

# CORPORATE BOOKS

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THE IDEAL PLATFORM TO PUBLICIZE YOUR WORK AT AN INTERNATIONAL LEVEL



BOOQ Publishing is a publishing house and packager of illustrated books specializing in architecture, interior design, design, fashion and trends.

With over fifteen years of experience, the passion that our editorial team has for architecture confers BOOQ's catalog with a level of recognition that has consolidated the firm's position in the Spanish-speaking market and internationally, with titles translated into more than twenty languages.

High-quality printing and finishes are guaranteed to our clients. They include: High-quality printing and finishes are guaranteed to our clients. They include Escala Educational and Senac SP (BR), DVA, Frechmann and Taschen (DE), Gustavo Gili and Promopress (ES), Eyrolles (FR), Librero, Tectum and TeNeues (NL), Bertrand (PT), ICOB, Page One (SG), A & C and Search Press (UK), and Barnes & Noble, Harper Collins and Rockport (USA).

**BOOQ Publishing also has a list of titles in English distributed in over 25 countries, with a strong presence in the most specialized bookstores around the world.**

This wide but focused marketing gives our perfect exposure for the architecture studios that BOOQ regularly collaborates with in the creation of books.



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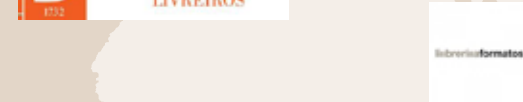
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## CORPORATE BOOK DIVISION

With the growth and positioning of BOOQ's stamp in the international market, there is an **increasing demand from professionals** in architecture, design and fashion to publish monographs of their work.

Adapting to changing times, the Corporate Books division puts a team of professionals specialized in the edition and the production of architecture books at the service of architects and designers giving them the chance to show their work, **have an international projection and stand at first line with other worldwide-known architects through BOOQ's distribution network.**

A monograph is the **best way to promote your work internationally in the display windows of the world's most prestigious bookstores.** It is an ideal way of reaching to potential clients and receive the **recognition and consolidation of your firm by simply being there.**

### Other reasons to invest in a Corporate Book:

- It features the professional trajectory of your firm in a visual and synthetic manner.
- It is the best gift for your clients, collaborators and suppliers.
- It is the most elegant and reliable way to present your portfolio to prospective clients.
- It gives exposure to those projects that have not been built.
- It transforms your work into a reference for students and architects.
- It increases the statistics in Internet search engines and number of visitors to your website.



**"IN A GLOBALIZED  
WORLD, IT IS ESSENTIAL  
TO BE PRESENT IN MOST  
MARKETS TO CAPTURE  
THE ATTENTION OF  
POTENTIAL CLIENTS".**

## CORPORATE BOOKS STEP BY STEP

Once the contract is signed and both parts have agreed on the concept of the book and on the technical specifications:

- The author yields BOOQ the **rights** of the images for the one edition.
- It is imperative that the **edition be bilingual**. **English** and **Spanish** should preferably be the languages of the edition to make best use of BOOQ's distribution network. However, there is the option of two bilingual editions as long as these only affect the texts:

- 1- English / Spanish for BOOQ
- 2- English / preferred language for the author.

- BOOQ sets the RRP in the market and informs its distributors.

# 1

## PREPRINT

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The architect / designer provides BOOQ Publishing with the texts and images that are to be included in the book.

If the author only provides the texts in a language other than Spanish or English, Corporate Books assumes the translation into these two languages.

Corporate Books carries out the edition, design, layout, photo retouching, galleys, and production coordination (printing and binding).

Generally, two cover designs are used in order to increase sales and raise international interest: one for the author and a second with a more commercial title.

# 2

## PRINTING AND DISTRIBUTION OF THE FIRST EDITION

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**BOOQ prints 4,000 copies:**

- BOOQ assumes the logistic, storage, management, promotion and distribution of 3,000 copies through its international network in more than 25 countries.
- The author takes the remaining 1,000 copies for own use. The architect / designer receives quarterly assessment and sales reports if requested.

# 3

## ADDITIONAL OPTIONS

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There is a possibility of creating an interactive application (app) of the book for iPads, tablet PC, smartphones, and Internet that would be launched simultaneously or after the publication of the paper version.

In case of a reprint, the architect / designer will receive a royalty of 4% on the RRP.

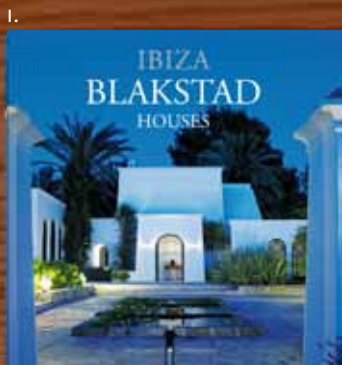
# 4

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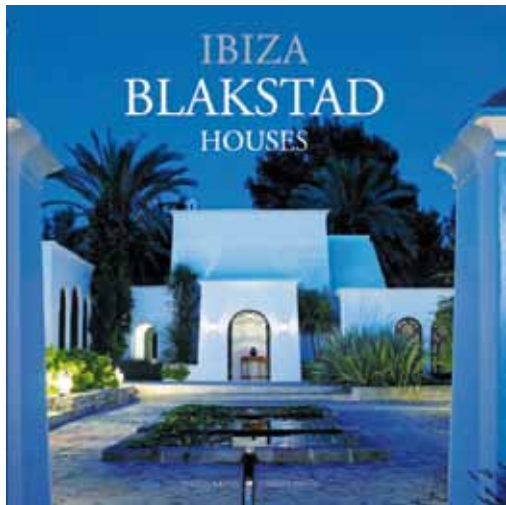
- 33% upon signing the contract
- 33% upon the delivery of the 1,000 printed copies
- The rest, upon 30 days of delivery





## CORPORATE BOOKS

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2. Cesar Portela Architect
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5. Francesc Rifé
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## IBIZA BLAKSTAD HOUSES

### The definitive monograph on Blakstad's work and ideas

Format: 26 x 26 cm - 10.2 x 10.2 in  
Binding: Hardcover with jacket  
Pages: 292  
Ret. price: 35.00 / US\$39.95 / £30.00  
ISBN 978-84-9936-906-8

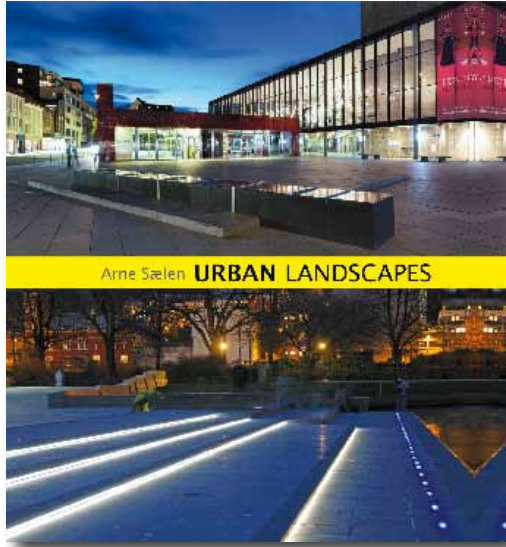
The fusion of Ibizan traditions with function, form, and taste is the hallmark of Blakstad's projects, dedicated to conserving the cultural significance of the island in today's architecture.

Rolph Blakstad exhaustively studied Ibizan architecture when it was still a living millennial tradition, with peasant builders working with rules passed down by word of mouth from father to son. The architect's study of these builders formed the basis of his research, design and building for more than 40 years.

A few days after Blakstad's death, and as a tribute to his work, in this monograph the reader will find the path of an unbroken tradition reaching back to distant origins, but adapted to the needs of today. A design based on historical Mediterranean architecture, combining style and building techniques to suit contemporary lifestyles.







## URBAN LANDSCAPES by Arne Sælen

### *A journey with one of the most renowned Scandinavian Landscape Architects*

Format: 24 x 24 cm - 9.4 x 9.4 in  
Binding: Hardcover with jacket  
Pages: 256  
Ret. price: 39.95 / US\$42.00/ £34.95  
ISBN 978-84-9936-905-1

Although LandsKap Design was created just over 10 years ago in Bergen (Norway), there is no question that it is now one of the key exponents of landscape architecture and a unique reference for any urban landscape artist.

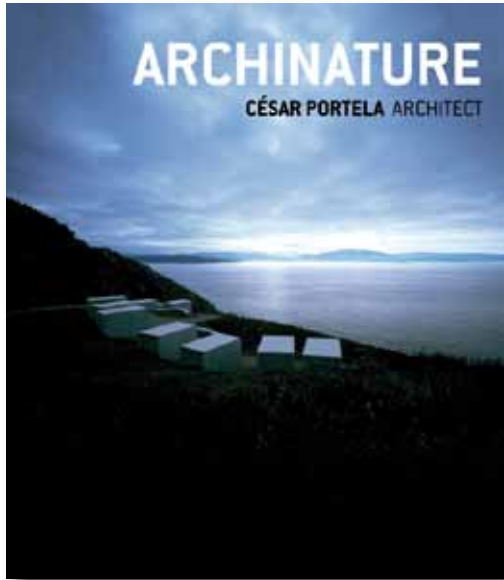
Not only has it received prestigious international awards and taken part in forums and biennials but its founder has worked for over a decade in close collaboration with various Norwegian universities in the Social Science sector.

Sælen's constant quest, research and awareness form this firm's huge contribution to the project, viewing landscape as an essential part of cultural heritage and hence the backbone of our cultural space.

This monograph is therefore much more than a compendium of architectural projects: it is the materialization of a new concept of "rurban" space.







## ARCHINATURE by César portela Architect

### Interventions in the landscape through the strategy of invisibility

Format: 21 x 24,20 cm - 8.2 x 9.5 in  
 Binding: Hardcover with jacket  
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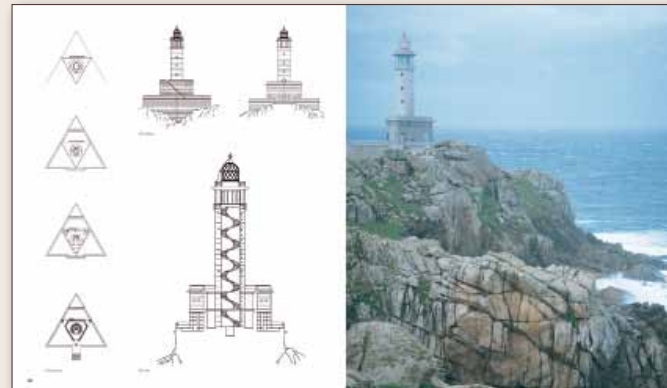
Publication date: December 12

Galicia, northern Spain, has been historically characterized by the close relationship between the inhabited and the natural worlds, by the intense dialogue between man and nature which is the basis of the anthropic landscape.

César Portela starts from that reality, its precarious and unstable condition, to build an architecture whose success lies in the harmony and agreement that is able to establish with that unique and recognizable place on which it operates and its ability to stay.

All this through strategies such as “invisibility”, letting the spotlight fall on the natural elements, the human intervention limited to a work of counterpoint against the natural environment.

Like with architects Sverre Fehn and Norway or Luis Barragán and México, identification with the land itself (in this case Galicia) is an active factor in each of the architectural projects undertaken by César Portela.



“Architecture has a way of thinking about the world very similar in structure to writing a book since both disciplines represent the same field and domain.”

*Rem Koolhaas*

For further details and information:

**BOOQ Publishing**

València 93, principal 1ª

08029 Barcelona, Spain

[hola@booqpublications.com](mailto:hola@booqpublications.com)

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