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Helsinki Literary Agency *Nonfiction*



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Nonfiction



© Kenneth Bamberg

Henrik Meinander (b. 1960) is a professor of history at the University of Helsinki and the author of many acclaimed books on Finnish and Nordic history. He was formerly curator of the Mannerheim Museum in Helsinki and head of the Finnish Institute in Stockholm.

Henrik Meinander

# *Mannerheim, Marshal of Finland – Life in Geopolitics*

*How the scion of an aristocratic family became a Russian imperial officer, spy – and leader of the Finnish republic?*

Gustaf Mannerheim (1867–1951) is the most distinguished and controversial figure of 20th-century Finland. He was a soldier, strategist and statesman who was at home on the playing field of international politics.

After a wild youth, this scion of a Swedish-speaking aristocratic family went to seek his fortune in St. Petersburg, capital of the Russian empire. There he rose to the rank of a cavalry officer and entered the glittering, cosmopolitan *crème de la crème* of St. Petersburg.

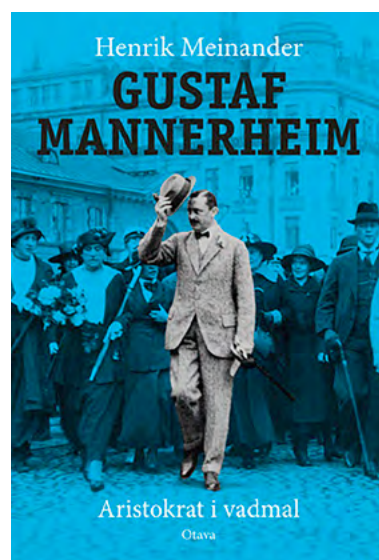
After the Russian and Japanese Wars, Mannerheim led an espionage expedition on a two-year, 14,000km journey to China. After his return his career in the imperial army rapidly reached its zenith.

In the revolution that followed the First World War, the Russian empire crumbled beneath the imperial officer. Mannerheim returned to Finland. He commanded the White troops in the Finnish Civil War of 1918 and the Finnish army in the Second World War against the Soviet Union. The wars and his short presidency sealed Mannerheim's position in the national pantheon.

In the concise biography of Mannerheim the extraordinary events of his life and his strategic vision are set in the broader framework of the superpower politics of the era and the development of Europe.

## ALSO AVAILABLE

*A History of Finland (Finlands historia – Linjer, strukturer, vändpunkter, 2014)*  
Rights sold: Azerbaijan, Kitabistan; Belorussia, Mastatskaya Literatura;  
World English, Hurst; Estonia, Ilmamaa; Georgia, Merebashvilitkesson;  
German, Scoventa; Finland, Schildts & Söderströms; Latvia, Jumava;  
Lithuania, Aukso žuvys; Persian, CIRE; Russia, Ves Mir; Sweden, Lind & Co



*Gustaf Mannerheim –  
aristokrat i vadmal*

Otava, 2017, 317 pp.

## READING MATERIAL

Swedish original, Finnish translation

## RIGHTS SOLD

World English, Hurst; Finland, Otava;  
Russia, Ves Mir; Sweden, Lind & Co





Nonfiction



© Kenneth Bamberg

Henrik Meinander (b. 1960) is a professor of history at the University of Helsinki and the author of many acclaimed books on Finnish and Nordic history. He was formerly curator of the Mannerheim Museum in Helsinki and head of the Finnish Institute in Stockholm.

Henrik Meinander

# *A History of Finland*

*What has made Finland into the country it is  
in the beginning of the 21st century?*

*A History of Finland* paints a brisk and bold picture of Finland from integrated part of the Swedish kingdom to autonomous Grand Duchy within the Russian empire, gradually transformed and maturing into a conscious nation, independent state and skilful adapter of modern technology.

The book places Finland in a wider Nordic and European perspective and skilfully weaves political, economic and cultural developments into an integral whole.

In a departure from most conventional approaches, Meinander gives greater emphasis to recent and contemporary events. In other words, he puts Finland into a range of historical contexts to highlight how the Baltic and European settings together have formed Finland into what it is at the beginning of the twenty-first century.

*A History of Finland*, valued by historians and common readers alike, has sold in Finland almost 30,000 copies.

*"[...] a thoughtful and eminently readable volume. [...] Meinander gives readers an opportunity to look back in an unusually nuanced and informed manner."*

Andrew Newby, English Historical Review

*"Meinander is a master of elegant compression and writes with precision and subtlety. [...] The result is a genuinely entertaining read."*

Helsingin Sanomat newspaper

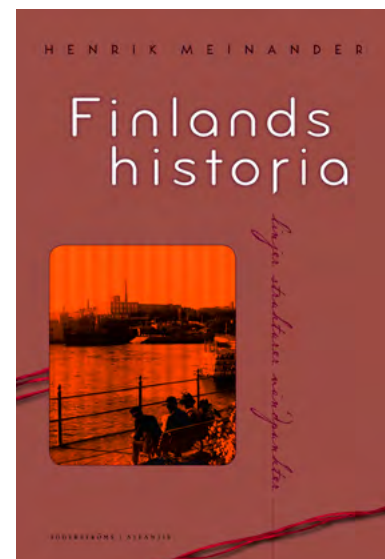
## ALSO AVAILABLE

*Finland 1944 (Finland 1944, 2009)*

Rights sold: Finland, Siltala; Russia, Ves Mir

*Mannerheim (Gustaf Mannerheim – aristokrat i vadmal, 2017)*

Rights sold: World English, Hurst; Finland, Otava; Sweden, Lind & Co



*Finlands historia*

*Linjer, strukturer, vändpunkter*

Schildts & Söderströms, 2014, 329 pp.

## READING MATERIAL

Swedish original, English translation,  
Finnish translation, German translation

## RIGHTS SOLD

Azerbaijan, Kitabistan; Belorussia, Mastatskaya Literatura; Bulgaria, Faber; World English, Hurst; Estonia, Ilmamaa; Georgia, Merebashvilykesson; German, Scoventa; Greece, Asini; Finland, Schildts & Söderströms; Finland, Siltala; Latvia, Jumava; Lithuania, Aukso žuvys; Persian, CIRE; Russia, Ves Mir; Sweden, Lind & Co



Nonfiction

© Oleg Natšinkin

René Nyberg (b. 1946) worked from 1971 to 2004 in the Foreign Ministry of Finland. He is Finland's former ambassador to Moscow and Berlin. 1992–1995 he worked as the head of Finland's CSCE delegation. The story of Nyberg's Jewish family's fates, *Last Train to Moscow* (2015), was published to a wide critical acclaim. His latest book *Patriarchs and Oligarchs* (2019) tells about the recent history between Finland and Russia through the two forces behind Vladimir Putin – the Orthodox patriarchs and the moneybag oligarchs.



René Nyberg

## *Patriarchs and Oligarchs*

*Unique overview of modern Russia's power system  
and the terrible ballast of history.*

*Patriarchs and Oligarchs* by René Nyberg, a Russia expert with a long career in the Finnish diplomatic service, is a fascinating account not only of the recent history of the relations between Finland and Russia, but also of the contemporary reality of the USSR/Russian Federation. Nyberg explores Russia through two of Putin's powerful background supporters and fellow players – the Orthodox clergy and the oligarchs.

The book gives answers to the questions that characterize the close relations between Russia and Finland: how the brutal charm of the Soviet Union once influenced Finland, why the Finnish Lutheran Church began discussions of doctrine with the Orthodox Church of the atheist Soviet Union, and how Russia shot itself in the foot by blocking timber exports to Finland.

The reader gets a behind-the-scenes view through a diplomat's eyes, as Nyberg is personally acquainted with many of the key figures in the book. He is able to provide first-hand information on such questions as why billionaire oligarch Roman Abramovich was interested in Finland, and why Mikhail Khodorkovsky, who challenged Vladimir Putin and suffered a long term of imprisonment, made two visits to the country.

Nyberg's book, which has gathered excellent reviews, has been printed in four print-runs in the space of three months.

*"[The book gives] a big picture of today's power system in Russia  
and how it's determined by money and ownership."*

Helsingin Sanomat newspaper



*Patriarkkoja ja oligarkkeja*

Siltala Publishing, 2019, 275 pp.

### READING MATERIAL

Finnish original, English synopsis

### ALSO AVAILABLE

*Last Train to Moscow* (Viimeinen juna Moskovaan, 2015)

Rights sold: Estonia, Argo; Germany, dtv; Latvia, Jumava;  
Russia, Corpus Books; Swedish, Förlaget M



Nonfiction

© Oleg Natšinkin

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René Nyberg

## *Last Train to Moscow*

*A family story of forbidden love in 1930s Finland and a survival story of a Latvian Jew, escaping the Nazis and ending up a German citizen.*

When René Nyberg, now Finland's former ambassador to Berlin and Moscow, was a teenager, he learned a well-kept family secret. His mother Fanny was a Jew, shunned and ostracized by her family and the Jewish community for marrying a Christian man in 1937.

Later he learned also the story of Fanny's cousin Mascha from Riga, Latvia, who managed barely to escape the advancing Germans in June 1941 with her husband by taking the last train to Moscow. They ended up in Kazakhstan and survived, while all their relatives in Riga were murdered.

*Last Train to Moscow* takes the reader to pre- and post-war settings in the Baltic states and Finland but also to Belarus, Soviet Union, Germany and Israel. It tells the story of a woman who has to give up her religion, family and friends for love, and of another who survives the war and ends up dying as a German citizen. The stories of them expand into a European panorama of Jewish fates.

*"[...] a highly sophisticated, momentous read."*

Former prime minister Paavo Lipponen  
in Suomen Kuvalehti magazine

*"The strong-minded, principled and intelligent women in Nyberg's family leave a special impression."*

Helsingin Sanomat newspaper

*"A remarkable and heart-rending book."*

Author and director Jörn Donner  
in Hufvudstadsbladet newspaper

### ALSO AVAILABLE

*Patriarchs and Oligarchs (Patriarkkoja ja oligarkkeja, 2019)*



*Viimeinen juna Moskovaan*

Siltala Publishing, 2015, 250 pp.

### READING MATERIAL

Finnish original, German translation,  
Russian translation, Swedish translation,  
English sample

### RIGHTS SOLD

Estonia, Argo; Germany, dtv; Latvia, Jumava;  
Russia, Corpus Books; Swedish, Förlaget M





Nonfiction



© Hanna Waselius

Teemu Keskisarja (b. 1971) is one of the most widely-read Finnish historians, often compared to Antony Beevor and Peter Englund. The topics of his books range from deviant sexual behaviour in history to modern-day banking and finance, from cultural organizations to terrorism and the history of warfare. He has been praised for his thorough archive research, his exploration of previously untapped sources, and especially his story-telling skills. For years his books have topped the lists of best-selling history titles in Finland, and they have received several literary prizes, including the State Award for Information Publication and the Best History Book of the Year award. Keskisarja is adjunct professor at the University of Helsinki.



Teemu Keskisarja

## *The Rough Road to Raate*

*What was the bloodbath in the Arctic wilderness like for the rank-and file fighters on the Finnish and Soviet lines?*

The world's military history bursts at the seams with torrid battle zones, muddy fields, ruined cities and jungles. But there has only been one unique major battle fought on a country by-road amid icy forest and miserable swamps, waist deep in snow, in the long and dark winter night lit by the moonlight of icy expanses.

On the Raate Road in northern Finland the Finns besieged and slaughtered two heavily armed and overwhelming Soviet divisions during the Winter War (1939–1940), one the most chilling legends of WWII. Travelling on skis, the Finns attacked the Red Army's numerical superiority, its convoys of lorries and tanks, with an unusual strategy. The world was watching.

The Raate Road operations were later used for instruction at military training establishments around the world.

In *The Rough Road to Raate*, the award-winning Finnish historian Teemu Keskisarja depicts the immense chaos of a major battle in which the leading roles were played not by military commanders but by ordinary men struggling in a "frozen hell".

*"The book is stripped of all the pathos and the flatter for the great victory. Instead there is a genuine wonder and respect for the endurance in the harsh conditions of the war on both sides of the front. [...] The Rough Road to Raate does justice to those who it's due: the ordinary people."*

YLE Lappi

*"The book gives an honest and a clear picture of the battles. The legend of the Winter War has been made humane with the source materials used."*

Kainuun Sanomat newspaper



*Raaka tie Raatteeseen*

Siltala Publishing, 2012, 329 pp.

### READING MATERIAL

Finnish original, Swedish translation,  
English sample

### RIGHTS SOLD

Sweden, Lind & co

### ALSO AVAILABLE

*Angel of Death* (Murhanenkeli, 2019)

Rights sold: Sweden, Lind & co



Nonfiction



© Hanna Waselius

Teemu Keskisarja (b. 1971) is one of the most widely-read Finnish historians, often compared to Antony Beevor and Peter Englund. The topics of his books range from deviant sexual behaviour in history to modern-day banking and finance, from cultural organizations to terrorism and the history of warfare. He has been praised for his thorough archive research, his exploration of previously untapped sources, and especially his story-telling skills. For years his books have topped the lists of best-selling history titles in Finland, and they have received several literary prizes, including the State Award for Information Publication and the Best History Book of the Year award. Keskisarja is adjunct professor at the University of Helsinki.

Teemu Keskisarja

# *The Angel of Death – The Story of the People of the Great Northern War*

*Big narrative of common people and their fortunes and misfortunes in the turbulence of a major conflict.*

A general, a priest, an insurgent chieftain, an executioner and a rank-and-file soldier experienced total war when the northern superpower Sweden defended its supremacy, and a major conflict in Europe was unleashed that would last for over two decades. The war tossed the soldiers about in hunger marches, campaigns of torture, plague-ridden sieges, mountain blizzards and fierce battles from Finland, Sweden and the Baltics all the way to Russia and Norway.

*The Angel of Death*, by one of Finland's best-known and best-selling historians, tells the stories of people who lived during the Great Northern War that raged from 1700 to 1721: ordinary folk, middle-ranking individuals and major figures. From everyday details like how to get hold of spirits, military desertion and the lack of boots the narrative moves on to the big questions: How did people cope in those days without losing their reason? What drove the people of the eighteenth century – people like the rank-and-file soldier or the crowned head who led the troops?

Keskisarja's story of how Finland provided Sweden with exploited cannon fodder is thoroughly researched, bold, compelling and written in an eminently readable format.

*"Adept historical research intertwines with entertaining style."*

Helsingin Sanomat newspaper

*"Teemu Keskisarja is a heavyweight of his craft; a prize-winning historian with wide-ranging, strange topics and unconventional viewpoints."*

Aamulehti newspaper



*Murhanenkeli. Suuren Pohjan sodan ihmisten historia*

Siltala Publishing, 2019, 278 pp.

## READING MATERIAL

Finnish original, English synopsis,  
English sample

## RIGHTS SOLD

Sweden, Lind & co.



© Sakari Viika

Mikko Huhtamies (b.1960) is an adjunct professor of Nordic History at the University of Helsinki. He has researched the Sveaborg Fortress, the Archipelago Navy, cartography and historical seafaring, especially shipwrecks and maritime rescue, in collaboration with The Finnish Heritage Agency and marine archeologists. He has extensive personal experience in sailing.



Mikko Huhtamies

# *The Seventh Zone*

*A vivid maritime history  
of the Baltic Sea.*

According to the Alexandrian geographer Claudius Ptolemy (ca. 150 A.D.), the known world was divided into seven climatic zones. In the North was the seventh zone, the Baltic world, with its icy climate, sea monsters, darkness and frozen seas.

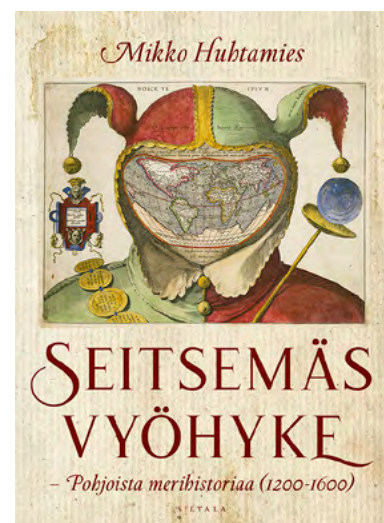
*The Seventh Zone: A Maritime History of the Northern Seas 1200–1600* is a broad survey of the maritime history of the Baltic world, especially around The Gulf of Finland, from the 13th to the 17th century. What sort of ships were used in seafaring along the Baltic Sea? How did the ships reach their destinations without maps and lighthouses? What was the role of the ‘false lights’ to lure the ships? How were shipwrecks and their cargo treated? How did Mikael Agricola advise seafarers in his Prayer Book?

The book ranges from the Middle Ages until the beginning of ‘The Era of Great Power’ in the history of the Swedish Empire. During the mediaeval period, the Hanseatic League with Lübeck at its helm controlled the Baltic trade. Its influence lessened in the early 16th century, when Sweden became a centralised seafaring state led by the Wasa dynasty. At the time, the largest war ships in the continent were built in Sweden. Philip II of Spain became interested in Nordic galley building and natural forest reserves. For the first time the remote forests of Finland were linked with global trade and numerous wars: European armadas wouldn’t have been built without the timber from Finnish forests.

The book is based on wide research of primary sources. Extensive illustrations complement the clear writing style.

*“Last years have put Mikko Huhtamies as the most significant Finnish maritime historian alongside Yrjö Kaukiainen. [...] The luscious illustrations of The Seventh Zone offer detailed [...] stories about Finland’s seafaring past.”*

Helsingin Sanomat newspaper



*Seitsemäs vyöhyke. Pohjoista merihistoriaa (1200–1600)*

Siltala Publishing, 2022, 320 pp.

## READING MATERIAL

Finnish original, English synopsis



Nonfiction



© Cata Portin

Marcus Rosenlund (b. 1969) is a science journalist in the Finnish national broadcasting company YLE. He has worked on popularising science for years and was awarded the Topelius Prize for his radio series *Quantum Leap*. Rosenlund writes about things readers did not realise they wanted to know about, and in the age of ‘fake news’, offers us true stories that are stranger than fiction. His book *The Weather that Changed the World* (2018) received the State Award for Information Publication and an award from the Society of Swedish Literature in Finland. *Towards the Stars* (2020) is his second nonfiction work.

Marcus Rosenlund

# *The Weather that Changed the World*

*Why is Greenland “green”? What happened when the Thames froze over?*

And how did the divine winds that sank Kublai Khan’s fleet reappear in the Second World War? To conquer the world you need more than the back-up of the world’s strongest army or the biggest financial power: you need to rule the weather. None of the past empires have been able to do that – on the contrary, weather has caused many of them to decline or fall.

Russian winter halted the offensives of Charles XII of Sweden, Napoleon, and Hitler. A storm defeated the Spanish Armada. The Little Ice Age plunged Europe into chaos. The El Niño phenomenon speeded the collapse of the Mayan civilization. And what do you think happened with the Neanderthals?

*The Weather that Changed the World* is narrative non-fiction at its best. Science journalist Marcus Rosenlund takes readers through millennia revealing how weather has shaped our world and our history into what it is today.

The author was awarded for the work by the Society of Swedish Literature in Finland, and it received the State Award for Information Publication 2019.

“January 1362. The Rungholt harbour town in the Danish Duchy of Schleswig – and many villages around it – are about to disappear from the map. In the literal sense. The unknown number of people, up to 100,000 according to some sources, dies of freezing cold, black water which the closing hurricane is pushing forward. The storm will completely redraw the borders of the Northern shoreline.”



*Väder som förändrade världen*

Schildts & Söderströms, 2018, 272 pp.

## READING MATERIAL

Swedish original, English sample,  
English synopsis

## RIGHTS SOLD

Estonia, Ühinenud Ajakirjad; Hungary,  
Cser Kiadó; Italy, Garzanti; Poland,  
Jagiellonian University Press; World Spanish,  
Elefanta; Turkey, Kaplumbaa; Ukraine,  
Anetta Antonenko

## ALSO AVAILABLE

*Towards the Stars (Mot stjärnorna. Strövtåg i universum, 2020)*



Nonfiction



© Marek Sabogal

Lea Pakkanen (b. 1983) is a journalist who has reported on conflicts in Colombia, Israel, Palestine and Myanmar, among others. Santeri Pakkanen (b. 1950) is a journalist who worked actively to revive Ingrian Finnish culture during the Soviet period. The Pakkanens came to Finland in 1990 as returnees from Russia, and in recent years have actively worked to throw light on the fate of the Ingrian Finns, one part of this work being *It Happened to Us* (2020), awarded as the best history book of the year. With photographer Meeri Koutaniemi they have put together an exhibition on Ingrian Finnish identity and collective remembrance at the National Museum of Finland.



Lea Pakkanen & Santeri Pakkanen

## *It Happened to Us*

*A father and daughter's journey into the nightmares of their family in the Soviet Union during the twentieth century.*

In Lea Pakkanen's childhood the story of her grandmother's exile to Yakutia in Siberia, where she caught fish in the Arctic Ocean with her bare hands, seemed to her like an unbelievable fairy tale.

Lea's grandmother was an Ingrian Finn – a member of the Finnish minority that lived in the Soviet Union. Stalin's persecutions wiped out minorities and dissidents, and by the end of the 1940s the Ingrian Finns had been decimated by deportations, executions and prison camps. The fate of the people who survived became a taboo that could not be discussed until the end of the Soviet Union.

*It Happened to Us* describes the journey of Lea and her father Santeri to the places where their own family experienced the horrors of the persecutions. Father and daughter follow in the footsteps of a grandmother exiled by riverboat to Yakutia on the shores of the Arctic Ocean. They trace the fate of a grandfather, who ended up in the infamous Gulag in Northern Siberia. Eventually their journey takes them to the suburbs of St. Petersburg, where Russified neighbourhoods stand on the site of mostly purged Ingrian villages.

During their travels, Lea and Santeri look back also at their own journey from the post-Stalin era Soviet Union to modern day Finland. The cracks in Soviet totalitarianism that appeared in the 1980s allowed for a short Ingrian revival, which was cut short when most moved as returnees to Finland, a country that no longer remembered them.

*It Happened to Us* fills in the history that was silenced, but also makes accurate observations on the relation between state and identity, the role of minorities in national history narratives, and the importance of remembering and forgetting in families.



*Se tapahtui meille*

Gummerus 2020, 426 pp. + 32 pp. photographs

### READING MATERIAL

Finnish original, English synopsis,  
English sample



Nonfiction



© Heini Lehväslaiho

Katarina Baer (b. 1969) is an acclaimed Finnish journalist. She worked for many years as the Berlin correspondent and as a financial journalist for the Finnish national daily, *Helsingin Sanomat*. She is currently working as in the Finnish national broadcasting company. Her book *They Were Nazis* (2016) won the Book of the Year award in Bonnier's Competition for Grand Journalism Prize. *China's Greatest Leap* (2020) is her second nonfiction book, inspired by her observations and interviews when living in Shanghai.

Katarina Baer

## *They Were Nazis*

*A book about the most terrifying mystery of the 20th century:  
how could my own family be involved in the Holocaust?*

After the horrors of the First World War the future that before had seemed happy and clear for the Baltic German family Baer took a new direction. The family's fate became closely intertwined with the growing National Socialist movement in Germany.

In her acclaimed book journalist Katarina Baer tells the story of her grandparents, an ordinary Baltic German family in the beginning of the 20th century. She describes the life in the Baltic regions as it was during the years of the Russian empire, German colonies scattered throughout the area; the First World War, which stripped the privileged family of their possessions; the life during the war in Berlin, in an apartment taken from Jews; her grandfather, an active and idealist Nazi, and her grandmother, secretly a Nazi till the end of her days.

*They Were Nazis* is a masterful example of the best narrative nonfiction: a book based on thorough research but still a page-turner. It has gotten glowing reviews and it won the Book of the Year award in Bonnier's Competition for Grand Journalism Prize 2016.

*"Katarina Baer's book is a thought-provoking and very original journey into the dark side of the European history."*

Helsingin Sanomat newspaper

*"Baer adjusts the focus to the everyday life with the help of letters, archives and the memories of her relatives, and she frames everything: the ordinary [...] life goes side by side with the horrors of history. This creates the paradox and the living tension of the book."*

Kodin Pellervo magazine



*He olivat natseja*

Teos Publishers, 2016, 360 pp.

### READING MATERIAL

Finnish original, German translation,  
English sample, English synopsis

### RIGHTS SOLD

Estonia, Post Factum (Eesti Meedia)

### ALSO AVAILABLE

*The Greatest Leap Forward (Kiinan suurin harppaus, 2020)*





Nonfiction



© Samuli Haapasalo

Mikko Pyhälä (b. 1945) is an Ambassador Emeritus and writer of nonfiction. He is the author, with Jukka Salo, of the Finlandia Prize winning book *Amazonia* (1991), a study of the history and natural environment of the Amazon Basin. From 1972 to 2013 Pyhälä was posted at the Finnish Ministry of Foreign Affairs, working part of the time on the United Nations Environment Program. In addition to focusing on Latin America, in his work he has made close studies of conflicts in Vietnam, Afghanistan, Sri Lanka, India, Tibet and Portugal's African colonies. He holds honorary doctorates and professorships at several Latin American universities. His latest book, *Venezuela from Riches to Rags*, came out in the autumn of 2019.



Mikko Pyhälä

# *Venezuela from Riches to Rags – Struggle for the Rule of Law*

*A unique closeup of the Venezuelan crisis by a Finnish Ambassador  
and award-winning author.*

In 2018 Venezuela emerged on the world stage. There was a serious humanitarian crisis in the country, which had driven millions of people into exile and had been allowed to develop for a long time.

During his term in office President Hugo Chávez squandered an enormous amount of the state's wealth and put the country into debt. Alongside the autocratic system there was widespread corruption, which also involved foreign powers. Cuba became a major player.

President Nicolas Maduro drove the Venezuelan people into misery. There was an explosion of human rights abuses and drug trafficking, and Russian oligarchs gained access to the riches of the Venezuelan state. Shortages of food, electricity and medicines fuelled opposition protests, and violence escalated. The crisis was exacerbated by the ongoing power struggle between Maduro, supported by Russia and China, and Parliament speaker Juan Guaidó, backed by the United States.

*Venezuela from Riches to Rags* is a unique overview of the current situation in Venezuela and the developments that have led to it, seen from an international perspective. Its author, Mikko Pyhälä, worked in Venezuela as Finnish Ambassador from 2006 to 2013 and saw at first hand how an incompetent administration and an enormous waste of resources led to the collapse of the Venezuelan state.

*“Mikko Pyhälä’s knowledge is refined into a shockingly  
important book, in which the nation’s suffering can be felt.”*

Helsingin Sanomat newspaper



*Kun yö saapuu Venezuelaan*

Siltala Publishing, 2019, 328 pp.

## READING MATERIAL

English sample, English synopsis



Nonfiction



© Heini Lehväslaiho

Joonas Pörsti (b. 1974) works as a managing editor of *Ulkopolitiikka* magazine (Finnish Journal of Foreign Affairs) and contributes to several other Finnish newspapers and magazines on international politics and economy. He holds an MA in history from the University of Helsinki.

# *The Enchantment of Propaganda*

*Why are myths and fake news attractive to millions of people – and how come are the architects of propaganda always one step ahead?*

After the end of the Cold War and the fall of the USSR, the world welcomed a new era full of hope. More and more countries became democratic, and political propaganda seemed to sink into oblivion along with the authoritarian regimes.

The 21st century quickly proved that nothing had changed. The Iraq War, the Ukrainian crisis, the rise of ISIS and the presidencies of Trump and Putin put propaganda back into the center of global politics. It turned out that western democracies were not immune to it either – quite the opposite.

*The Enchantment of Propaganda: One Hundred Years of Spin Doctoring* is a narrative account of propaganda in international politics from 1914 to the present day. It is a masterful combination of a factbased knowledge, skillful, yet accessible journalistic style and entertaining sharpness that give the reader a thorough understanding of how propaganda works and what kinds of dangers disinformation poses to societies.

*“Everyone who wants to understand politics, media or marketing should read this book.”* Image magazine

*“We continue to live in a world full of propaganda, described by words like post-truth, informational influence, information warfare, disinformation and trolling [...] With journalistic fluency, Joonas Pörsti explains the basic methods of spin doctoring. Such knowledge is a great antidote to propaganda: it teaches us a critical approach towards communication and important skills to defend ourselves against persuasion.”*

The jury of the State Award for Information Publication



*Propagandan lumo. Sata vuotta mielten hallintaa*

Teos Publishers, 2017, 416 pp. + 16 pp. ill.

## READING MATERIAL

Finnish original, English sample

## RIGHTS SOLD

Lithuania, Sofoklis



Nonfiction



© Touko Hujanen

Aurora Rämö (b. 1987) and Vappu Kaarenoja (b. 1988) are Helsinki journalists who have contributed articles to the magazines *Suomen Kuvalehti* and *Image* and the newspapers *Helsingin Sanomat* and *Ylioppilaslehti*. Their work has been recognized with several journalism awards. *The Women Who Run Finland* (2020) is their first nonfiction book.



Vappu Kaarenaja & Aurora Rämö

# *The Women Who Run Finland*

*A story of a country where you can't be "too female" to rule anymore.*

A groundbreaking new government took office in Finland in December 2019, made so by virtue of the fact that all five of the coalition's top ministers were women. News of Prime Minister Sanna Marin's freshly appointed team made American talk show hosts contemplate if the remote Nordic country was actually the stuff of an alternate Wonder Woman universe. The spectacle of a fresh-faced row of political party leaders, all women under the age of 35, made headlines throughout the world.

Governments run by women don't just spring up from nothing; countless developments in Finnish society led up to this moment. Women in Finland were the first to gain the vote in Europe already in 1906, but a dozen successful years under a woman president and a string of powerful ministers that were women certainly played a part in the country's power-sharing evolution. A thriving welfare state, an exemplary education system and family-friendly legislation have also contributed to the current status quo, where women don't have to make an all-or-nothing choice between family and a career.

*The Women Who Run Finland* takes the reader on a journey through the history of twentieth century Finland, showing why things like gender and age have become increasingly irrelevant in Finland's distribution of power.

*"The new book by two of Finland's most skilled journalists [...] makes the reader dive deep into the history of Finland, wearing goggles of equality. The text flows smoothly, and the metaphors make you chuckle."*  
Voima magazine



*Tytöt. Suomalaisen tasa-arvon perusteet*

Siltala Publishing, 2020, 156 pp.

## READING MATERIAL

Finnish original, German translation,  
English sample, English synopsis

## RIGHTS SOLD

Germany, Scoventa



Nonfiction



© Heli Sorjonen

PhD Timo Miettinen (b. 1981) is an Academy Research Fellow and Adjunct Professor at the University of Helsinki. A specialist in European philosophy, phenomenology, and politics, he is a sought-after expert and well-known commentator on European and EU affairs in the Finnish media.

Timo Miettinen

# *Europe – A History of Political Community*

*How the shared economy became a guarantee of European peace.*

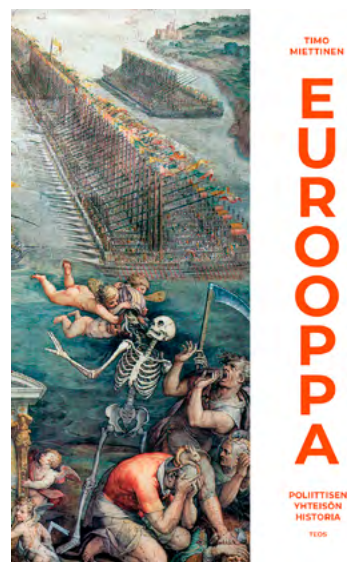
The post-war creation of the European Union is often described as an historic peace-making endeavour. Yet the ideas that shaped the union were sown long before the EU was founded.

Europe's identity as a political community has been greatly influenced by its perceptions of the nature of power, the essence of justice, and the course of history. The economy has played a special role, fundamentally shaping the key terms and conditions for European cooperation.

*Europe: A History of Political Community* is an accessible introduction to the central tenants of the European political order and their philosophical and ideological roots since antiquity. It was awarded as the best historical nonfiction title of 2021.

*"Miettinen's epic work is historical research of an exceptional intellectual calibre, without a trace of grandstanding. It shuns simplifications and shows a respect for the diversity and complexity of explanations."* Optio magazine

*"Miettinen has written one of the best books I have read on European political thought. It is an intellectual journey worth taking. It should be read by everyone who wants to understand Europe."* Alexander Stubb, former Prime Minister of Finland



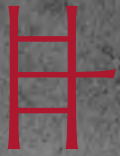
*Eurooppa. Poliittisen yhteisön historia*

Teos Publishers, 2021, 400 pp. + 16 pp. ill.

## READING MATERIAL

Finnish original, English sample, English synopsis





Nonfiction



© Miikka Pirinen

Antto Vihma (b. 1978) works as a research professor at the Finnish Institute of International Affairs. He is widely published in international scientific journals, including *International Affairs*, *Geopolitics*, and *Contributions to the History of Concepts*. Vihma co-authored the highly praised nonfiction piece *Post-Truth: Media Survival Strategies in the Age of Bullshit and Algorithms* (2018). He is also a columnist for the weekly magazine *Suomen Kuvalehti*.



# Nostalgia – Theory and Practice

*Nostalgia has become a core sentiment in contemporary society and an unpredictable political force.*

Hundreds of millions of people in Western countries believe life was better fifty years ago, and national politics increasingly look to a recent or distant past that never existed. Researchers are going so far as to talk about a “global nostalgia epidemic,” which calls us to resist liberal decay and commercialization of culture and to return to a past way of life—one that involved, among other things, a closer relationship to nature.

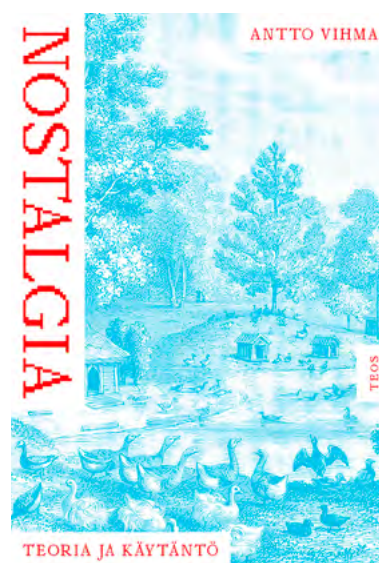
Nostalgia provides a mechanism for survival in a world dominated by uncertainty and a sense of disconnection. Those who experience nostalgia want to revisit a past era as if it were a place one could still travel to.

Nostalgia can also be self-aware. For the contemporary human, confronting personal longing is a force that can move life forward, helping us realize that which is worth nurturing in the present as well as the future.

Antto Vihma’s new book discusses nostalgia as a societal and cultural force. In order to understand the significance of nostalgia, one must understand what exactly contemporary nostalgia is.

*“Nostalgia: Theory and Practice is one of numerous works in recent years to touch on populism. As such, it is head and shoulders above many others. It addresses its topic succinctly yet illustratively and without underestimating the reader, instead prompting one to consider further investigation, a major feat for a work of nonfiction.”*

Kulttuuritoimitus literary magazine



*Nostalgia. Teoria ja käytäntö*

Teos Publishers, 2021, 240 pp.

## READING MATERIAL

Finnish original, English sample,  
English synopsis

## ALSO AVAILABLE

*Post-Truth (Totuuden jälkeen, 2018)*



Nonfiction



© Jarkko Mikkonen

Dr Antto Vihma (b. 1978) works as a Senior Research Fellow at the Finnish Institute of International Affairs. Jarno Hartikainen (b. 1985) is a journalist at Finland's most widely circulated daily, Helsingin Sanomat. Hannu-Pekka Ikäheimo (b. 1983) works as a foresight specialist at the Finnish Innovation Fund SITRA. Dr Olli Seuri (b. 1983) is a journalist at the Finnish Broadcasting Company YLE and a media scholar.

Antto Vihma, Jarno Hartikainen,  
Hannu-Pekka Ikäheimo & Olli Seuri

## *Post-Truth*

*An internationally unique study of  
Western democracy's most current threat.*

The hope was that the internet and social media would unite the world and strengthen democracy, but this was not to be. The 2016 US presidential elections and the UK referendum on Brexit shook the last of us awake: it was clear that the ways people engaged in politics and the rules of public discourse had fundamentally changed. Post-truth politics had left our reliance on facts and reason in the dust.

Yet the world did not change overnight. Political polarisation and digitalisation, the two key drivers of the post-truth era, have laid the groundwork in the course of decades. Together they pushed the traditional media into crisis, stripped experts of their former status and caused venerated hierarchies to crumble. All the while, the power of networks has grown. The rules of politics are in turmoil, along with the tactics of the players. In order to rise to the challenge, the media must find itself again.

*Post-Truth: Media Survival Strategies in the Age of Bullshit and Algorithms* is the first definitive and analytical interpretation of what post-truth means and how we've arrived at this point in history. It is an internationally unique and comprehensive study of the social and political transformations engendered by post-truth phenomena. The book demonstrates how at its core, this vital issue is about nothing less than the fate of western liberal democracy.

*"Post-Truth explains, relates and returns things to their context."*  
Suomen Kuvalehti periodical

*"Post-Truth is a work of nonfiction written by gentlemen scholars who attack the lies and diversions of public discourse with analytical reflection and practical instructions for journalists."*  
Helsingin Sanomat newspaper



*Totuuden jälkeen. Miten media selviää  
algoritmien ja paskapuheen aikana*

Teos Publishers, 2018, c. 200 pp.

### READING MATERIAL

Finnish original, English sample





Nonfiction



© Marek Sabogal

Anton Monti (b. 1964) is a Finnish-Italian nonfiction author who specialises in the analysis of Italian politics, society and culture, observing them from a critical distance in his second homeland of Finland. Monti has published several nonfiction works, including *Where Are You Going, Italy?* (2019). *'Ndrangheta* (2021) is a uniquely exhaustive and up-to-date look at the Calabria mafia, the likes of which have not been seen in the international book market.



Anton Monti

# 'Ndrangheta

*The chilling real-life story of one of the largest organised crime syndicates in Europe, from a Finnish-Italian writer of nonfiction.*

'Ndrangheta is the name of a prominent mafia organisation from the Calabria region in southern Italy, whose members are bound by traditions that date back centuries. The group masterminds almost all of Europe's cocaine market, and its nefarious activities extend to kidnappings, murders and clan wars that have cumulatively led to thousands of deaths.

Despite this outsized influence, 'Ndrangheta is a surprisingly unknown criminal force. To the inhabitants of southern Italy, however, the organisation is a familiar presence. Locals trust it to look after their best interests better than their regional leaders, the police or even the Italian state.

Author Anton Monti has examined the 'Ndrangheta for years. In this uniquely comprehensive presentation of the syndicate, Monti describes how the organisation's strict code of conduct, religious imagery and cult-like rituals have turned it into a violent moneymaking machine. Before they know it, readers are caught up in this gripping story, where fact is more shocking than fiction.

Unlike the Sicilian Mafia, the 'Ndrangheta have managed to keep a low profile, avoiding any conflicts that could put the organisation in danger. Even so, the tally of bodies in its wake dwarfs that of Cosa Nostra and terrorism combined.

*Translated by Pamela Kaskinen*



*Maailman vaarallisin rikollisjärjestö  
'Ndrangheta*

S&S, 2021, 256 pp.

## READING MATERIAL

Finnish original, English sample, English synopsis, Italian synopsis

## RIGHTS SOLD

Russia, Mereshchakov



Nonfiction



© Heli Sorjonen

Katarina Baer (b. 1969) is an acclaimed Finnish journalist who currently works in the culture section of the Finnish national broadcasting company, YLE. She has previously worked as a journalist and as the Berlin correspondent for *Helsingin Sanomat*, Finland's leading daily broadsheet. Baer's nonfiction work *They Were Nazis* (2016) won the Book of the Year award in Bonnier's Grand Prize for Journalism competition. She started writing *The Greatest Leap Forward* (2020) when studying at a university in Shanghai in the autumn of 2019. Kalle Koponen (b. 1960) is an award-winning photographer who works for *Helsingin Sanomat*. He has also spent many years working as a foreign correspondent and journalist in Moscow and Stockholm.

Katarina Baer & Kalle Koponen (photographs)

# *The Greatest Leap Forward*

*China uses the latest technology to monitor the lives, actions and thoughts of its citizens ever more closely.*

The Chinese leadership keeps watch on its citizens with advanced, intimidatingly effective surveillance technology. Combined with the dictatorship's ability to rapidly mobilise vast operations in the streets and cities, this means near-total surveillance is already possible.

*The Greatest Leap Forward* is a book by journalist Katarina Baer and photographer Kalle Koponen that describes the massive operations and increasingly total systems China has created to control and manipulate its citizens, and how it manages to keep 1.4 billion people inside its own bubble, unable to access the internet freely.

The authors follow the lives of three Shanghai residents during the corona spring of 2020: Julia, in her last year at school, together with her family; Xu, a barber, and Chunheng, a tourism entrepreneur. All of them are firm supporters of the Chinese Communist Party. Through their stories, the book tries find out why so many Chinese people, despite the repressive measures, are happy with the leadership of their country.

One of the most troubling questions raised in the book is what will happen if the use of Chinese surveillance systems becomes more widespread. The combination of robust surveillance technology and the use of digital big data collected from people would upset the balance of power between dictatorships and democracies and threaten the very foundations of personal privacy.



*Kiinan suurin harppaus. Päämääränä mailman valvotuin kansa.*

Teos Publishers, 2020, 208 pp.

## READING MATERIAL

Finnish original, English sample,  
English synopsis

## RIGHTS SOLD

Hungary, HVG

## ALSO AVAILABLE

*They Were Nazis (He olivat natseja, 2016)*



Nonfiction



© Marek Sabogal

Julia Thurén (b. 1987) is a journalist and nonfiction author with a background in political science. She has published two books on personal finance, *Everything You Need to Know about Money: How I Set Aside Ten Thousand Euros in One Year* (2018) and the Tieto-Finlandia Prize nominee *Everything You Need to Know about Consumerism* (2021). She writes the popular blog *Juliaihminen*, which downright revels in issues of money and equality, and contributes to newspapers and magazines on topics related to finances and money management. In 2018, Thurén was voted the most positive person in Helsinki, and in 2019, she was named the Investor of the Year.



Julia Thurén

# *Everything You Need to Know about Consumerism*

*This smart book on consumerism shows where  
to turn your gaze in a post-KonMari world.*

Enlightened and responsible citizens have known for years that fighting climate change and sustaining an environment conducive to human life is going to demand changes in our lifestyles. There has been a call for individual responsibility in consumer choices, whether that means giving up meat, buying responsibly produced goods, or decluttering our lives à la KonMari.

But there has been less discussion of the overall structures that steer consumption, and even less about whether changing our patterns of consumption could actually improve our lives. Could we spend our money on things that are truly important – time, freedom, security, and meaning?

*Everything You Need to Know about Consumerism* is a book that increases its readers' awareness, at times uncomfortably so. But it also offers hope – and answers. It doesn't lecture or shame, but rather paints a visionary, fact-based, historically revealing landscape of the links between the climate crisis, capitalism, and the psychology of consumption.

The work has been nominated for the 2021 Tieto-Finlandia Prize, Finland's premiere literary award for works of nonfiction.



*Kaikki kuluttamisesta. Näin aloin  
käyttää rahojani paremmin*

Gummerus, 2021, 246 pp.

## READING MATERIAL

Finnish original, English sample,  
English synopsis



Nonfiction



© Laura Malmivaara

Juha Kauppinen (b. 1975) has written about nature and the environment for the last twenty years. As an author, he has won the State Award for Public Information, and as a journalist, the Bonnier Grand Prize for Journalism. In 2019, he published the acclaimed, prize-winning book *Diversity: Stories of Loss*. His book *Awakenings: How I Became an Environmental Activist*, on the rise of the environmental movement and opposition to it, was published in 2021. *The Essential Biodiversity: Pathways to the Natural World* (2022) is his cross-over take on the most important questions of our time.

Juha Kauppinen

# *The Essential Biodiversity*

*Why are humans and nature on a collision course –  
and what are the consequences for both?*

*The Essential Biodiversity: Pathways to the Natural World* is written for those who want a better understanding of biodiversity loss and a quick, accurate overview of the scale of issues we are facing.

*The Essential Biodiversity* takes us from the depths of the ocean four billion years ago to the critical questions of our day. Focusing on specific environments and species, Kauppinen illustrates the interdependence that characterizes the natural world and the reciprocal relationships that weave together the web we call life. Understanding this background makes it easier to grasp how changes in conditions – such as global warming – impact this web of life.

What sets *The Essential Biodiversity* apart is that it also looks for solutions to biodiversity loss. It answers the questions “What should be done now?” and “What I can do to prevent biodiversity loss?” The answers are surprising and provoke fresh thinking.

In this approachable work, award-winning author Juha Kauppinen links biodiversity loss to climate change and draws a clear picture of the essence of ecological crisis. The book is a great introduction to our planet’s most critical question both to adult and young readers.

If enough pieces are lost from the kaleidoscope of life, it stops being an infinite mystery and becomes something painfully limited and comprehensible.



*Monimuotoisuus. Lyhyt oppimäärä*

Siltala Publishing, 2022, 132 pp.

## READING MATERIAL

Finnish original, English synopsis,  
English translation





Nonfiction



© Helen Korpak

Annika Luther (b. 1958) is a biologist, award-winning author, and high school teacher. In addition to *Rye: A Prolific History* (2022), she has published three novels and six books for young adults, of which *Letter to the Ends of the Earth* (2008) was nominated for the Finlandia Junior Award and won both the Topelius Award and the Society of Swedish Literature in Finland Award.



Annika Luther

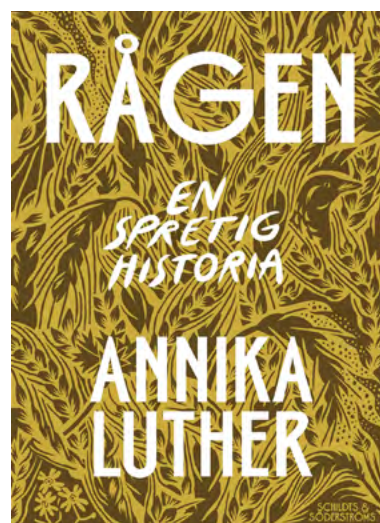
## *Rye – A Prolific History*

*From a Middle Eastern weed  
to an emblem of the north.*

Grains have long served as a foundation of human sustenance. These days, rice, wheat, and corn are familiar around the world, but in northern climes rye is still king. A few millennia ago, what was originally a weed in the Middle East traveled far to the north, where wheat could not survive. Rye swiftly cemented its status not only in slash-and-burn agriculture and local diets, but also at the heart of culture.

*Rye: A Prolific History* takes the reader on a captivating, compelling journey through the millennia as it recounts the story of the grain. Crop failures and famine, the devastation caused by the ergot fungus, and innovations such as the heated barn play a role in a rich cultural history sprouting around rye, from the adoption of the “rye flower” as a symbol of conservative politics to an unusual cast of characters, such as Nikolai Vavilov, the botanist who tracked down the plant’s origins. The book also addresses rye’s current status a big player in the sourdough starter boom and its future in gene banks and the Svalbard Global Seed Vault, designed to preserve diversity in plant life.

The book’s black-and-white illustrations are by Herta Donner.



*Rågen. En spretig historia*

Schildts & Söderströms, 2022, 288 pp.

### READING MATERIAL

Swedish original, Finnish translation,  
English sample, English synopsis



Nonfiction



© Cata Portin

Marcus Rosenlund (b. 1969) is a science journalist in the Finnish national broadcasting company YLE. He has worked on popularising science for years and was awarded the Topelius Prize for his radio series *Quantum Leap*. Rosenlund writes about things readers did not realise they wanted to know about, and in the age of ‘fake news’, offers us true stories that are stranger than fiction. His book *The Weather that Changed the World* (2018) received the State Award for Information Publication and an award from the Society of Swedish Literature in Finland. *Towards the Stars* (2020) is his second nonfiction work.

Marcus Rosenlund

## *Towards the Stars*

*A guide to the galaxy for us humans  
who obey the laws of the cosmos.*

“A central element in this story, too, is the ancient struggle between two powerful forces: the material universe that strives to expand and the gravity that does its best to take it down a notch or two. And the sparks that fly when the two giants come together.”

In science journalist Marcus Rosenlund’s new book the reader is guided through the galaxy from the Big Bang, whose echo is still heard today, to our own time and on to an uncertain future. At the heart of the book is the human striving outward, upward and onward, and wherever it may lead us.

Marcus Rosenlund’s writing is packed with exciting facts and details. Here Einstein’s theory of relativity is explained with the same obvious simplicity as the way in which space rockets work. Most of all, however, the book tells the story of humans as part of the galaxy. It’s a story about the importance of lighting candles instead of cursing the dark.

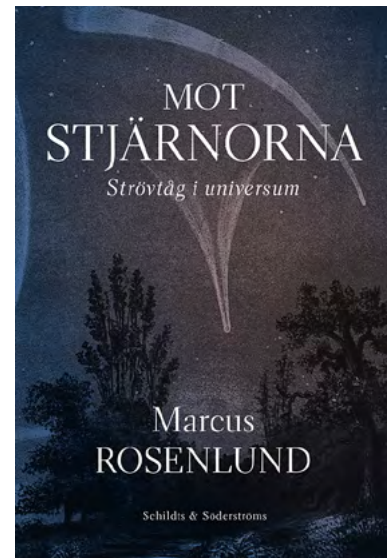
*“Rosenlund never forgets the reader, he writes personally, with moderate humor and affection for word plays.”*

Hufvudstadsbladet newspaper

### ALSO AVAILABLE

*Weather that Changed the World* (Väder som förändrade världen, 2020)

Rights sold: Estonia, Ühinenud Ajakirjad; Hungary, Cser Kiadó; Italy, Garzanti; Poland, Jagiellonian University Press; Ukraine, Anetta Antonenko; World Spanish, Elefanta; Turkey, Kaplumbaa



*Mot stjärnorna.*

*Strövtåg i universum*

Schildts & Söderströms, October 2020,  
255 pp. + 16 pp. illustrations

### READING MATERIAL

Swedish original, English synopsis,  
English sample





Nonfiction



© Petri Asikainen

Dr Adela Pajunen (b. 1975) is a biologist, environmental educator, wilderness guide and plant specialist. Marko Leppänen (b. 1969) is a geographer specialising in the health benefits of nature. He works as a journalist and is an experienced nature guide. Pajunen and Leppänen have introduced trips to nature into the Finnish national health service. In addition, they plan health-based nature trails and are training people to maximise the health benefits from nature. Pajunen and Leppänen have published together two books on the proven health benefits of forests, *Health from the Forest* (2017) and *Woodland* (2019).



Marko Leppänen & Adela Pajunen

## Woodland

*A story of a forest that has more trees than any other,  
in a country of a thousand forests.*

The humanity is rooted in nature, and it is evident that the two have lived side by side for hundreds of millennia. During the past years, we have learned that a regular contact with nature benefits our health in many ways. It will lift our mood, lessen the physical tension and improve our memory and concentration. The microbes from nature strengthen our immune system and boost our recovery. Being outdoors also trains our senses.

Hence, we just have to answer the call of the wild and of the forest.

*Woodland* helps us do that. It is a story about the authors' ancient and beloved home forest, but at the same time it is story of every forest in the world. It takes us on a search for a connection to nature, and the wisdom and realizations derived from it. Doing that, it reveals small wonders of nature, like how spruces deal with stress and what kind of a world view bumblebees actually have.

On the side of that, it also offers us scientific proof about the health benefits of the forest:

- ✧ Why is it beneficial to be in the forest right after rain?
- ✧ How come a small stick of wood can rise our spirits?
- ✧ Does spending time in nature make us live longer?

Above all it helps the readers – no matter where they live – to build a strong bond with nature and find their place in this matrix.

**“People without a connection to nature are like trees with weak roots: quickly toppled in a storm.”**



*Suomalainen metsäkylpy*

Gummerus, 2019, 246 pp.

### READING MATERIAL

Finnish original, English sample,  
English synopsis

### RIGHTS SOLD

Spanish (Latin America), Intermedio



Literary  
fiction



© Stefan Bremer

Mari Möro (b.1963) is an award-winning author whose novel *Gifts of a Gentle Night* (1998), following her long career of young adult books and radio dramas, was nominated for the Nordic Council Literature Prize and was awarded the Runeberg Prize. Möro, who's received numerous prizes and nominations has also taught creative writing, written radio dramas, worked as script editor and dramaturg in Yleisradio. She spends part of the year in Canada, on Vancouver Island, and is a devoted gardener.

Mari Möro

## *Pulling Up Daisies*

*Planting a few thousand summer flowers may have an element of megalomania in it, but if the alternative is going small, the choice is easy.*

*Pulling Up Daisies*, from the master Finnish garden author Mari Möro, is a collection of hysterical and often personal essays about the tough work and wild visions of tending a garden. Its humour will delight you, and its wisdom will move you. *Pulling Up Daisies* traipses through home gardens and more distant plantings alike.

No one has ever written about gardens the way Mari Möro does, and few have come as close to the deepest core of gardening.

*“The flowersmith has a natural tendency to crawl around on the ground and poke her snout into the heart of the plant world. Her nose could have passed muster in the perfume industry. From meters away she can tell which varieties of rose have bloomed and which are still buds. At the compost bin, that unrelenting organ reveals down to the day when the treasure will be ready for spreading.”*

*“Möro’s socially trenchant and fantastically exaggerated prose are absurdly amusing. For example, in ‘From Cricket Crunch to Grasshopper Goulash’ she approaches the highly topical subject of insect cuisine with tips for running a home cricket farm and utilizing the gastropods in your garden. The range of subjects in the book is sumptuous, as is the approach: [...] Seldom does the reader encounter the comfortable feeling of knowing what is coming next, since the perspective of the prose changes with alacrity and hilarity.”*

Nuori Voima magazine

*“Pulling Up Daisies is a sprawling, vibrant, rooted, soil-scented, and colour saturated collection of anecdotes.”*

Kosminen k blog



*Kukkanuottasilla*

Teos Publishers, 2018, 234 pp.

### READING MATERIAL

Finnish original



Nonfiction



© Taneli Lahtinen

Ossi Saarinen (b. 1996) is a self-taught wildlife photographer and a geography student, who publishes his phenomenal animal images in his Instagram account @soosseli with almost 200,000 followers.



Ossi Saarinen

# *Portraits of Nature – Learn to Photograph Animals*

*Advice from a self-taught wildlife photographer on taking brilliant pictures of urban and forest wildlife.*

How to get close enough to wild animals? What should you wear on a photography expedition? What is important in the composition and cropping of animal images? And can you get an animal to take part in the operation?

*Portraits of Nature* is a unique work with illustrations of wild animals and advice on photographing them. It describes the lives and behaviour of the most common animals in cities and in woods: squirrels, yellow-necked mice, different birds, foxes and larger animals such as elks and bears. Above all, it demonstrates in an easily understood way, how any one of us can learn to take attractive animal photos.

Ossi Saarinen is a self-taught wildlife photographer, who in his book reveals to the reader his own mistakes, successes and tips. The inspiring book is for photographers and also for anyone interested in natural life.



*Luontokuvia. Opi kuvaamaan eläimiä*

Gummerus, 2019, 128 pp.

## READING MATERIAL

Finnish original, English sample

### “HOW TO PHOTOGRAPH SQUIRRELS

- ✧ Use plain nuts or sunflower seeds to draw squirrels closer. Do not overfeed them. Offer only food that is similar to what they eat in the wild.
- ✧ Get the squirrel to look towards the camera by whistling or clicking your tongue.
- ✧ Take some time to learn how close the squirrel will let you come before scampering off. Avoid sudden movements and concentrate on making your motions as slow as possible.
- ✧ It's easiest to photograph squirrels when they stop to eat.”



Autotheory



© Miikka Pirinen

Susanna Hast (b.1980) has a doctorate in Social Sciences. She works as a researcher and Associate Professor at Uniarts Helsinki. She has researched war, compassion and corporality. Her intimately personal debut novel *Body of Evidence* (2022) touches on the mechanisms of violence and trauma, and in conjunction, the silent war against women, one that leaves no trace in the history books. It was awarded the Helsingin Sanomat Literature Prize, given to the best debut of the year.

Susanna Hast

## *Body of Evidence*

*A devastating debut about the search for the truth hidden in the body.*

“I’m 12, nearly 13. I’m midway between childhood and womanhood, on my way to horror. In a moment I’ll be nothing but flesh.”

The 1990s, a small village up north. A terraced house, a block of flats, a bedroom, a bathroom, a living room. A crime has been committed, but no one has called the police, no evidence is gathered, suspects are not questioned. Years later, a woman starts following traces on the fringes of her memory, so as to find the missing archival truth of what happened to her.

She needs to write out the truth in order to regain her humanity.

Susanna Hast’s intimately personal debut novel *Body of Evidence* shows how bodies remember things language cannot reach. It is a ferocious, fearless and dazzlingly intelligent account about the history of silencing women. Her survival takes place in the chiasm of remembering and forgetting, and the novel shakes its readers to the core. The novel was awarded as the best debut of 2022.

“You could describe Susanna Hast’s debut as [...] *startling, devastating and revolutionary.*” Turun Sanomat newspaper

“Her beautiful and witty style gathers up a history of violence to help the protagonist understand herself. Her questioning leads her to the most painful question: *why did she continue returning to her abusers?*” Helsingin Sanomat newspaper

“Hast deals in large and heavy themes but ones that are universal and timeless. She knows how to overtly write about shame and guilt, which makes this an important novel.”

Kaleva newspaper



*Ruumis/huoneet*

S&S, 2022, 268 pp.

### READING MATERIAL

Finnish original, English sample,  
French sample, German sample



Nonfiction



© Marek Sabogal

Minna Eväsoja (b. 1965, previously Minna Torniainen) has worked as a professor at The University of Helsinki and as a researcher in the Academy of Finland. Her PhD research took her to Japan for five years, where she studied in the traditional tea ceremony school Urasenke as well as at the universities of Kōbe and Takarazuka. Her Sensei has taught her to trust her own vision, all the while gently accepting the limits of her knowledge.



Minna Eväsoja

## *Almost Geisha*

*Beautiful, funny, and shocking stories  
of Japanese culture.*

In *Almost Geisha: An Enchanting and Eccentric Japan* a Finnish woman encounters Japanese culture. She takes a look at the Japanese mentality, the Japanese approach and everyday life in Kyoto and finds an extraordinary country, which seems crazy at times and comical at others, but which is altogether beautiful.

*In Japan, I threw myself into the stream of life, like the rootless water grass in an old, well-known poem, and accepted what life brought me with an open mind.*

Minna Eväsoja attended a Japanese tea school in the early 1990s. Since then, she has lived and travelled in Japan and studied the Japanese language and the Japanese aesthetic. She has written three nonfiction books about Japan to a wide critical acclaim.

*“Eväsoja writes vividly, with intrigue, and sometimes beautifully poetically about Japan and the Japanese people. She does not laugh mockingly at even the strangest of Japanese customs but treats them with gentle humor. A great warmth and love for the culture, country, and people shines between the lines.”*

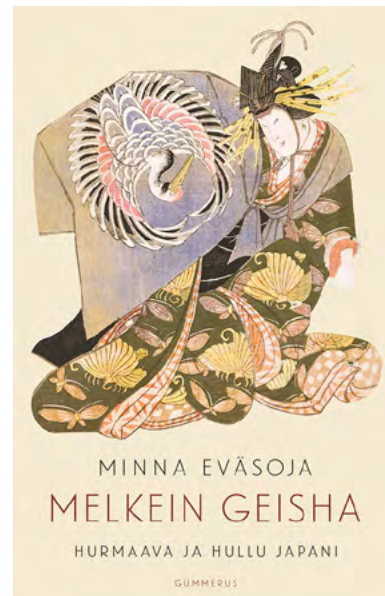
Lukuneuvoja literature blog

### ALSO AVAILABLE

*Shoshin – The Mind of a Novice* (*Shoshin – aloittelijan mieli*, 2018)

Rights sold: Thailand, Nava Publishing

*Wabi and Sabi Meditation Journal* (*Wabi ja sabi. Mietiskelypäiväkirja*, 2019)



*Melkein geisha. Hurmaava ja hullu  
Japani*

Gummerus, 2017, 239 pp.

### READING MATERIAL

Finnish original



Nonfiction



© Marek Sabogal

Minna Eväsoja (b. 1965, previously Minna Torniainen) has worked as a professor at The University of Helsinki and as a researcher in the Academy of Finland. Her PhD research took her to Japan for five years, where she studied in the traditional tea ceremony school Urasenke as well as at the universities of Kōbe and Takarazuka. Her Sensei has taught her to trust her own vision, all the while gently accepting the limits of her knowledge.

Minna Eväsoja

## *Shoshin – The Mind of a Novice*

*“The mind of the novice is open and without prejudice, humble and modest.”*

Japanese culture has always appreciated knowledge, learning and beauty. Learning is accompanied by a thought about shoshin, the mind of a novice that has been described in many ways: as ‘the correct manner’ or as resplendent like ‘flowers and the autumn colours’.

*Shoshin* is openness without prejudice, it’s modesty and humility, and incompatible with self-importance or conceit. Knowledge is like a vast mountain you might never conquer. But the trip is still worth it.

*A spray hidden by snow. Cool, wilted, withered. The heart’s dust. A hermit’s heart. Chestnuts with mustard.*

*Shoshin – The Mind of a Novice* has moments in the world of Japanese beauty, aesthetics and philosophy. The illustrations are woodblock prints capturing the instantaneous and hedonistic lightness of the floating world.

“Sensei said this about learning: first the mountains look like mountains and the rivers like rivers. Getting further along the road of knowledge you’ll experience a moment when the mountains have stopped looking like mountains or the rivers like rivers. When you continue with your studies you achieve a state of clarity when the mountains again look like mountains; the rivers, like rivers. The opinions of novices are strong and certain, and for them everything is clear and straightforward. As you gain experience and knowledge, things do not appear so straightforward and evident, and interpretation will be deeper, with different shades. After time has passed, things appear in their true form once more, but our understanding about their being is fundamentally changed.”

### ALSO AVAILABLE

*Almost Geisha* (*Melkein geisha*, 2016)

*Wabi and Sabi* (*Wabi ja Sabi*, 2019)

Rights sold: Spanish (Latin America), Intermedio



*Shoshin – aloittelijan mieli*

Gummerus, 2018, 197 pp.

### READING MATERIAL

Finnish original, English sample

### RIGHTS SOLD

Thailand, Nava Publishing



Nonfiction



© Marek Sabogal

Minna Eväsoja (b. 1965, previously Minna Torniainen) has worked as a professor at The University of Helsinki and as a researcher in the Academy of Finland. Her PhD research took her to Japan for five years, where she studied in the traditional tea ceremony school Urasenke as well as at the universities of Kōbe and Takarazuka. Her Sensei has taught her to trust her own vision, all the while gently accepting the limits of her knowledge.



Minna Eväsoja

# *Wabi and Sabi Meditation Journal*

*A beautiful notebook for capturing thoughts and images, with Japanese insight to hidden splendor, serenity and the beauty of imperfection.*

Keeping a journal is an age-old tradition in Japan. Noting the stream of daily activities and jotting down occasional thoughts has been a pastime as long as humans have maintained a written history.

In Japan, these kinds of journals are referred to as *nikki* and the *Wabi and Sabi Meditation Journal* seeks to honour this tradition. Handy to carry with you everywhere, it is a beautiful notebook for capturing thoughts and images. Over time, the diary becomes the joint work of the reader and writer.

The *Wabi and Sabi Meditation Journal* contains several poems about the suffering, loneliness and longing associated with love. Japanese poetry traditionally describes these emotions with *wabi* and *sabi* concepts that represent melancholy and serenity, the brilliance hidden in our hearts and minds, and white sorrow.

Selected poems about *wabi* and *sabi* join Eväsoja's explanations in dialogue with the magnificent woodcuts that illustrate the journal.

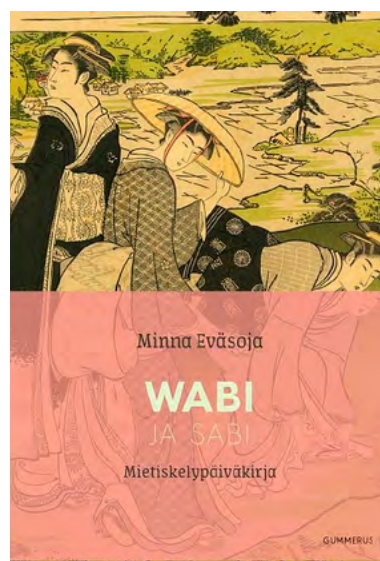
*“Wabi and sabi have many similarities, but they are not synonymous. They are never used together in Japanese literature, poetry or aesthetic concepts, although one often sees them mentioned in tandem in western references. Wabi and sabi are nevertheless linked by an undertone of mournfulness and melancholy. A feeling of loneliness and the need to withdraw from society are seen as positive things to strive for. [...] Both concepts describe the state of the heart and mind: Wabi speaks of a humble and penitent heart and an appreciation of life as it is. Sabi indicates a mind and soul full of serenity.”*

## ALSO AVAILABLE

*Almost Geisha* (Melkein geisha, 2017)

*Shoshin – The Mind of a Novice* (Shoshin – aloittelijan mieli, 2018)

Rights sold: Thailand, Nava Publishing



*Wabi ja sabi. Mietiskelypäiväkirja*

Gummerus, 2019, 168 pp.

## READING MATERIAL

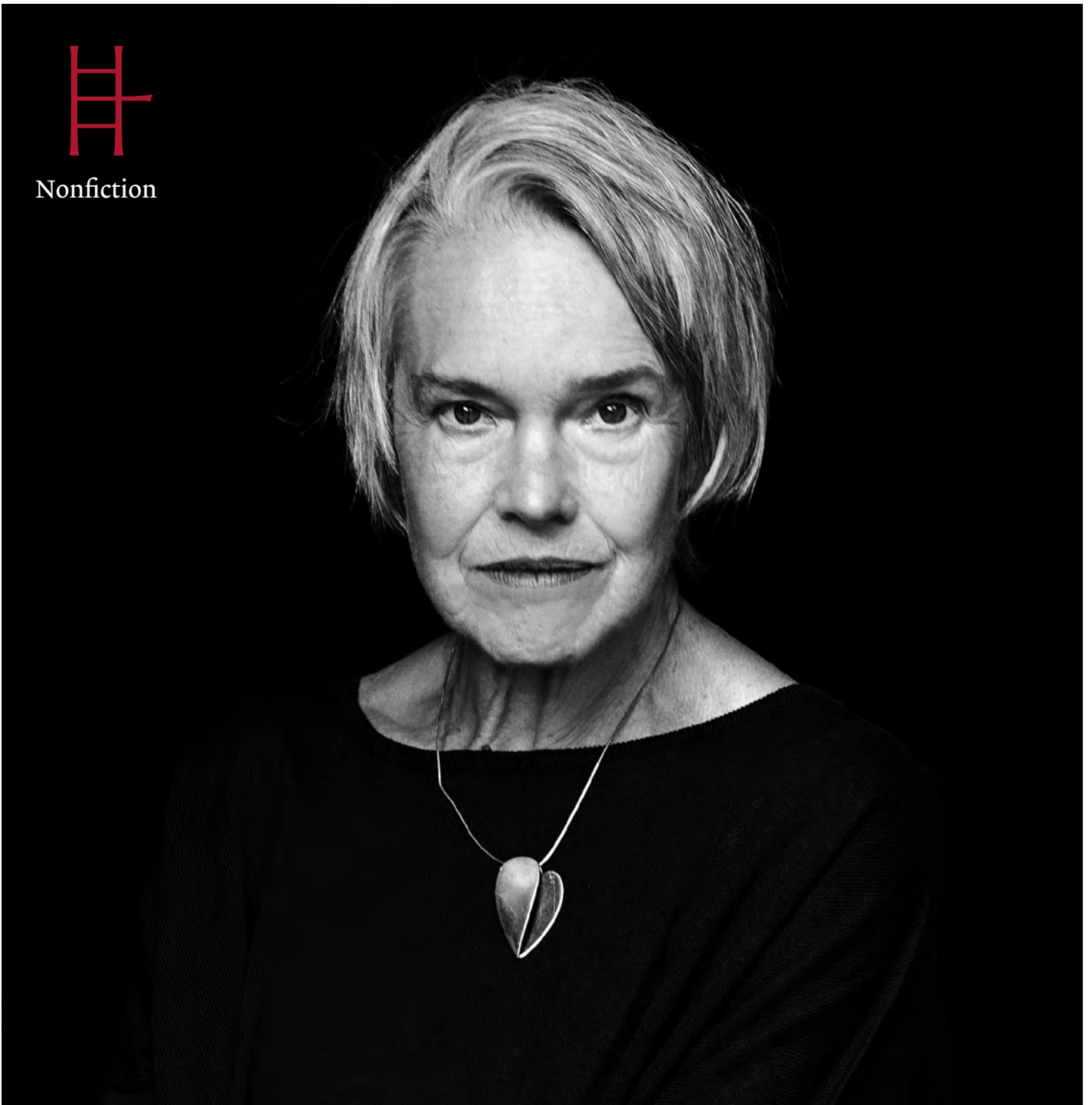
Finnish original, English sample

## RIGHTS SOLD

Spanish (Latin America), Intermedio



Nonfiction



© Marica Rosengard

Merete Mazzarella (b. 1945) has published over 20 books. She is most well-known for her essays, in which she combines conventional ways of thinking and literary influences with her personal reflections and experiences in an unbroken dialogue with the reader. Mazzarella has received a number of awards for her work over the years.

Merete Mazzarella

## *On the Meaning of Life*

*The big questions in life touch every one of us.  
On the Meaning of Life makes us understand how.*

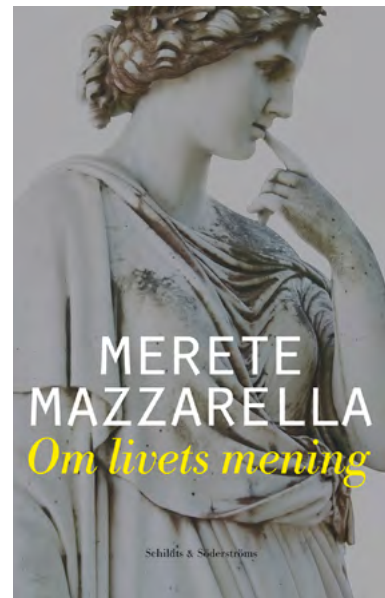
The big questions in life always feel a bit troublesome. Maybe they come too close and are too difficult to comprehend all at once. Or is it actually the case that we ponder the meaning of life more than we realize we do?

In her essays, Merete Mazzarella approaches the meaning of life through her own experiences and reflections, using philosophical discourse and her observations of her surroundings. She presents the reader with new questions about our world in which, on the one hand, there are endless shades of gray, and, on the other, sharp contrasts: prosperity is juxtaposed with streams of refugees, globalization with walls, and violent video games with real time love across the oceans.

Mazzarella writes about our Western worldview, evil, forgiveness, compassion, and goodness. In a unique way, she makes abstract subjects understandable and concrete.

*“Mazzarella successfully conveys the compelling joy of discovery in her essays. [...] This book is a profession of faith to the art of conversation and an ode to the heritage of chatty ladies.”*

Hufvudstadsbladet newspaper



*Om livets mening*

Schildts & Söderströms, 2017, 223 pp.

**READING MATERIAL**

Swedish original, English sample



## Essays



© Liisa Valonen

Silvia Hosseini (b. 1982) is a Finnish-Iranian author, teacher, and critic. Her debut work, the essay collection *In Praise of Dust* (2018), won the Kalevi Jäntti Prize and was a nominee for the Helsingin Sanomat Literature Prize. Hosseini teaches writing at the Critical Academy and is working on a dissertation on the lyrics of Leonard Cohen.



Silvia Hosseini

## *Way, Truth, and Death*

*A keen-eyed author spares neither herself nor the reader in this volume of surprising essays.*

“Life is a journey, they say. What a lousy metaphor. After all, life’s fundamental nature is stasis, repetition, routine. Life is weekday mornings, the dip in the sofa, taking out the compost, and what should we have for dinner. Maybe life is a journey for Bedouins, but not otherwise. A journey is a journey.”

Silvia Hosseini’s second volume of essays leads the reader on a meandering expedition from joy to sorrow, from beauty to dread. Drawing from literature, history, and the author’s own experiences, the collection masterfully addresses the various transitions, assertions, and losses of the three titular themes through contemporary phenomena. The thinking is sharp, the expression beautiful.

In the essays, knowledge of culture and history combine in fresh insights and self-deprecation. The impact of Arab philosophy on Western civilization is examined through Sicily and Inspector Montalbano. In her essay on the Beat authors, Hosseini objects to the re-evaluation of old works of art on the basis of their worldview. Contemporary feminism comes under fire for being ideological and memefied. And in an essay on birds, Hosseini ponders the role of birds as symbols of life and messengers of death, as in the present day, when the vanishing of bird species predicts devastating ecological catastrophe.

Hosseini’s voice is strong, and the compilation an unapologetic literary cornucopia. *Way, Truth, and Death* was nominated for the Toisinkoinen Literary Prize.



*Tie, totuus ja kuolema*

Gummerus, 2021, 238 pp.

### READING MATERIAL

Finnish original, English sample

### ALSO AVAILABLE

*In Praise of Dust* (Pölyn ylistys, 2018)



Nonfiction



© Stefan Bremer

Hanna-Reetta Schreck (b. 1976) is an art and cultural historian, researcher, nonfiction author, teacher and expert in the administration and politics of culture. Her interests lie in the interdisciplinary interface between art and science. She is currently preparing a PhD dissertation on Ellen Thesleff's artwork.

Hanna-Reetta Schreck

# *I Paint Like a God – The Life and Art of Ellen Thesleff*

*“People said that I was a dreamer, but I have proved that I did those things of which I dreamed.”*

Ellen Thesleff (1869–1954) was an internationally significant Finnish artist and one of Finland’s first expressionist painters.

She was a trailblazer that cleared the way for future women artists at a time when it was difficult to gain recognition for their work in the male-dominated art world. Like her sisters Gerda and Thyra, Thesleff was an emancipated woman; each made a living in her own independent profession. Defying the era’s gender norms, she cut her hair short and began to dress in men’s clothing with a tie around her neck.

In the skilful hands of art historian Schreck, the different phases of Ellen Thesleff’s life and work come to life. The book describes the artist’s cosmopolitan adventures, just as at home in Paris and Florence as in Finland, and tells of her eye-opening experiences in the throbbing pulse of the European modern age. The reader joins a lively and engaging conversation between Thesleff and the narrator of the book, friends speaking to each other from across the decades.

*“I’ve got a whole new way of working. You see, I push myself down into the sand so deep that I can hear the planet’s heartbeat. I follow the rhythm of these strokes and then I take up my colours and naturally, my line, with confidence and freedom. What it will become, I don’t know, but in any case, it will be something wonderful.”*

*“Art and cultural historian Hanna-Reetta Schreck sets out to make the life story of Ellen Thesleff (1869–1954) shine. She clearly hopes to share the life energy of a truly extraordinary human being. She has done all this and more in an excellent way.”*

Helsingin Sanomat newspaper



*Minä maalaan kuin jumala*

Teos Publishers, 2018, 400 pp. + 32 pp. ill.

## READING MATERIAL

Finnish original

## RIGHTS SOLD

Swedish, Svenska Litteratursällskapet  
i Finland & Appell Förlag



Nonfiction



© Laura Malmivaara

Hannele Jyrkkä (b. 1969) is a dance critic, journalist and communications professional with several noteworthy nonfiction writings on dance to her name. In 2009, she won the State Award for Information Publication for one of her books. She has also served as editor-in-chief of the magazines *Tanssi* and *Finnish Dance in Focus*. Tero Saarinen (b. 1964) is a world-famous dancer and choreographer who has been recognised with numerous awards, among others the Movimientos Dance Prize for Best Male Performer, Pro Finlandia and the title of Chevalier de l'Ordre des Arts et des Lettres from the French government.



Hannele Jyrkkä

## *The Hunter*

*The extraordinary journey of a beloved dancer, choreographer and artistic director who has won accolades the world over.*

Tero Saarinen, Finland's best-known dancer-choreographer on the international scene, didn't start dancing until he was 16. Over the next years, he forged a spectacular path for himself at the Finnish National Ballet, studied with the Butoh legend Kazuo Ohno in Japan, and became a captivating soloist for the France-based choreographer Carolyn Carlson in Paris.

The globally renowned Tero Saarinen Company has performed in over 40 countries, at prestigious venues like the Brooklyn Academy of Music, Royal Festival Hall, Joyce Theater and Walt Disney Concert Hall. The Los Angeles Philharmonic, Ensemble Intercontemporain and the Nederlands Dans Theater are among the many partners to have collaborated with them. All of these productions have been praised for their distinctive movement and choreographic vision, striking visual design and devoted attention to music.

Dance journalist Hannele Jyrkkä spent a year following Saarinen in rehearsal halls and at home, as he brought his new choreography *Third Practice* to life. *The Hunter: Tero Saarinen – The Icon of Contemporary Dance* is the result of this effort: the first book that tells the story of a sports enthusiast who grew up in exceptional circumstances and catapulted to international fame and iconic status in the world of contemporary dance.

*“Dance was a pathway to something I couldn't name or explain. It just felt right: liberating and fulfilling. Never before had anything made me feel so complete.”*

TERO SAARINEN



*Etsijä – Tero Saarinen tie  
nykytanssin ikoniksi*

Siltala Publishing, 2020, 207 pp.

### READING MATERIAL

Finnish original, French sample,  
English synopsis



Nonfiction



© Marcus Boman

Karin Erlandson (b. 1978) is a Finnish author writing in Swedish. She has published four novels: the Nordic Council Literary Prize nominee *Mink Farm* (2014), *The Misdeed* (2016), *Enclosed* (2018) and *Home* (2021). She has also written a four-part series of children's novels called Song of the Eye Gemstone. The first novel of the four, *Pearl Fisher* (2017) received the Runeberg Junior Prize and was nominated for the Nordic Council Children and Young People's Literature Prize, similarly to the fourth novel *Victor* (2019) and Erlandsson's stand-alone middle-grade adventure *Night Express* (2020), illustrated by Peter Bergting. In addition, she has published works of nonfiction.

Karin Erlandsson

## *The Blue Yarn*

*A small, warm book about the magic of knitting and its invisible history.*

Author Karin Erlandsson was a teenager when she decided to make her dream come true and knit herself a jumper. Without using instructions, she made a beautiful striped jumper out of the leftover yarn she found at home. She wore it a lot and it was widely admired. A deep and life-long love had been born.

In *The Blue Yarn* Erlandsson weaves together a nonfiction book, in which personal memories expand into sharp observations about the effects of knitting on the knitter, those close to them, and society at large. In it, knitting is presented not only in terms of clothing and preserving tradition, but also as a means of creating and conveying something new. As the world around us burns, it can be a way to survive—or to break the ranks. For those who are busy and stressed, it can be a means of recovering and finding balance.

Knitters have always been part of a long, somewhat invisible, tradition, which has especially been upheld by women from one century to the next. There is a magic in knitting not unlike the magic of writing.

*The Blue Yarn: What I Know About Knitting* by award-winning novelist Karin Erlandsson is an inspiring book seasoned with knitting humour about the history of knitting, women who knit, and its enduring appeal.



*Det blå garnet*

Schildts & Söderströms, 2022, 185 pp.

### READING MATERIAL

Swedish original, Finnish translation,  
English sample, English synopsis

### RIGHTS SOLD

World English, Dedalus; Denmark,  
Staarup & Co.; Germany, Blanvalet | P R H



Nonfiction



© Heidi Piironen

Miska Rantanen (b.1967) is a Finnish journalist and author of nonfiction. He works in the largest Finnish newspaper *Helsingin Sanomat* and specialises in culture, politics and digital media. He has previously published six books of nonfiction.



Miska Rantanen

# *Pantsdrunk: Kalsarikänni – The Finnish Path to Relaxation*

*Danes have hygge. Swedes have lagom. Finns have ‘kalsarikänni’ or pantsdrunk – drinking at home alone, in your underwear.*

When it comes to happiness rankings, Finland always scores near the top. Many Finnish phenomena set the bar high: the best education system in the world, gender equality, a flourishing welfare state, *sisu* or bull-headed pluck, and, of course, Darude’s ‘Sandstorm’.

Behind all these accomplishments lies a Finnish ability to stay calm, healthy and content in a riptide of endless tasks and temptations or simply when faced with work-related stress. The ability results from the practice of the ‘kalsarikänni’, pantsdrunk method.

Pantsdrunk is a path to solitary relaxation, recovery and self-empowerment to help you face your future challenges. The procedure is as follows:

**“Peel off your work uniform down to your underwear. Place savoury or sweet nibbles within reach, by bed or sofa, alongside remote control and devices to access social media. Open a bottle or can of alcoholic beverage.**

**The practice towards inner strength, higher quality of life and peace of mind has begun.”**

This book is your guide on the path to find wellness, bliss, and peace of mind the Finnish way, following the pantsdrunk method. By completing each concrete step and fully embracing the philosophy you can relieve anxiety, fatigue and pain. The method will lead you to live a healthier, more energising and relaxing life – wherever, whenever.



*Kalsarikänni – suomalainen opas  
hyvään elämään*

S&S, 2018, 184 pp.

## READING MATERIAL

Finnish original, English sample

## RIGHTS SOLD

Czech, Paseka; World English, HarperCollins (UK, Vintage); Estonia, Post Factum | Eesti Meedia; Germany, Goldmann; Italy, Ad est dell’equatore; Korea, Dasan Books; Netherlands (World Dutch), Uitgeverij Q; Poland, Helion; Portuguese (Brazil), Letramento; Russia, Alpina; Spain (World Spanish), Zenith | Grupo Planeta; Sweden, Lind & co.; Vietnam, Van Lang



Nonfiction



© Anna Autio

Matti Airola (b. 1981) is a self-taught braider and father to Maisa and Kerttu as well as writer of the popular blog *Isin ja tyttöjen hiushommat* (*Dad and the Girls' Hairdos*). His interest in braiding began when the then 5-year-old Maisa started asking if a family friend could come to do a French braid for her every day. So Matti decided to learn how to braid for himself: how hard could it be?

Matti Airola

# *Dads and Daughters Braiding Book*

*When Matti's 5-year-old daughter started wanting French braids every day, her father thought: "How hard could it be?"*

With a huge range of different styles possible, braids are one of the most popular hairstyles around at the moment, both for children and adults. Braiding is also the perfect shared pastime for parents and children: fun, relaxing and completely free. Braiding doesn't only feel nice, it also gives a beautiful end result that will delight both the braidee and the braider.

With this cute book written by a Finnish father who started braiding his daughters' hair with ambition you will learn the secrets of braiding, with clear illustrations and beautiful background pictures. The book contains thirty sets of instructions, divided into chapters by braid style. It also features tips for braiding shorter hair.

- ✧ Clear illustrations and written instructions will guide you step by step
- ✧ Beautiful photographs of the end result
- ✧ Instructions for 30 braids, easy and impressive!
- ✧ Over 28,000 copies sold in Finland!

## ALSO AVAILABLE

*Dads and Daughters Braiding Book – Parties! (Isin ja tyttöjen lettikirja – Bileet! 2015)*

Rights sold: World Dutch, Clavis; Estonia, Paljasjalg



*Isin ja tyttöjen lettikirja*

S&S, 2015, 95 pp.

## READING MATERIAL

Finnish manuscript, English sample

## RIGHTS SOLD

Czech Republic, Fragment; Estonia, Paljasjalg; France, Glénat; Germany, Frechverlag; Poland, Media Rodzina; Slovakia, Albatros





Nonfiction



© Anna Autio

Matti Airola (b. 1981) is a self-taught braider and father to Maisa and Kerttu as well as writer of the popular blog *Isin ja tyttöjen hiushommat* (*Dad and the Girls' Hairdos*). His interest in braiding began when the then 5-year-old Maisa started asking if a family friend could come to do a French braid for her every day. So Matti decided to learn how to braid for himself: how hard could it be?



Matti Airola

# *Dads and Daughters Braiding Book – Parties!*

*The follow-up to the Dads and Daughters Braiding Book is here – and shows you how to create easy and amazing hairstyles for parties!*

How about a tiara braid for a princess party, braided cat ears for a howling good time, bold braids in cornrows for the disco, or a sophisticated basket weave braid for a garden party? This book presents 20 new braids for different kinds of parties with step-by-step illustrations. But you don't need to wait for an invitation – you can try out these braids for any occasion!

The detailed instructions and illustrations provide step-by-step guidance for each braid, and no previous braiding experience is needed. Airola also provides ideas for decorating each of the hairstyles, and the joyous photographs provide additional inspiration.

*Dads and Daughters Braiding Book – Parties!* is a continuation of Matti Airola's super successful *Dads and Daughters Braiding Book* which has sold over 28,000 copies in Finland. *Parties!* has so far sold over 10,000 copies.

*"It's clear the book has awoken a sense of competition among dads: if Matti Airola can braid his daughters' hair, why can't I? The photographs are works of art in themselves."*

Virikkeitä magazine



*Isin ja tyttöjen lettikirja – Bileet!*

S&S, 2016, 87 pp.

## READING MATERIAL

Finnish original, English sample

## RIGHTS SOLD

World Dutch, Clavis; Estonia, Paljasjalg

## ALSO AVAILABLE

*Dads and Daughters Braiding Book (Isin ja tyttöjen lettikirja, 2015)*

Rights sold: Czech Republic, Fragment; Estonia, Paljasjalg; France, Glénat; Germany, Frechverlag; Poland, Media Rodzina; Slovakia, Albatros



Nonfiction



© Tuomas Pajuniemi

Jenna Kiuru (b. 1988) is a visual merchandiser who has worked extensively in various positions in the fashion industry and studied marketing. Maria Manninen (b. 1991) has worked extensively in shoes and footwear and gained a Bachelor of Arts in Fashion Design. Johanna Valkola (b. 1992) is a craft, design and technology teacher with an MA in Education with experience working with various fashion brands. Kiuru, Manninen and Valkola's webpage *Arkivé Atelier* deals with caring for clothes, shoes and accessories, and has been the inspiration for their book *Maintain*.

Jenna Kiuru, Maria Manninen & Johanna Valkola

# *Maintain – Your Clothes, Shoes and Accessories*

*How to recognise good quality material and best look  
after your wardrobe?*

*Maintain* is a lifestyle manual of taking care of your garments written for everyone who wants to regain the skills to prolong the life of clothes, shoes and accessories. Practical advice and beautiful images lead the reader to the wonderful world of different materials, instructing them about the particular qualities of various fabrics and types of leather. The book teaches via care instructions how to maintain your clothes and shoes beautiful and to use them as long as possible.

The book is essential for a variety of readers, such as those who:

- ✧ love to recycle and scour flea markets for discoveries
- ✧ dress up in classic, neat business attire
- ✧ appreciate sustainability and environmentally friendly consumption
- ✧ are arbiters of exacting style
- ✧ value and maintain traditions
- ✧ are in the thick of providing clothes for growing children.

*Maintain* makes taking care of shoes and garments into simple, everyday routine that helps prolonging the life of your favourite attire. The beautifully fresh photographs of the book are taken by Tuomas Pajuniemi.



*Huolla – Vaatteet, kengät ja asusteet*

Gummerus, 2020, 237 pp.

## READING MATERIAL

Finnish original, English sample





Nonfiction



© Kimmo Syväri

Harri Kirvesniemi (b. 1958) won six Olympic medals and fourteen world and national championship medals in the course of his active skiing career. Today he runs a ski factory. Axa Sorjanen (b. 1964) is a journalist, non-fiction writer and ski coach. Kimmo Syväri (b. 1978) is an active gymnast and photographer.



Harri Kirvesniemi & Axa Sorjanen & Kimmo Syväri

## *The Good Ski School*

*A short course in cross-country skiing  
for beginners and hobbyists.*

The traditional Nordic sport of cross-country skiing has become an international trend. There are new enthusiasts from all over the world, from China to the US and from Central Europe to Australia.

*The Good Ski School* offers answers to all those questions a beginner who dreams of skiing wants to ask. How to stay on your skis, how to choose your skis and how to lubricate them? For more advanced enthusiasts the book offers nutritional tips, ready-made workout programs and even advice for preparing for the race.

The book combines the long-time skiing experience of world champion and Olympic medallist, skier and ski factory boss Harri Kirvesniemi, the knowledge of ski coach and journalist Axa Sorjanen, and the stunning photos of photographer Kimmo Syväri. The new edition of the book has been updated to cater specifically to the needs of the beginner.

*"It's hard to imagine finding a better guide for the fitness skier in this country – and probably anywhere else."*

Urheilulehti magazine

*"The Good Ski School gives you a good dose of information to help you tackle the jungle. [...] It's a good comprehensive book for anyone who needs basic skiing knowledge."*

Kauppalehti newspaper

*"The artwork is clear and therefore it works. A good and graphic series of shots describes the entire sequence of movements, with all its steps."*

Salon Seudun Sanomat newspaper

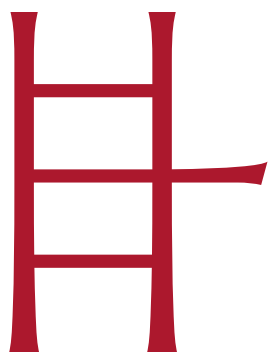


*Hyvä hiihtokoulu*

Teos Publishers, 2020 [2006], 184 pp.

### READING MATERIAL

Finnish original, English synopsis,  
English sample



Helsinki Literary Agency is an agency with a strong list of the best Finnish fiction, nonfiction and children's authors. Founded in the beginning of 2017, the agency is a joint venture of four independent Finnish publishing houses: Gummerus, Schildts & Söderströms, Siltala and Teos. The agency represents a wide range of prominent, award-winning authors writing both in Finnish and Swedish.

#### Helsinki Literary Agency

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#### Gummerus

Gummerus, founded in 1872, is Finland's third largest trade publisher with a list of 200 titles each year. It is owned by Swedish Storytel. (For titles published in Sweden, get in touch with Norstedts Agency, [www.norstedtsagency.se](http://www.norstedtsagency.se).)

#### Schildts & Söderströms

Schildts & Söderströms is Finland's largest Swedish language publisher with a history dating back 1891. Its imprint s&s publishes books in Finnish.

#### Siltala Publishing

Siltala, founded in 2008, publishes about 40 titles a year. Its list includes both literary fiction and nonfiction.

#### Teos Publishers

Teos Publishers, founded in 2003, publishes about 45 new titles annually. The focus is on literary fiction, but the list includes also nonfiction and children's titles.

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## Colophon

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