

# FUNDACIÓN CISNEROS COLECCIÓN PATRICIA PHELPS DE CISNEROS

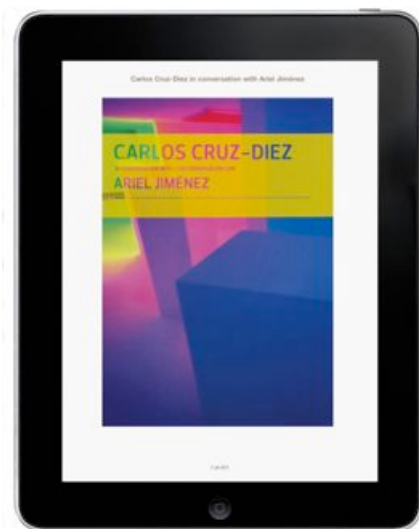
**Gustavo A. Cisneros**  
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**Rafael A. Romero**  
Director Emeritus

**Gabriel Pérez-Barreiro**  
Director

## For Immediate Release



R: Sample page from eBook for *Carlos Cruz-Diez in conversation with/en conversación con Ariel Jiménez*.  
L: The five CONVERSACIONES/CONVERSATIONS books published by FC/CPPC.

## Fundación Cisneros/Colección Patricia Phelps de Cisneros to Launch Six Books in the CONVERSACIONES/CONVERSATIONS Series as Custom-Designed, Bilingual eBooks in 2013

New York, September 4, 2012—The Fundación Cisneros/Colección Patricia Phelps de Cisneros (FC/CPPC) announces the launch in February 2013 of the eBook version of its acclaimed series CONVERSACIONES/CONVERSATIONS. The ambitious series was first launched in print format in 2010, under an imprint created by the FC/CPPC to support its mission to enhance appreciation of the diversity, sophistication, and range of art from Latin America; advance scholarship of Latin American art; and promote excellence in visual-arts education.

The digital version of this series constitutes a step forward in the FC/CPPC's efforts to innovate within the digital world, and take advantage of new tools to further expand its mission and reach the widest audience possible. As part of a media company at the forefront of information technologies (the Organización Cisneros), the FC/CPPC is committed to optimizing the use of digital media to contribute to the improvement of education and knowledge of art from Latin America. For that reason, the eBooks will be made available in a standard



EPUB 3 format, the most versatile platform to date, designed for all eReaders (iPad, Kindle, Nook, and Google or Adobe Reader).

The FC/CPPC has partnered with London-based digital art book publisher MAPP Editions on the design of the eBooks. Special features offer new ways for people to navigate through the books' content, share thoughts and comments, and go "behind the scenes" of the conversation. The Forward of each eBook highlights its special assets. In addition to the FC/CPPC's extensive editorial process to customize the bilingual books into an interactive eBook format, enhanced features include:

- Original and archival video footage
- Interviews between artists, curators, and scholars
- Slideshows of artworks and zoomable artworks
- Virtual studio visits
- Manuscripts and Manifestos
- Links to carefully researched online resources
- Links to maps
- Sharing and bookmarking content
- Pop-up footnotes

The FC/CPPC will present the first six books in CONVERSACIONES/ CONVERSATIONS as custom-designed eBooks, and all forthcoming titles will be published in both print and digital editions simultaneously. Books in the series are hybrids of reading and art books, which has allowed the FC/CPPC to push the limits of art book publishing, making the inclusion of the assets—all carefully researched and purposefully selected—even more compelling.

A prototype of the eBooks will be presented as part of the exhibition *Concrete Invention: Colección Patricia Phelps de Cisneros*, opening January 22, 2013, at the Museo Reina Sofia in Madrid, co-curated by Gabriel Perez-Barreiro, Director of the FC/CPPC, and Reina Sofia's Director, Manuel J. Borja-Villel.

**About the Print Book Series:**

**CONVERSACIONES/CONVERSATIONS** is a series of bilingual books composed of unique in-depth conversations, some spanning decades, between Latin American artists, leading critics, curators, and art historians. Some of these books include introductory essays by such esteemed intellectuals as Robert Storr, Andrea Giunta, and Alejandro Crispiani.



In November, FC/CPPC will publish the sixth print book of the CONVERSACIONES/CONVERSATIONS series, *Gyula Kosice in conversation with/en conversación con Gabriel Pérez-Barreiro*. It is the first detailed account of the life and work of one of the most remarkable visionary artists of the 20th century, co-founder of the Madí Movement in the 1940s, and creator of the HydroSpatial City, a utopian environment suspended in space.

**Titles Available in Print:**

*Carlos Cruz-Diez in conversation with/en conversación con Ariel Jiménez*  
(September 2010) ISBN: 9780982354421

*Tomás Maldonado in conversation with/en conversación con María Amalia García* (January 2011) ISBN: 978-0982354438

*Jac Leirner in conversation with/en conversación con Adele Nelson*  
(July 2011) ISBN: 9780982354445

*Jesús Soto in conversation with/en conversación con Ariel Jiménez*  
(December 2011) ISBN: 978-0-9823544-6-9

*Ferreira Gullar in conversation with/en conversación con Ariel Jiménez*  
(June 2012) ISBN: 9780982354452

**Subsequent titles include conversations between:**

Gyula Kosice and Gabriel Pérez-Barreiro (November 2012)

Liliana Porter and Inés Katzenstein (Spring 2013)

Waltercio Caldas and Ariel Jiménez (Fall 2013)

Tania Bruguera and Claire Bishop

Luis Camnitzer and Alexander Alberro

Alfredo Jaar and Luis Pérez-Oramas

Julio Le Parc and Alexander Alberro

Antonieta Sosa and Ariel Jiménez

The print book series is distributed by D.A.P ([www.artbook.com](http://www.artbook.com)) in the United States, and Editorial RM (<http://www.editorialrm.com>) in Spain and Latin America.

**About the Colección Patricia Phelps de Cisneros:**

Founded in the 1970s by Patricia Phelps de Cisneros and Gustavo A. Cisneros, the Colección Patricia Phelps de Cisneros (CPPC) is one of the core cultural and educational initiatives of the Fundación Cisneros. Based in New York City and Caracas, Venezuela, the CPPC's mission is to enhance appreciation of the diversity, sophistication, and range of art from Latin America; advance scholarship of Latin American art; and promote excellence in visual-arts education. The CPPC achieves these goals through the preservation,



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presentation, and study of the material culture of the Ibero-American world—ranging from the ethnographic to the contemporary. CPPC activities include exhibitions, publications, and grants for scholarly research and artistic production.

<http://www.coleccioncisneros.org>

*Twitter:* @CPPCisneros

*Facebook:* cisneroscollection

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