

MATERIAL ASPECTS OF THE BOOK: MANAGING DESIGN IN THE SPANISH PUBLISHING INDUSTRY (1960-2005)

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The study examines the history of the Catalan publisher *Edicions 62*, which was funded under Franco's Regime and has become a prosperous contemporary publishing group. It illustrates different periods of growth and details characteristics of the main book series. More specifically, the study concerns the determination of identity at three different levels (textual, material, and symbolic) and discusses the way that graphic design was managed in order to make this identity visible. Conclusions involve the way material aspects and book series development processes interrelate to the publisher's policy and financial state.

About the author

Dr Irini Pitsaki is a Senior Lecturer at Northumbria University School of Design, teaching at postgraduate level. Her PhD thesis is on the "Design and Identity Management of Book Series" and her current research on the Strategic Brand Management of Cultural Products. She also holds an MPhil on Typographic Revolutions and a Master's Degree on Publishing Business from the University of Barcelona in Spain, where she lived many years and actively worked in the publishing sector. She is the writer of numerous essays on publishing, design management and branding. Her research, teaching and professional experience extends to UK, Spain, France, Greece and Central America.