Frankfurt 2018

New and forthcoming titles
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Sofia Gnoli, The Fashion Alphabet

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Andrea Augenti, A as in Archaeology: Ten Great Discoveries in History
Tommaso Braccini, Lupus in fabula: Fables, Legends and Jokes in Ancient Greece and Rome
Lorenzo Montemagno Ciseri, Monsters: History and Tales
Ilaria Parri, Magic in Medieval Times
Paolo Rosso, Schools in the Middle Ages: From the 6th to the 15th Century
Luigi Russo, Crusaders in the Holy Land: A New History (1095-1291)
Sergio Botta, Shamans and Shamanism: Accounts, Beliefs, Practices

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Psychology
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Daniele Schön, Lilach Akiva-Kabiri, Tomaso Vecchi, Psychology of Music
The Fashion Alphabet

A fashion alphabet is a kind of illustrated primer that describes the atmosphere surrounding a certain type of style, dress, or accessory. Thanks to the helpful teachings of many masters of taste — including Irene Brin, Diana Vreeland, Camilla Cederna and Natalia Aspesi — this book touches upon the worldly chronicles of Gabriele d’Annunzio, the beautiful words about Coco Chanel written by Paul Morand, and the mythologies of Roland Barthes. The result is both an energising tale and a free-thinking manual of elegance.

Sofia Gnoli is a fashion scholar and journalist who teaches at the Sapienza University of Rome, the European Design Institute, and the Koefia Academy.

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Andrea Augenti

A as in Archaeology: Ten Great Discoveries in History

A come archeologia. 10 grandi scoperte per ricostruire la storia

Lucy, the Terracotta Army, Tutankhamen, King Childeric’s tomb, Ötzi the Iceman, the cities of Troy and Ebla, ancient Rome… This book tells the history of archaeology by highlighting ten major discoveries. Its readers will travel through time and space, from prehistoric times to the Middle Ages, and visit Europe, Asia and Africa. And, during the voyage, they will also get to know major characters, ideas and techniques that over the years have contributed to the allure of the archaeologist’s craft.

Andrea Augenti teaches Medieval Archaeology at the University of Bologna and is a member of the international advisory board of the journal “Medieval Archaeology”.

History
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What did his nurse tell little Cicero before putting him to bed? What jokes circulated among Athenian sailors? In ancient times, just like today, fairy tales, witticisms, and fake news were part of everyday life. Only in very few cases, however, was this “oral literature”, considered trivial, recorded in written form. But all is not lost: combining philology and folklore, one can try to reconstruct this forgotten chapter of the lives of the ancients. And that is what Tommaso Braccini does in this book, both scholarly and enjoyable from the first to the last page.

Tommaso Braccini teaches Classical Philology and Neo-Greek Literature at the University of Turin.
What do Leonardo da Vinci, the X-Files, and H.P. Lovecraft have in common? And what connects Aristotle’s work with that of the 16th-century humanist François Rabelais and the music of Fabrizio De André? The answer lies in the folds of what Rudolf Wittkower called “the inexhaustible history of monsters”. The tale is actually a set of many stories — some famous, others unknown, but all fascinating — in which the monsters often establish what’s normal, rather than the opposite. This book describes this sardonic hall of mirrors, the origins of which are lost in the mists of time.

Lorenzo Montemagno Ciseri has a degree in Natural Science and a doctorate in History of Science, earned at the University of Florence.
This book examines a selection of texts in order to highlight the diversity underlying the epistemological status of medieval magic; it also explores the variety of magical paradigms and the corresponding types of magicians. The featured texts include: the treatises on talismans attributed to Hermes Trismegistus; the books on magic erroneously thought to be written by the wise King Solomon; “nefarious” and “maleficent” works such as the “Lib-er Vaccae” and the “Picatrix”; texts of theoretical inspiration such as “De Radiis” and, to some degree, the Hermetic Asclepius; the critiques of learned adversaries, such as the arguments set forth by William of Auvergne, the classifications proposed in the “Speculum Astronomiae”, and the philosophical objections of Thomas Aquinas.

Ilaria Parri has earned a doctorate in Philosophy and Politics at the Orientale University in Naples.
In the Middle Ages, cultured men understood the *schola* to be a shared formation (*institution*), founded on cornerstones established by its authorities (*auctoritates*) and organized according to a curriculum. The book examines the history of the school, featuring both continuity and change, from the Church’s crucial role in early medieval education to its increasingly complex framework in the late Middle Ages when, in the 12th century, the first universities sprang up in the lively cities of the Latin West. Over these centuries the school was expected to spread “learned” (i.e., written) culture, but it also fostered a new type of culture, stemming from the complex interaction between pagan and Christian understandings of the classical tradition. The flow of “intellectuals”, cultural models and books, which converged in educational centres, contributed decisively to the emergence of a homogeneous knowledge structure.

Paolo Rosso teaches Medieval History at the University of Turin.
This history of the crusader movement provides readers with a comprehensive overview, a “plural” narration of the events that led to the establishment of the political entities that would later be known as “Outremer”. They centred on Jerusalem, which had been conquered in the summer of 1099 by a pilgrim army expedition promoted by Pope Urban II. Far from being a simple account of the historical and political events of the 11th-13th centuries, comprising a mere list of the campaigns organised by medieval Western authorities to rescue the Holy Land, this book helps readers steer their way among the multiple levels of the crusader movement, as identified by up-to-date historiography debates.

Luigi Russo is a lecturer in Medieval History at the European University of Rome.
Shamanism is one of the most controversial topics in contemporary religion. Although its Central-Asian origin characterises it as a culturally and historically remote phenomenon, the term now indicates social actors, beliefs and practices featuring extremely fluid boundaries. What is the link between the world of Siberian shamans and, as we now call them, shamanic experiences? This book explains the basic continuity linking these realities and how some of the most powerful imagery produced by European culture since the modern age has shaped the thinking underlying shamanism. The latter is a fundamental analytical category in the study of religions, but has also accompanied innovative examples of contemporary spirituality, thus providing a tool for a better understanding of the religions of non-European peoples.

Sergio Botta teaches History of Religions at the Sapienza University in Rome.
How important is it for philosophy to deal with very young children, starting with primary school students? It’s very important indeed: even if they are not aware of it, children are already part of the long history of philosophy and think, contemplate, discuss as if they were philosophers. The author tells of his experience as a teacher and philosopher in elementary classes. This book thrills, moves and entertains its readers, but above all makes them reflect upon children’s remarkable abilities and their boundless freedom of thought.

Nicola Zippel teaches Philosophy in Italian upper secondary schools and formerly taught at the Universities of Rome and Naples.
No one – neither man nor god – can defy the power of Aphrodite, the goddess of love born from the sea foam. The consequences of her wonderful gift, which at times can be extremely dangerous, are told, in an unusually explicit way, in the most well-known love stories of ancient literature, including epic and lyric poetry, tragedy and comedy, philosophy and novels. This book guides us along a fascinating journey that begins with Homer and ends along with the twilight of the ancient world.

Simone Beta teaches Classical Philology at the University of Siena.

Francesco Puccio is a research fellow in History of Ancient Greek and Latin Theatre at the University of Padua.
This book adopts several perspectives – semiotics, linguistics and theatre studies – to describe how operatic texts work. The text provides a wealth of practical examples, without focusing on technical aspects that allow interested (and non-expert) readers to familiarize with the language of opera.

Fabio Rossi teaches Italian Linguistics at the University of Messina.
The Nobel Prize is one of the most prestigious awards in the world. Those receiving it are admired and respected. Yet, having earned a Nobel does not render one immune to blunders, which have been committed by many Nobel-winning physicists, chemists, physicians, and writers. Does this mean that the prize is not very meaningful? No! It only shows that in the realm of science the principle of authority is not valid. This intelligent and amusing text reviews some of the bizarre theories advocated by Nobel prize-winners.

Silvano Fuso teaches Chemistry; the 2006 TF7 asteroid, in orbit between Mars and Jupiter, is named after him.
In August 1797, Captain Robert Walton, leading a scientific expedition to the North Pole, heard a fantastic and terrible story from a Geneva scientist he met there in the Arctic. That man was Victor Frankenstein and his story, inextricably linked to that of the Creature he brought to life, was bound to become one of the most famous myths of all time. The novel sprung forth from the ingenuity and the creativity of a young English woman, Mary Shelley, not yet 20 years old. Two hundred years after the publication of this literary masterpiece, a historian of science and a scholar of mass culture illustrate its cultural background, with particular emphasis on scientific theories of that age, and describe the genesis and the development of the Frankenstein myth in theatre, cinema, television, and comics.

Marco Ciardi teaches History of Science and Techniques at the University of Bologna.

Pier Luigi Gaspa has a degree in Biology and pursues research interests in comics, communication, and multimedia applications.

Science
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Recent scientific discoveries provide us with numerous portraits of both our species and others that are related to humanity. These descriptions are intricate and comprise many different pieces. In this book, the authors put these pieces together in order to identify major features emerging from a wider perspective. The resulting narrative shuns the anthropocentric bias that often characterises our thinking about our origins and role in the world. Humans are a very special kind of animal, but what do the established facts tell us about the meaning of diversity? And why did we become the most invasive species on the planet?

Claudio Tuniz works at the International Centre for Theoretical Physics in Trieste.

Patrizia Tiberi Vipraio formerly taught Economic Policy and International Economics at the University of Udine.
An increasing amount of evidence points to a substantial link between the social context in which each of us lives and the functions of the somatic and germ cell genome that shapes our bodies. Various types of environmental factors can, in fact, modify cells’ gene expression, thus modifying tissues’ and organs’ physiological state. Social inequality is translated consequently into health inequality, which is transmitted from one generation to the next and also determines inequalities of opportunity, income, and social status. In other words, a recursive mechanism reinforces the social disadvantages arising from biological differences.

Carlo Alberto Redi teaches Zoology at the University of Pavia and is a member of the Accademia Nazionale dei Lincei.

Manuela Monti teaches Stem Cell Biology at the School for Advanced Studies in Pavia.
This short volume is dedicated to those who want to know more about the world population’s most widespread symptom, which afflicts a large number of people on a daily basis. This book provides a straightforward scientific description and places particular emphasis on the role of psychological and social factors that, in different ways, characterise pain – sometimes amplifying it, sometimes attenuating it. The author also addresses the therapies that are available today to fight pain.

**Fabrizio Benedetti** teaches Neurophysiology at the University of Turin and heads the Centre for Hypoxia at Plateau Rossa (Switzerland).
Animal-assisted interventions (AAIs), also known as “pet therapy”, are playing an increasingly important role as complementary rehabilitative therapies. On the basis of scientific evidence, this book identifies the causes of our attraction to specific species, such as dogs and horses (who have shared with humanity a significant part of their evolutionary history), examines the most effective intervention methods, and suggests that our bond with animals is a source of positive emotions that can even stimulate and strengthen human relationships.

Francesca Cirulli and Marta Borgi conduct research at Italy’s National Institute of Health.
What happens in our minds when we listen to our favourite songs? How does the brain process musical information? Does playing an instrument promote children's development? What is music therapy, and why is it successful? This book, in a revised and updated edition, answers these and other questions, explains leading theories on the psychology of music and illustrates recent developments in cognitive neuroscience.

**Daniele Schön** is a research fellow at the French National Centre for Scientific Research (CNRS) in Marseilles.

**Lilach Akiva-Kabiri**, a psychologist and musician, works at the University of Pavia and the Hebrew University of Jerusalem.

**Tomaso Vecchi** heads the Department of Psychology at the University of Pavia.
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