

Palacký University Press

Frankfurter
Buchmesse
2024

Selection



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Under the roof of the Palacký University Olomouc, the second oldest university in the Czech Republic (est. 1573), Palacký University Press has been tirelessly uncovering the *genius libri* of specialist and popular science literature since 1991. It focuses on specialized monographs, medical publications, modern textbooks as well as book projects regarding the fields of history, art, or photography. It gradually develop collaboration with authors from the Czech Republic and abroad and with various culture institutions, which leads to book series with unique content, form, and society-wide and international impact. Thanks to its publishing activities, it helps to further disseminate the results of academic research, popularising science, and fulfilling the "third role" of the university – public outreach.

Palacký University Press's output includes three main categories:

- academic publications (intended for the professional public),
- textbooks (for university students, incl. secondary school students preparing for university entrance exams), and
- popular-science publications (narratively and pictorially rich, from popular to expert publications).

Contact

Aleš Prstek

director

ales.prstek@upol.cz

Tomáš Franta

head of marketing and distribution

tomas.franta@upol.cz

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eng/cze

OLOMOUC PHOTOGRAPHERS



***"Get to know
world-quality
pioneers and
innovators
of Czech
photography."***

Štěpánka Bielešzová

*Sales price per book
CZK 290 (EUR 13)*

They entered the history of photographic art. They set trends and reached international collections. They represent historically and culturally significant town of Olomouc. Meet the world-quality pioneers and innovators of Czech photography in unique book series by Olomouc Museum of Art and Palacký University Press.

The Czech-English edition was awarded at the International Photography Festival in Bratislava and received the Olomouc Region Award for Contribution to Culture. Find more about the edition at photographers.upol.cz.



Miloslav Stibor

master of female portrait
and nude art inspired
by Henry Miller



Petr Zatloukal

an insider's and authentic
look at life in communist
Czechoslovakia



Karel Kašpařík

the avant-garde world of the 1930s
that enchanted New York,
Washington and Barcelona



Michal Kalhous

provocative solitaire
of Czech postmodern
photography



Blanka Lamrová

documentary photographer
of people on the edge



Vladislav Galgonek

a legend of Czech reportage
photojournalism



CZE

FILMOUKA

"A unique textbook about the world of film for school children."

Petr Pláteník and collective

First edition | 2023 | 196 pages

ISBN 978-80-244-6368-1

Sales price CZK 550 (EUR 22)



What's a movie? How is it made? How did it evolve? How to understand it when you are a child? And how to explain it when you are a parent or a teacher? The answers are offered in *Filmouka*, a unique textbook that provides a guide to the world of film for primary school pupils. The visually striking and graphically sophisticated publication is linked to a multimedia website, conceptually uses comic strips and is accompanied by drawings by artist Jaromír 99.

Curious readers will gain insight into the historical development of film from the Lumière brothers to the Netflix era, learn more about the technical preparation of a film, discover how story and atmosphere are built in a film, get a glimpse behind the curtain of the creation of film tricks, and learn about the most common film genres, their specifics and how filmmakers gauge audience moods and trends.



CZE

MENCIUS

***"A window into
the heart of
Confucianism."***

Ivo Pajorek

First edition | 2023 | 178 pages

ISBN 978-80-244-6440-4

Sales price CZK 290 (EUR 12)



The timeless ideas and moral precepts of Confucianism played a significant role in the historical and cultural development of (not only) ancient China in periods long before our era. Today's readers will find the true essence of this philosophical movement primarily in the canonical set of texts for which the title of the Four Books has been adopted. These include also *Mencius*.

The book *Mencius* is based on the dialogues of Master Mencius with his students. It touches on many topics, from Confucian ideas of rightful government and proper statecraft, through human nature and man's moral role in society, to an argumentatively sophisticated critique of competing non-Confucian teachings.

Master Mencius was a follower of Confucius and a contender of Alexander the Great, Plato and Aristotle. His important work in the Chinese lands in the 4th century BC has long been overlooked. It was not until several hundred years later that he received recognition from historians and literary scholars.



eng

OLD MASTERS IN NEW COLOURS

***"What lies beneath
the surface
of paintings?"***

Patrik Farkaš, Jana Zapletalová (eds.)

First edition | 2023 | 264 pages

ISBN 978-80-244-6409-1

Sales price CZK 790 (EUR 32)



When you mix artistic research with modern, exact scientific methods, you have a unique opportunity to discover the hidden secrets of works of art.

Thanks to various imaging and instrumental techniques (such as electromagnetic radiation), it is possible to trace in the paintings the details of the process of the creation of the work, the material essence, technological procedures or even authorial and restoration changes invisible to the ordinary eye.

The publication offers seven English case studies that search for these secrets in numerous hanging paintings.



eng

SANTINI AND ITALY

***"Get to know
a master
of architecture
in new contexts."***

Pavel Kalina,
Augusto Roca de Amicis (eds.)
First edition | 2024 | 232 pages
ISBN 978-80-244-6397-1
Sales price CZK 349 (EUR 14)



Jan Blažej Santini-Aichel. Mr. Architect.
Described by historians and art historians on
thousands of pages. And yet, one can still
discover new perspectives and unexpected
contexts in his creative life and work.

This is demonstrated by the collection of
papers, which presents various contributions
from an international conference in Rome, held
in June 2023 on the occasion of the 300th
anniversary of Santini's death.

The book offers new insights into Santini's
thinking and creative world. A total of ten
texts introduce new perspectives in Santini's
work and his relationship to Italian and French
architecture, reveal previously unknown plans
of Santini's designs, and place the function and
substance of Santini's buildings in a contempo-
rary international context.



CZE

HORMONÁLNÍ ANTIKONCEPCE

HORMONAL CONTRACEPTION

„The latest findings on hormonal contraception in clinical practice.“

Petr Křepelka

Second edition | 2024 | 312 pages

ISBN 978-80-244-6304-9

Sales price CZK 495 (EUR 20)



What do we know about hormonal contraception thanks to the latest scientific knowledge? What are its real risks and in what cases can we consider them unfounded myths?

The second, revised edition of Petr Křepelka's publication provides a comprehensive overview of important topics related to hormonal contraception in various clinical situations.

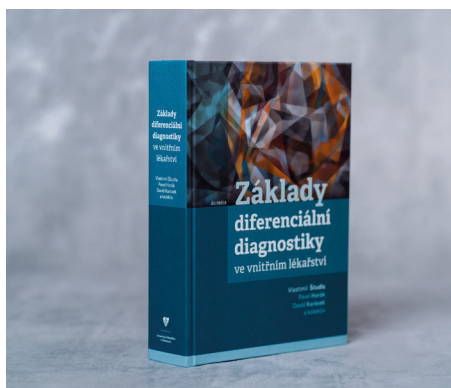
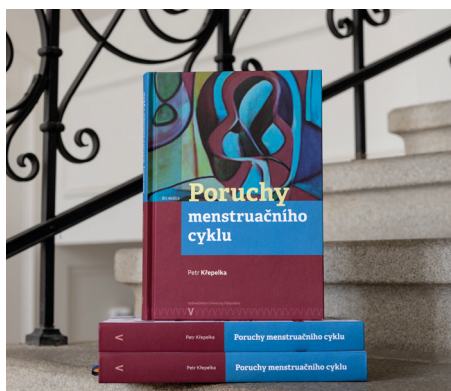
It looks at the issue of contraceptive use by adolescent girls and menopausal women, as well as the effect of contraception in relation to cardiovascular morbidity and cancer.

It offers the most up-to-date knowledge on the safe practice, benefits and risks of hormonal contraception based on the latest medical research.



Ars Medica series

The aim of the series is to present the best in the field of medical literature and to bring comprehensively prepared publications, written by experienced experts with many years of experience in the relevant discipline. In addition to the professional aspect, great attention is also paid to material processing, graphic design and clarity, so that readers can work with the books easily.





cze

JEMNÁ A KOMUNIKAČNÍ MOTORIKA

FINE AND COMMUNICATIVE MOTOR SKILLS

„Aspects of fine and communicative motor skills from the perspective of medical rehabilitation.“

Jana Vyskotová

First edition | 2024 | 289 pages

ISBN 978-80-244-6465-7

Discover the world of fine and communicative motor skills through a comprehensive perspective of medical rehabilitation. The book introduces readers to the basic types of fine and communicative motor skills, their phylogenetic and ontogenetic development, kinesiological aspects and management. It also offers a key to recognizing and assessing motor skills using the most commonly used clinical tests that physical and occupational therapists apply in practice.

Each chapter is supplemented with copious examples from practice, illustrative photographs and clear tables for easy understanding. An ideal guide for professionals and those interested in human movement and its importance to overall health.



CZE

CZECH IT UP! series



„Series of Czech for foreigners textbooks, workbooks and websites inspired by Oxford-style study materials.

Darina Hradilová et al.

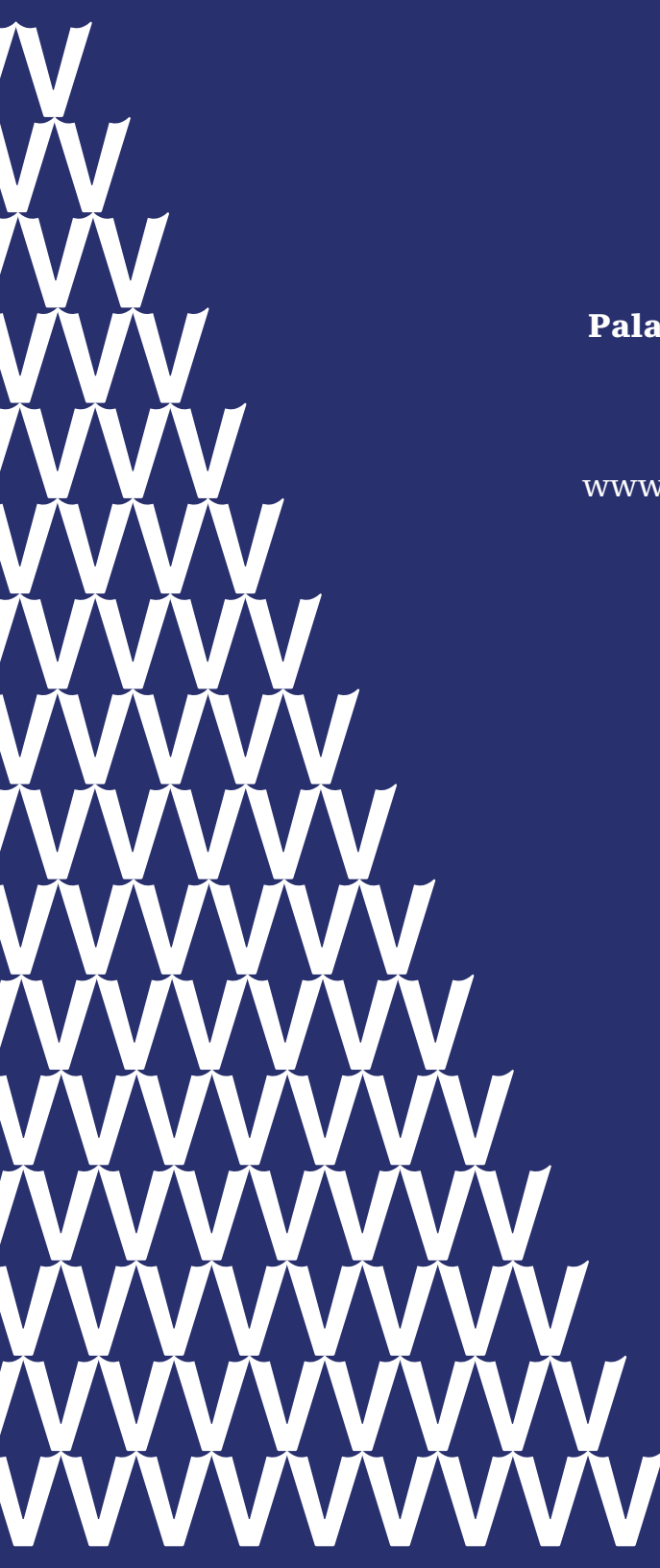
Textbook
CZK 499 (EUR 21)

Workbook
CZK 219 (EUR 9)

The authors of the Czech for foreigners series *Czech it UP!* has been inspired by the modern design of Oxford textbooks and provide a “magazine” format, in which everything essential for each language theme takes place on two opposite pages. The thematic material of the textbooks is adjusted to current social-cultural topics and the present day phenomena.

Series consists of textbooks, workbooks and websites, where audio and video files can be found. It follows the common European reference frame for language competence. The first volume is intended to bring students up to the A1 level, and the following volumes brings students gradually up to the levels A2, B1, B2, and C1.

Students from many different countries from around the world have been studying with the Czech it UP series these days.



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Genius libri

www.vydavatelstvi.upol.cz

www.vupshop.cz