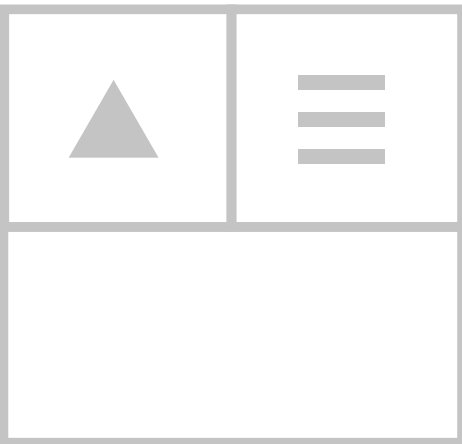




EDICIONES  
PURO CHILE

CHILEAN  
DELEGATION  
20-24 OCTOBER







## INTRODUCTION






To define Chile, even from its origins, there are many voices. Some of them say that its name comes from the Trile bird (*Xanthornus cayenensis*) that, when flying over the skies, sings “thrile”, which later evolved into Chile. Others claim that it comes from the Quechua word 'chiri', which means cold or snow, as the tall mountain range of Los Andes, which crosses it from north to south, or like the crystalline glaciers. However, the most accepted definition would come from the Aymara word “chilli”, which has two meanings: “the end of the world” and “the deepest place on Earth”.

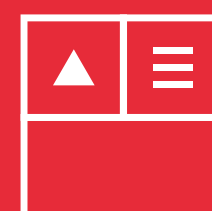
Chilean literature has a position as a Latin American referent, writing its own history, yesterday thanks to the poetry of its Nobel Prizes Gabriela Mistral and Pablo Neruda, today with a well-stocked ecosystem of books that enables one to integrate aesthetical, symbolic, cultural, and politic values to the debate.

In 2020, the pandemic crashed into the reality of the world, and also of the publishing industry. The difficulties went from the logistics in the chain of production to the intermittent closure of the markets. However, the Chilean publishing scene was able to do the unthinkable, and digital and physical copies in all genres followed an upward trend.

According to the 2020 statistical report by the ISBN agency, digital publications grew in an historical 166.9%, compared to 2019. Physical books did not stay out of the explosion of publications, and grew in a 15.96%.

In this ecosystem, as well, the coexistence of digital and physical books was complementary. While university and academic publishers are successful with the digital books, there are also those who mix physical and digital, installing specialized topics with a bold design, and those who deliver entertainment, understanding, and adventures to children in innovative formats and materials that favor the experience of reading physical books. Because the 10 publishing houses that have arrived to the Frankfurt Book Fair, thanks to the coordination of the Ministerio de las Culturas, las Artes y el Patrimonio, through the Consejo Nacional del Libro y la Lectura and the Ministerio de Relaciones Exteriores through ProChile, is only the tip of the iceberg of a very talented literary industry based on Chile, which is nowadays looking forward to internationalize their catalogues.





INTERVIEW





## INTERVIEW

## EDICIONES PURO CHILE

CLAUDIA PERTUZÉ

[puro-chile.cl](http://puro-chile.cl) / [info@puro-chile.cl](mailto:info@puro-chile.cl) / [@ed\\_purochile](https://www.instagram.com/ed_purochile)

Puro Chile's hallmark is to turn the works of its authors into art objects, being a contribution for specialists in their areas of study. To go deeper into this task, we talked to Claudia Pertuzé, editor and cultural manager from Pontificia Universidad Católica de Chile, who has been directing the project since 2002.





**INTERVIEW**  
EDICIONES PURO CHILE**Your books go one step further and aim to become art objects - why did you choose this format?**

Because we see books as a vehicle where the artist's work is transported, where it is represented. We always try to capture that imprint with the books, that creative spirit of the artist. So that when you see that book you try to identify that architect, that artist behind it, by using graphic resources, types of paper and different binding techniques. This is how we can achieve it. That is why we talk about them becoming art objects, because they become another work of art, they become the extension of the creator behind them, whether architect, photographer, or artist.

**What is Puro Chile's greatest contribution to the Chilean and Latin American cultural management ecosystem?**

It is always difficult to determine where Puro Chile stands because our figure is inserted in the publishing world and cultural management, given that we take the books as traveling exhibitions, beyond the fact that they are a sales hit. We aim for these books to be distributed, circulate, and reach the people they need to reach, so that these creators, these artists, these architects, these landscapers, become better known and more valued in what they do, the rest comes as a natural progression. Thus, our differentiation and value in Chile is that, although our work is editorial, it has a cultural diffusion and management work between. That is why the first book we launched, which was "Copyng Eden",

published in 2006, we presented it in nine strategic places in the arts sector worldwide. We started in 2007 at the Malba, then at Tate Modern Museum, at the Venice Biennial, at the Mori Art Museum Tokio, and so on in a total of 9 very different locations, and with the passage of time, now when you google that book, it appears as the spearhead of the internationalization of Chilean art. We know that all this is a collaborative effort, where we contribute a considerable amount, together with the government, with cultural institutions, artists, and architects.

**You have exported books to Latin America, the United States, and Europe. What are Puro Chile's next internationalization objectives?**

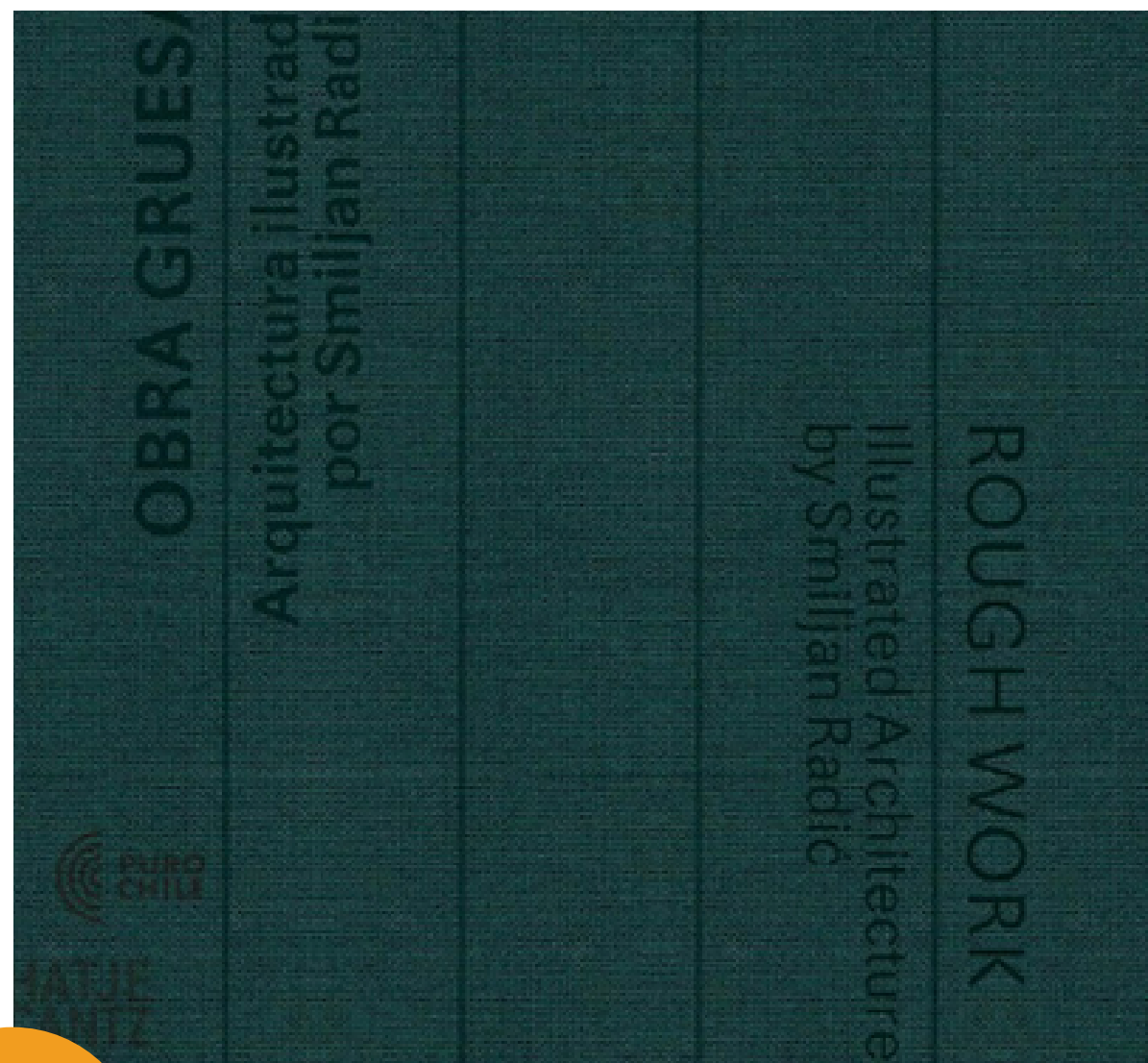
Continue to grow with our markets. Chile is a country known for certain authors, who are tremendously prestigious internationally, but there are other authors who are less known but very valuable, and we want to open new markets, conquering new people and strategic opinion leaders, so they can be personalities that collaborate with this conquest of new agents, of new markets. And that is why we have decided to become more active internationally, taking advantage of all the new tools that the Internet gives us today, as well as being able to participate more actively in book fairs, art fairs, and biennials. Now we are in that process.

## EDICIONES PURO CHILE

Pure heart, pure art, pure interest in communicating design and architecture, pure love for what they do. This is Puro Chile, a publisher that creates, produces, and lives by transporting the seal of its creators to their works, in book-object format. Unique pieces full of art, personalized and with high quality. The objective of their work is to fulfill the difficult task of transmitting knowledge, but always in a creative way. And they don't settle for anything, so their content is committed to being attractive and visual. Since 2004, this editorial team has been committed to recording the visual memory of the course of Chilean history in its pages.



ISBN 978-956-9016-12-7



**OBRA GRUESA. ARQUITECTURA ILUSTRADA POR SMILJAN RADIĆ  
(ROUGH WORK. ILLUSTRATED ARCHITECTURE BY SMILJAN RADIĆ)**

Author. Smiljan Radić.

Texts. Alan Chandler, Hans Ulrich Obrist, Moisés Puente, Smiljan Radić, Ricardo Serpell

Genre. Art, Architecture, and Landscaping

292 pages / Spanish-English / Year 2020

The memory of an oblivion. This is how Smiljan Radić defines his book. The author has become one of the most recognized architects in the world for the extravagance in his work. This eccentricity translates into the atypical union of materials and their "significant contribution to architecture as art," as recognized by the 2018 Arnold W. Brunner Award from the American Academy of Arts and Letters. Obra Gruesa is a compilation of an essential part of Smiljan's work, sharing his thoughts, inspirations, heroes, and a selection of 24 key works that allow us to understand the architect's complete oeuvre.

ISBN 978-956-9016-11-0



**ALTERED VIEWS**

Author. Voluspa Jarpa / Edited by: Agustín Pérez Rubio / Texts. Agustín Pérez Rubio, Charles Esche, Sabine Breitwieser, Andrea Guinta, Adriana Valdés, Cuauhtémoc Medina and Alberto Mayol  
Genre. Art, Architecture, and Landscaping  
220 pages / Spanish-English / Year 2019

This book reflects the artist Voluspa Jarpa's research on European decolonization between the 17th and 20th centuries from a contemporary perspective, addressing six historical cases in relation to crucial issues for debate such as race, gender, and power organizations. This book reflects the artist's participation in the Chilean Pavilion at the 58th Venice International Art Biennale and contains in its pages a general text by the curator of the Chilean pavilion and editor of this book, Agustín Pérez Rubio, explaining each part of the project, along with six different texts on each topic addressed by prominent historians: Charles Esche, Sabine Breitwieser, Andrea Giunta, Adriana Valdés, Alberto Mayol, and Cuauhtémoc Medina. These texts speak of the historical and contemporary repercussions of the hegemonic model, inviting us to reflect on issues that prevail and are still visible in our contemporary society.



ISBN 978-956-243-080-7

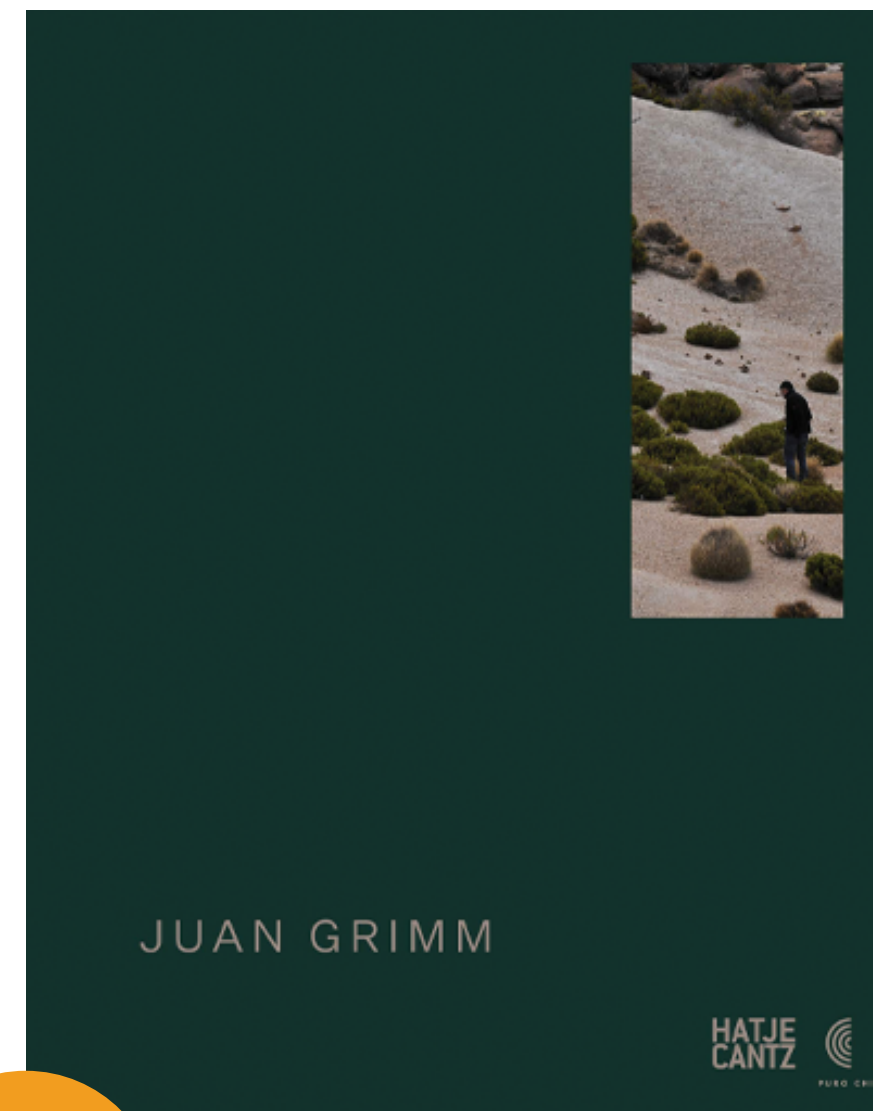


### SHEILA HICKS. REENCUENTRO (SHEILA HICKS. REENCOUNTER)

Texts. Carolina Arévalo, Monique Lévi-Strauss, Soledad Hoces de la Guardia, Michel Gauthier  
Genre. Art, Architecture, and Landscaping  
190 pages / Spanish-English / Year 2019

As we travel through the life and work of Sheila Hicks, we encounter her projects that bring contemporary art and the heritage of Native American art into dialogue. As an apprentice of Josef Albers and with an artistic training based on the Bauhaus philosophy, in 1957 Sheila Hicks undertook a trip through South America from Venezuela to Tierra del Fuego, a fundamental experience in her formation: in her passage through the Andes she learned textile techniques and ancestral cosmovisions that would change her life forever. Inspired by the landscapes and architectures of southern Latin America and immersed in its culture, she began to create her own textile work. This book captures the exhibition Sheila Hicks. Reencuentro. At the Museo Chileno de Arte Precolombino, curated by Carolina Arévalo, to be held from August 2019 to January 2020.

ISBN 978-956-9016-09-7



### JUAN GRIMM

Edited by: Claudia Pertuzé  
Texts. Aniket Bhagwat, Juan Grimm, Mathias Klotz and Mitzi Rojas  
Genre. Art, Architecture, and Landscaping  
292 pages / Spanish-English / Year 2017

As the progenitor of landscaping in Chile, Juan Grimm stands out for his great mastery of nature. A mastery that can be demonstrated in all its scales. His designs persistently emphasize the sublime character of landscapes and native flora and fauna, creating breathtaking textures in the landscape, also the Latin American landscape, being recognized as one of the most relevant landscape artists of the region. In his hands he has designed around a thousand acres of gardens, public and private parks throughout Chile, Argentina, Peru, and Uruguay were designed, and in this work we understand his history, thoughts, inspirations, purposes, and stories.

ISBN 978-980-6398-29-0



### MARCELA CORREA. ESCULTURAS 1986-2015 (MARCELA CORREA. SCULPTURES 1986-2015)

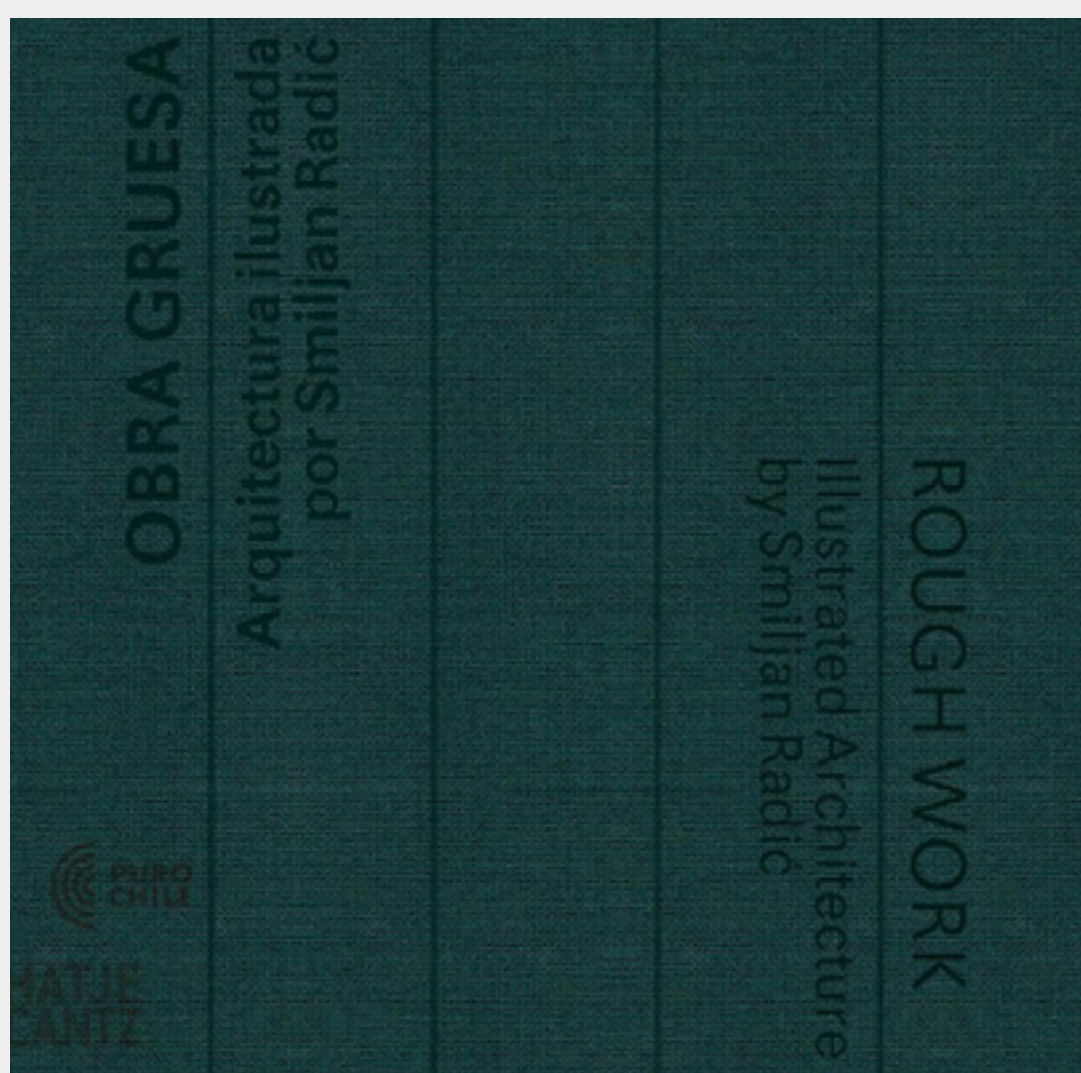
Texts. Patricio Mardones, Smiljan Radić, Alberto Sato  
Genre. Art, Architecture, and Landscaping  
136 pages / Spanish-English / Year 2020

The sculptor's work is based on the mixture of various materials such as wood, stone, and collected metal pieces that she combines, taking advantage of their own shapes and characteristics to achieve harmonious compositions that refer to the organic and the natural environment. Throughout her career, she has repeatedly worked in partnership with architect Smiljan Radić. Some of the most outstanding exhibitions include: Esculturas (Museo Nacional de Bellas Artes, 1998), Natural Sintético (Galería Animal, 2002), The Boy Hidden in a Fish (XII Venice Architecture Biennale, 2010), Peso Muerto (Galería Animal, 2011), El armario y el colchón (Galería Hermes Tokio, Japan), y Difunta Correa (Galería AFA, 2014), Corral (Galería Patricia Ready, 2016).



EXCERPTS





OBRA GRUESA.  
ARQUITECTURA ILUSTRADA  
POR SMILJAN RADIĆ  
(ROUGH WORK.  
ILLUSTRATED ARCHITECTURE  
BY SMILJAN RADIĆ)

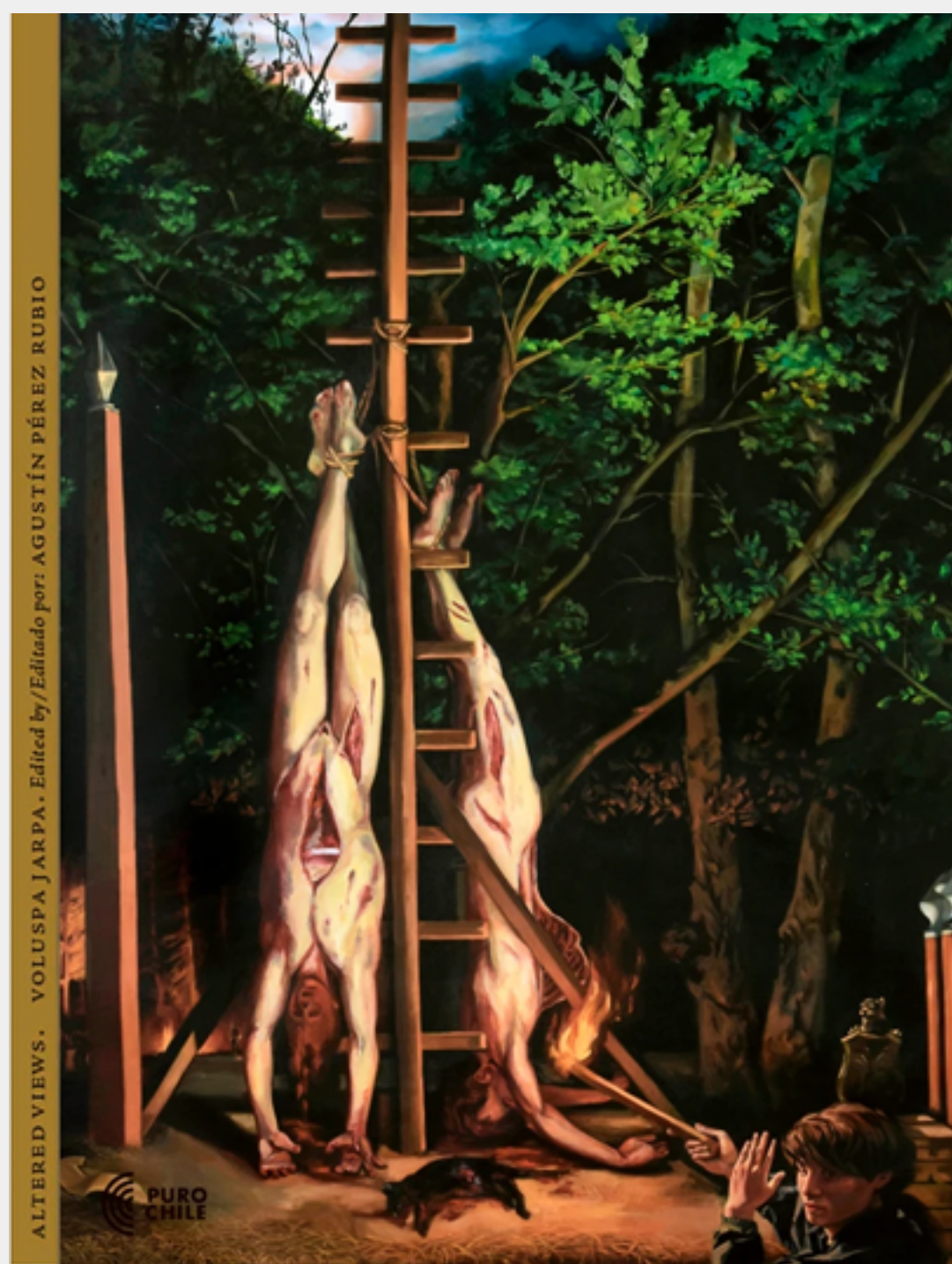
Author. Smiljan Radić  
Texts. Alan Chandler,  
Hans Ulrich Obrist, Moisés Puente,  
Smiljan Radić y Ricardo Serpell  
Genre. Art, Architecture, and Landscaping  
292 pages  
Spanish/English  
Year 2020  
ISBN 978-956-9016-12-7

In the last years, Smiljan Radić has become in one of the most renowned architects in the world, mainly due to his work's eccentricity, his "significant contribution to architecture as an art" as recognized by the Arnold W. Brunner of the American Institute of Architects in 2018.

Rough Work, written mainly by Radić himself, is an essential compilation of his work. Smiljan shares his thoughts, inspirations, heroes, and a selection of 24 key works that allows us to understand the architect's trajectory.

"In it, you will find a stolen title and other tales, together with my writing, frustrated projects, drawings and scribbles, academic exercises, happy buildings in use, others that are gone now, and many engineering plans. It is all part of what I have been able to build through 2015—a past that today takes a natural and expectant position in my present work, as if it were REMEMBERING A FORGETTING."—Smiljan Radić.





## ALTERED VIEWS. VOLUSPA JARPA

Editor. Agustín Pérez Rubio

Texts. Agustín Pérez Rubio,  
Charles Esche, Sabine Breitwieser,  
Andrea Giunta, Adriana Valdés,  
Cuauhtémoc Medina y Alberto Mayol  
Genre. Art, Architecture, and Landscaping

19,5 x 28 cm

220 pages

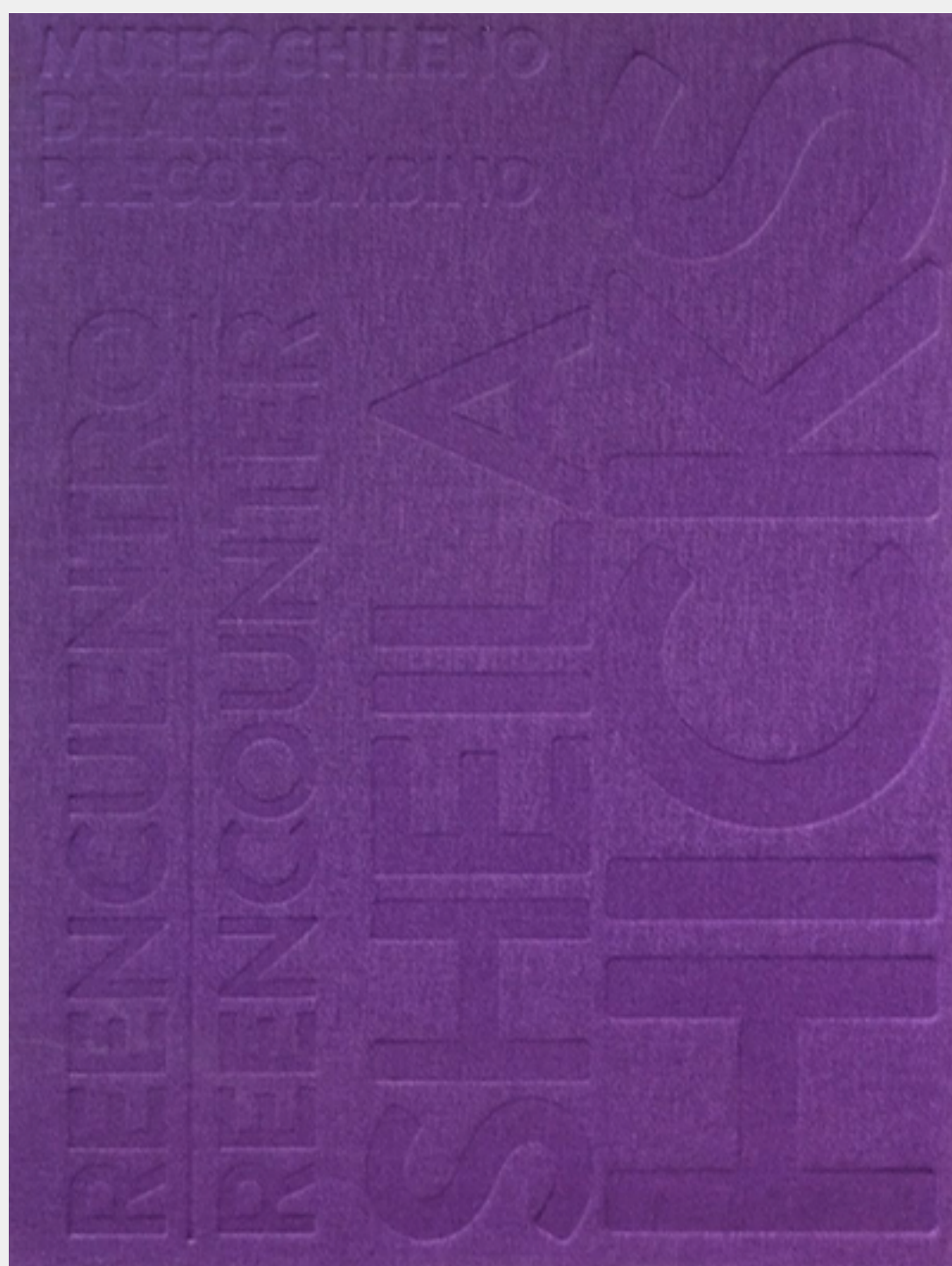
Spanish/English

Year 2021

ISBN 978-956-9016-11-0

Altered Views. Voluspa Jarpa, is an unprecedented research project that works as a cross-reference between various instances of European history from the 17th to the 20th Century, full of social manifestations, ethnographic searches and dominant powers, attempting to restore the conquered awe of the coloniser. The work seeks to rescue concepts coined from a Eurocentric perspective that shed light on the violence with which the world is reduced to an expansionist, developmentalist and hegemonic model. It is an invitation to reflect on issues that prevail and are still visible in our contemporary society.

The publication corresponds to the participation of the artist Voluspa Jarpa in the Chilean Pavilion at the 58th Venice Biennale of Art, curated by Agustín Pérez Rubio. The volume contains a general text from the Chilean pavilion's curator and editor of this book, Agustín Pérez Rubio explaining each part of the project; along with six different texts by Charles Esche, Sabine Breitwieser, Andrea Giunta, Adriana Valdés, Alberto Mayol and Cuauhtémoc Medina. These texts talk about the historical and contemporary repercussions of the hegemonic model.



**SHEILA HICKS. REENCUENTRO  
(SHEILA HICKS. REENCOUNTER)**

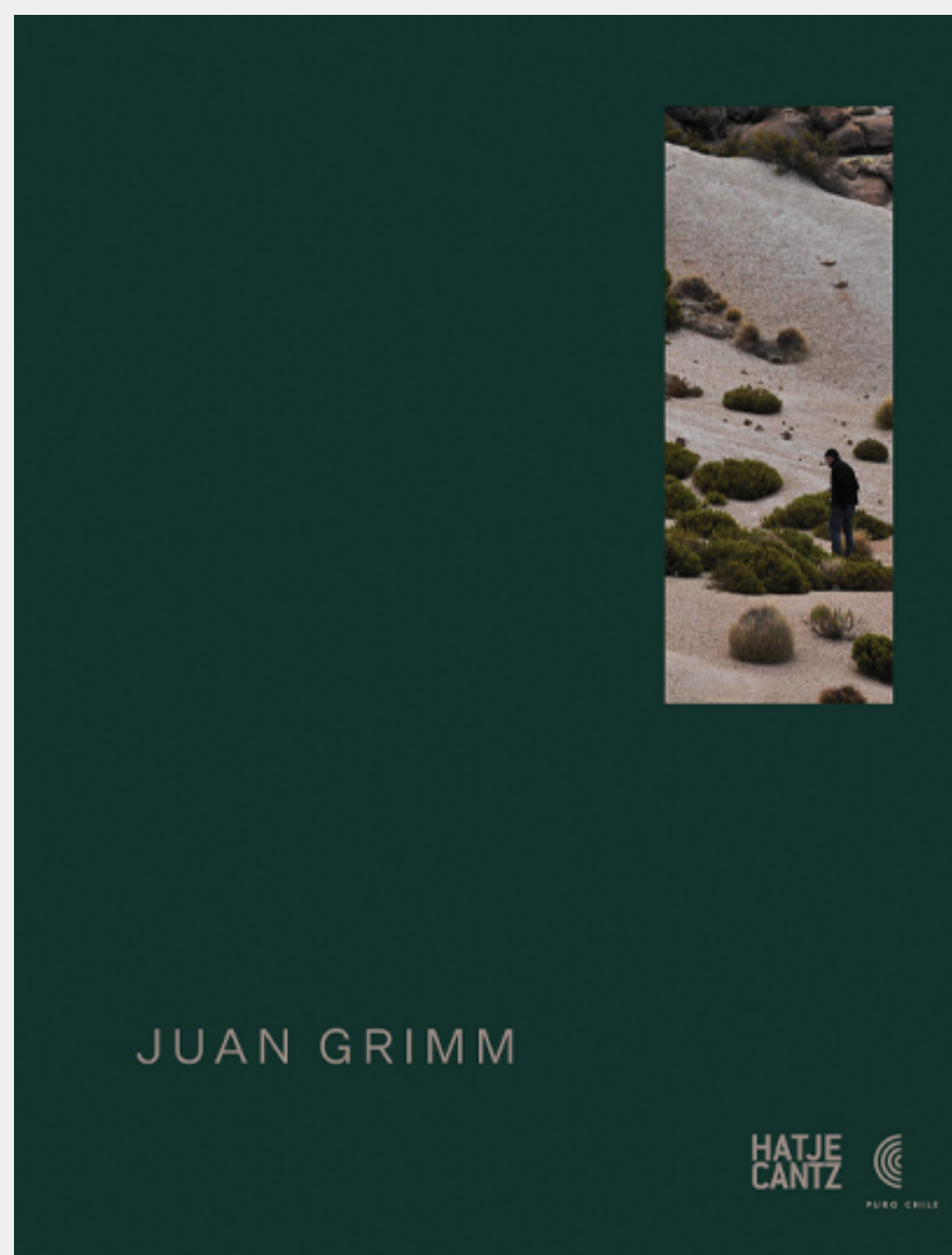
Texts. Carolina Arévalo,  
Monique Lévi-Strauss,  
Soledad Hoces de la Guardia  
and Michel Gauthier  
Genre. Art, Architecture, and Landscaping  
190 pages  
Spanish/English  
Year 2019  
**ISBN** 978-956-243-080-7

Reencounter, presents the artist's work that dialogues with contemporary art and the legacy of American indigenous art.

As a student of Josef Albers and with an artistic formation based on Bauhaus philosophy, in 1975 Sheila Hicks set out on a trip through South America, from Venezuela to Tierra del Fuego, a fundamental experience in her formation. It was in that journey through the Andes where she learned about textile techniques and ancestral world views that would change her life and where, inspired by the landscape and architecture of the south of America, she began her own textile artwork.

This book portrays the exhibition Sheila Hicks. Reencounter presented at the Museo de Arte Precolombino, curated by Carolina Arévalo, held from August 2019 to January 2020 in Santiago, Chile.





## JUAN GRIMM

Edited by. Claudia Pertuzé

Texts. Aniket Bhagwat, Juan Grimm,

Mathias Klotz and Mitzi Rojas

Genre. Art, Architecture, and Landscaping

292 pages

Spanish/English

Year 2018

ISBN 978-956-9016-09-7

Juan Grimm stands out for his great domain of nature in all of its sizes. His designs emphasize in a persistent manner, the sublime character of nature, always incorporating his surroundings. Through the mainly use of native flora, Grimm creates startling textures in the scenery.

Known as one of the most relevant landscapers in South America, his work has drawn attention for its productivity, having designed and built over one thousand acres of gardens, public and private parks throughout Chile, Argentina, Peru and Uruguay.

This publication introduces us to Grimm's work from its history, narrated by himself, the process of thinking and planning landscaping, his inspirations, artistic purpose, the stories behind each project and their evolution on time. Through drawing and photographs, this volume presents a selection of representative works, from small gardens to big parks that illustrates Grimm's 30-year trajectory.

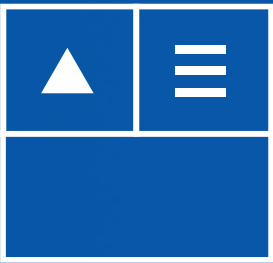


MARCELA CORREA.  
ESCULTURAS 1986-2015  
(MARCELA CORREA.  
SCULPTURES 1986-2015)

Texts. Patricio Mardones,  
Smiljan Radić and Alberto Sato  
Genre. Art, Architecture, and Landscaping  
136 pages  
Spanish/English  
Year 2017  
ISBN 978-980-6398-29-0

“This book is a tight report of the sculptures that I’ve produced in 29 years of work. All of them are deeply linked to places and people that have filled my memory as a single indivisible entity”  
—Marcela Correa

The work of the sculptor is based on the various materials such as wood, stone and collected metal pieces that she combines, taking advantage of their own shapes and characteristics to achieve harmonious compositions that refer to the organic and the natural environment. Throughout her career, she has worked in partnership with the architect Smiljan Radic. Among his exhibitions are: Sculptures (Museo Nacional de Bellas Artes de Santiago, 1998), Natural Sintético (Natural Synthetic (Galería Animal, 2002), El Niño Escondido en un Pez (The Boy Hidden in a Fish) (XII Venice Architecture Biennale, 2010), Peso Muerto (Dead Weight) (Galería Animal, 2011), The Wardrobe and the Mattress (Hermes Tokyo Japan Gallery, 2013), and Difunta Correa (Galería AFA, 2014), Corral (Galería Patricia Ready, 2016).



PUBLISHERS CHILE  
FRANKFURTER  
BUCHMESSE 2021



CHILEAN  
DELEGATION  
20-24 OCTOBER

