Frankfurt 2019

New and forthcoming titles
Fashion studies
Sofia Gnoli, *The Fashion Alphabet*

History
Patrizia Arena, *Gladiators, Chariots, Ships: Show Time in Ancient Rome*
Giovanni Di Pasquale, *Machines of the Ancient World: From Mesopotamian Civilization to Imperial Rome*
Marilena Maniaci, *A Brief History of the Manuscript Book*
Silvano Montaldo, *Delinquent Women: Gender and the Advent of Criminology*

Philosophy
Teresa Numerico, *Big Data and Algorithms: What They Are and How They Work*

Literature, Linguistics and Literary Criticism
Simone Beta - Francesco Puccio, *Aphrodite’s Gift: Eros in Ancient Greek and Roman Literature and Myths*
Paolo Branca, *Muslims’ Sacred Text: A Brief Quranic Anthology*
Giorgio Graffi, *A Brief History of Linguistics*

Science
Fabrizio Benedetti, *Pain: Science, Society, Therapy*
Massimo Capaccioli, *Red Moon: The Soviet Conquest of Outer Space*
Andrea Frova - Mariapiera Marenzana, *Newton and Other Brilliant Rogues: Rivalries and Disputes at the Dawn of Physics*
Silvano Fuso, *The Basics of Matter: The World of Chemical Elements*
Paola Govoni, *What Is the History of Science?*
Manuela Monti - Carlo Alberto Redi, *DNA: The Three Million Letters of Life*

Psychology
Mara Bellati - Martine Vallarino, *Psychology of Taste*
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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The book offers the reader an overview of the various forms of entertainment enjoyed by the Romans: chariot races, gladiator fights, staged naval battles, and hunts. The author describes the careers of major stars, their major victories, and the large prizes they earned. The text also focuses on the pagans’ forms and levels of appreciation for these spectacles and their divergence from Christians’ assessments.

Patrizia Arena teaches Roman History at the European University of Rome.
Antiquity is imagined as an epoch of extraordinary artistic, architectural, literary, and philosophical vibrancy. The alleged marginality of scientific knowledge, the inability to imagine science and technology in a mutually beneficial relationship, and the wide availability of slaves are the main pillars supporting the idea of persistent “technological stagnation” in the ancient world. The author attempts to refute this hypothesis by drawing on recent studies and research. Antiquity – an era when everything was conceived from nothing – featured the presence of personalities capable of building and using tools to overcome challenges that had long appeared to be unachievable dreams. Grape-crushing tubs, presses, grinders, cranes, water wheels, weapons of war, and theatre rigging define the early Mediterranean landscape as a veritable “land of machines”.

Giovanni Di Pasquale teaches History of Science at Texas A&M University.
More than a mere container of texts, the manuscript book is also a complex and dynamic material and cultural object, the structure of which has been shaped over centuries by the changing circumstances of its manufacture and use. Knowing how to “read” not only their contents, but also medieval books’ materials, structures, and methods of presentation means enjoying privileged access to the intellectual, social, and economic life of the environments in which they were produced and used. Awareness of the history of the manuscript book makes it possible to fully appreciate its role as a link between past and present and understand the need to document and protect the invaluable ancient and medieval heritage preserved in today’s libraries.

Marilena Maniaci teaches History of the Manuscript Book at the University of Cassino and Southern Latium.
“The Female Offender”, a successful book published in the late 19th century by Cesare Lombroso and Guglielmo Ferrero, is a perfect example of the positivist misogyny which long plagued female criminal anthropology. This book examines the debate on the biological origins of female crime, the ensuing critical assessments developed by legal scholars and feminist critics, and the long persistence of gender bias in the evolution of criminology.

Silvano Montaldo teaches Contemporary History at the University of Turin and is the scientific director of the Cesare Lombroso Museum of Criminal Anthropology.
This book explores the epistemological and political perspectives underlying big data and the algorithms used to collect useful information for organizing knowledge in the social sciences and the humanities. The author critically analyzes the apparently neutral approach of algorithmic strategies and reveals the mechanisms by which programming interpretation choices come into play, often masked by the rhetoric of sharing and transparency on which digital technologies discourse is built.

Teresa Numerico teaches Philosophy of Technology at the Third University of Rome.
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.
The Quran is one of humanity’s “great codes”. Yet, despite the frequency with which the text is cited, it is relatively unfamiliar to most people. Today the Quran occupies a prominent place in a clash of civilizations (or perhaps just a civilized debate), in which extensive media coverage has led to an inexorable oversimplification. The Quran is a sacred book for over one and a half billion people. Its allusive and fragmented style can mislead or discourage even the most willing readers. A short anthology therefore helps identify what the Quran really says about fiercely debated and controversial issues (such as violence or the condition of women), topics it does not address at all (stoning and male circumcision), and others with which, perhaps unexpectedly, it does deal (the importance of peace, forgiveness, kindness, and compassion). The book helps the reader discern a message that has been repeated for over fourteen centuries but remains, perplexingly, largely unexplored.

Paolo Branca teaches Arabic Language and Literature and Islamic Studies at the Sacred Heart Catholic University in Milan.

**Paolo Branca**

**Muslims’ Sacred Text: A Brief Quranic Anthology**

*Il testo sacro dei musulmani. Piccola antologia coranica*

*Literature, Linguistics and Literary Criticism*  
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Humans having been thinking about language at least since the ancient Greek era. Since then such thought has developed constantly, fueling practical applications (such as the editing of schoolbooks about grammar) and raising theoretical issues (such as the relationship between language and reality, or the origins of language). Intended for readers interested in understanding the key concerns of linguistics, this book offers an introduction to this field of study through a brief overview of its 2500-year history.

Giorgio Graffi is professor emeritus of Linguistics at the University of Verona.
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 Rosà (Switzerland).
The Americans were the first to achieve the goal on July 20, 1969. But how many people remember that the Soviets had initially (and surprisingly) taken the lead and kept it — to the dismay or admiration of the world — almost until the end of the contest? Inspired by Konstantin Tsiolkovsky’s pioneering studies on space flight, the author describes the various phases of the Space Race in a lively and engaging manner and focuses his attention primarily on the USSR. That adventure found its most powerful symbols and champions in the Sputnik 1 satellite, Laika the dog, and brave cosmonauts like Yuri Gagarin, Valentina Tereshkova, and Alexei Leonov. The achievements owed much to huge machines and sophisticated devices, but even more to ambition, self-denial, patriotism, low blows, envy, errors, and whims of fate.

Massimo Capaccioli, an astrophysicist, formerly taught at the Universities of Padua and Naples (Federico II).

Massimo Capaccioli

Red Moon: The Soviet Conquest of Outer Space

Luna rossa. La conquista sovietica dello spazio

The Americas were the first to achieve the goal on July 20, 1969. But how many people remember that the Soviets had initially (and surprisingly) taken the lead and kept it — to the dismay or admiration of the world — almost until the end of the contest? Inspired by Konstantin Tsiolkovsky’s pioneering studies on space flight, the author describes the various phases of the Space Race in a lively and engaging manner and focuses his attention primarily on the USSR. That adventure found its most powerful symbols and champions in the Sputnik 1 satellite, Laika the dog, and brave cosmonauts like Yuri Gagarin, Valentina Tereshkova, and Alexei Leonov. The achievements owed much to huge machines and sophisticated devices, but even more to ambition, self-denial, patriotism, low blows, envy, errors, and whims of fate.

Massimo Capaccioli, an astrophysicist, formerly taught at the Universities of Padua and Naples (Federico II).
The founders of the Royal Society stand out against the backdrop of 17th century England. They had exceptional minds but were also subject to human and even petty passions, which led them to argue with each other, at times with surprising enmity. This book describes the scientific achievements of a host of geniuses: Newton, disconcerting and “divine”; Hooke, multi-faceted but inconclusive; the pious astronomer Flamsteed; Halley, the socialite; Wren, the great architect; Leibniz, the nobleman; Huygens, Hevelius, and others. The book also examines their difficult but stimulating relationships with major scientists active in France, Germany, and the Netherlands. These were the years when science, born in Italy with Galileo, emigrated to countries providing a more favourable setting for developing accurate research methods.

**Andrea Frova** formerly taught General Physics at the Sapienza University in Rome.

**Mariapiera Marenzana**, a former upper secondary school teacher, is an essayist and author of several books about Galileo Galilei.
Confirming an age-old insight, science has shown that everything that exists derives from the possible combinations of a limited number of simple substances: the chemical elements. UNESCO has dedicated the year 2019 to the periodic table of elements, conceived 150 years ago by Dmitri Mendeleev. This book – featuring historical and scientific curiosities, extraordinary characters, brilliant ideas, and references to everyday life – tells how the idea of chemical elements originated and developed, from antiquity to the present: from Empedocles’ four “roots” and Democritus’ atom, to Lavoisier’s modern concept of elements, up to antimatter and dark matter… without neglecting Primo Levi and his “periodic system”. The book shows that elements make up everything, including humans and this book itself.

Silvano Fuso is a chemist and a popular science writer. The 2006 TF7 asteroid, in orbit between Mars and Jupiter, is named after him.

Silvano Fuso
The Basics of Matter: The World of Chemical Elements

L’alfabeto della materia. Viaggio nel mondo degli elementi chimici

Silvano Fuso
L’alfabeto della materia. Viaggio nel mondo degli elementi chimici

Science
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The history of science engages in a dialogue with cutting-edge science and social studies and increasingly provides useful tools for finding one’s way among nature, technology, and society. An integrated approach can nudge our behaviour towards sustainable, technological, and social goals; help identify solutions to major cognitive challenges; and avoid simplification based on overconfidence in science or on conspiracy theories. This new, revised, updated edition of Govoni’s book features a new chapter comparing different readings of the history of selected cultural issues (ranging from heliocentrism to evolution, from quantum physics to genome editing). The text offers a concise guide to the classics as well as reflections on our relationship with science – a culture and a practice on which our survival depends.

Paola Govoni teaches History of Science and Technique at the University of Bologna.
After the century of chemistry and that of physics, we are now living in the millennium of life science and biology. The current era’s icon is a fascinating double helix of extraordinary beauty: DNA. All intellectual disciplines (including philosophy, law, economics, and medicine) have been radically recast by DNA’s role in the description of life, its synthesis, the genomic revolution, and its embodiment in everyday existence. Biotechnological applications of DNA are capable of changing the perception of what is human.

Manuela Monti is a researcher at the San Matteo Polyclinic in Pavia and teaches Stem Cell Biology at that city’s University Institute for Advanced Studies.

Carlo Alberto Redi teaches Zoology at the University of Pavia and is a member of Italy’s Accademia Nazionale dei Lincei.
Food has always played a central role in human experience. How do food preferences and aversions arise? How important is a food’s colour and texture? Can a musical background make a flavour more enjoyable? And what exactly is “umami”? To answer these and other questions, the psychology of taste explores psycho-physiological mechanisms, cerebral correlates, and perceptive systems underpinning gustatory sensations and takes into account biological, social, emotional, and relational factors connected to these complex processes. Taste perception is a multisensory experience that involves many sensory systems, as well as the individual as a whole.

**Mara Bellati**, a psychologist, deals with nutritional behaviour, the psychology of taste, and the psychology of disgust.

**Martine Vallarino**, a psychologist and psychotherapist, is an adjunct professor at the University of Pavia and engages in clinical and training activities.