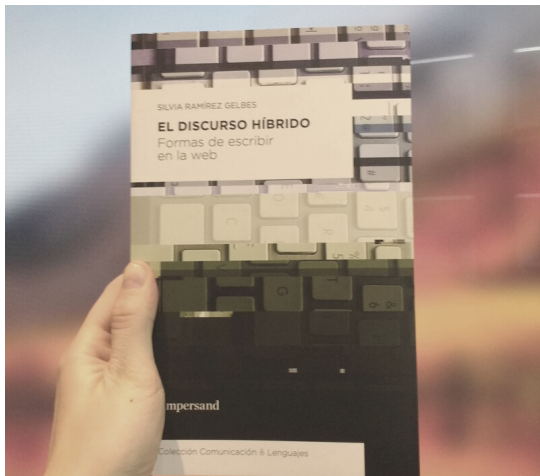
In 1870, Argentina passed a law that promoted the development of popular libraries. The author explores the difficulties that these institutions went through, the role of Domingo Faustino Sarmiento, the meaning of the libraries in Latin American history and the tension between the State and civil society.

- 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

- *Kant at the kiosk*, Guido Herzovich
- *The Other Face of Janus*, José Luis de Diego
- *Press, Politics and Visual Culture*, Claudia Roman

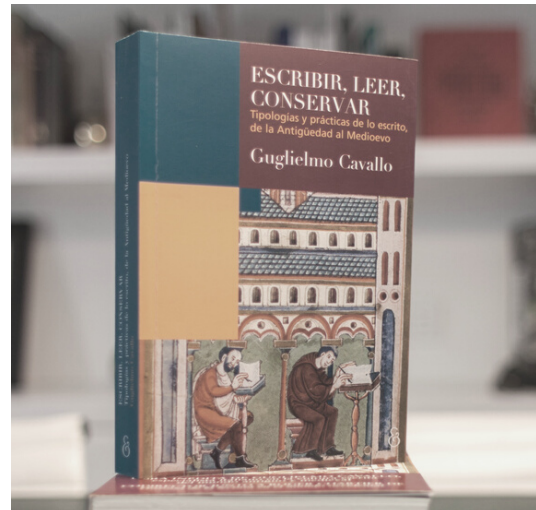
Reading and Writing: past and present



Writing in digital media

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.

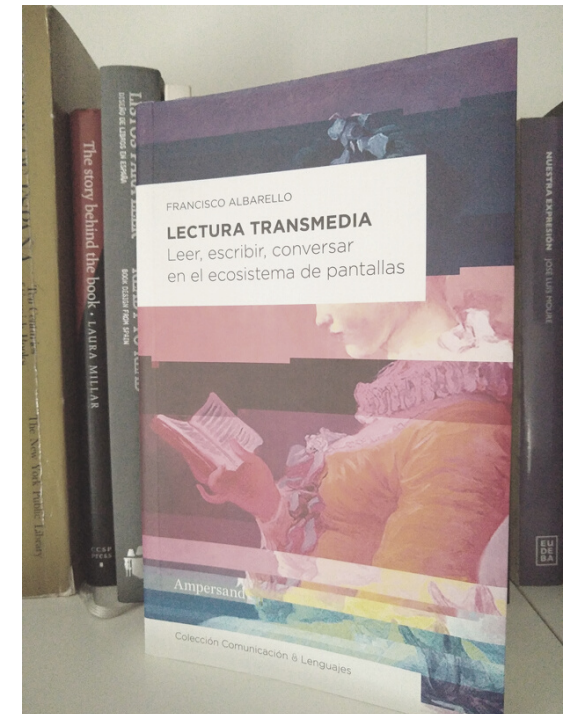
- Pages: 270
- Keywords: communication, digital, society
- Author: **SILVIA RAMÍREZ GELBES** has a doctorate in Linguistics at the Universidad de Buenos Aires. She is the director of the Master in Journalism at the Universidad de San Andrés.



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.