

**“Thinking, planning, travelling, taking photographs, writing and creating: these are, in summary, the elements necessary for the realization of a book. We as Polaris, we get one more element: “the heart”**

These are the words we wrote twentyfive years ago about our first series of travel guides. We repeat the same words with much more conviction today, publishing a wider and more complete catalogue. If the world and the way of travelling are changing faster and faster, the spirit of Polaris guides has not only remained the same, but it has grown even stronger to cope with these changes.

**New travellers are not "accidental tourists"** but they are protagonists more and more aware of their own choice, they are in search of interesting experiences and not of pre-packed ones, now it's very easy for them to navigate the geography of the world, to surf the web and to get at once the practical information they could need.

**Nowadays people look for something more in a travel book.** They do not wish to be guided just to a simple "recognition" of places, but they really want to know all about them. They want means that could reveal the true "soul" of a country, its lights and shadows, without the usual adulcorated and stereotyped image. They look for no-trivial information in order to understand and find out something more about places and countries, to find stimuli and not only answers, to have useful tools and "keys" that will open the doors to a world made of places and different people. A world that they are ready to explore personally with curiosity and sensibility, following their instincts and suggestions.

People are looking for a book that could be a good travelling companion, stimulating, caring, funny, interesting and not only a list of addresses of hotels and restaurants. We are convinced that some practical information to plan a journey, can be easily found in a travel agency, in the web or through other channels, more comprehensive and updated. **Polaris travel guides offer much more than that.**

**Polaris guides look much deeper into the matter**, paying specific attention to geographical, historical and cultural aspects of the country, with a wide space dedicated to both classic itineraries but also to unconventional ones. They include practical information (periodically updated on the web site) but they are real true books, rather than the simple guides. They are useful to be carried around with you during the journey but above all they can be read before and after it and, last but not least, they are beautiful books to be conserved and collected.

**They are “Author Guides” written by and for Italian travellers.** This is not a small detail if you consider that, in a totally globalized market, the same guides are translated in dozens languages and are sold in millions of copies, The Authors are all travellers "by vocation" or living in the country they write about.

Polaris catalogue includes not only guides: ***Travel Guides*** and ***Cities and Places of the world.***

In these years many other series have been developed and launched to meet different and specific needs.

- **The Stars:** archeological guides, thematic ones and other volumes about travelling and useful to travel;
- **Itineraries and cultures:** a series of cultural studies to reach a better insight of specific destinations;
- **Cities of Mystery:** to look at some cities from a different and special point of view;
- **Along the routes of the world:** a new series of travel stories and fiction books, because we shouldn't forget to add to our guides some other readings;
- **Photo Books:** precious volumes of great value and big format, to give as gifts to someone or to treat yourself;
- **Lawrence Library :** precious books written by great travellers of the past, now proposed to Italian readers.
- **Free Wheels:** practical guides for disabled people to visit Italian art towns;
- **Polaris Novels:** fiction to read between one travel and the next.

Some Polaris guides and books are also available in ebook and translated into other languages (English and French).

Polaris Editions will continue growing more because, if you deal with travel, you have to. Reading is the beginning of a journey. Without pretending to give absolute answers, but hoping that that, tickling the reader's curiosity, he will see the world with different eyes and soul.

Have a nice journey!

*The Polaris Staff*

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## **POLARIS PUBLISHING HOUSE**

Created in 1989 by a group of passionate travellers with a lot of experience, Polaris is specialized in the production and marketing of travel guides and photography books. Today the catalogue has got over a hundred titles including guides and other series, manuals, essays and travel narrative.

## **DISTRIBUTION**

### **In Italy and abroad**

All Polaris guides and other series are regularly commercialised on the Italian territory (mainly in the north-central area) and in some foreign countries such as Libya, Jordan and Morocco as well as other countries, especially English-speaking ones, where the distribution is being finalized.

### **Polaris Point**

The books and volumes can be found both in specialized bookstores and in all the best book-sellers in the travel/tourism section. In Italy, more than 100 Library Polaris Points provide the opportunity to see all the titles in the catalogue and grant a rapid delivery in case of ordering.

### **Online**

Polaris is also present in the major online e-commerce sites, with direct sales through its web site [www.polaris-ed.com](http://www.polaris-ed.com) where the distribution of titles in digital format (e-book) is increasing.

### **Tour Operator and Travel agents**

Outside the bookstore distribution, Polaris sells directly to the major Italian Tour Operator: Alpitour, Hotelplan, Kel 12, Mistral, il Diamante, Viaggi dell'Elefante, Il Tucano Viaggi, Tour 2000, Kailas, Earth, I Viaggi di Maurizio Levi, to name only some, and many Travel Agencies, all of them very active in organizing tours in Italy and abroad.

## **POLARIS BOOKS**

### **Travel Guides**

With about sixty titles, this is the core business of Polaris Publishing House. They deal with classical or alternative destinations, but all of them stem from personal experiences, as the result of travelling for months around the world in contact with ethnic groups and local populations, interviewing, collecting life experiences, trying to understand and laying out new alternative itineraries to be added to the classical ones.

### **Cities and places of the world**

A series dedicated to confined areas to meet the need of a discerning traveller, who is not only in search of the best hotels or exclusive restaurants, but wants to start the journey being informed and be certain that the information given are really reliable. The content alternates descriptions related to the history of Cities and places of the world, as well as customs, traditions and roots of the people who live there, with suggested itineraries accompanied by beautiful and evocative images either in color or black and white. Each guide, in addition to illustrating "classical" itineraries, analyses alternative roads and tracks in the wilderness, often far away from the usual routes of mass tourism. The neat and attractive graphics permit, at the same time, a very pleasant and easy consultation of the book.

### **Itineraries and cultures**

An original series on the national publishing scene, created with the idea to go deep into arguments and situations, perhaps just mentioned or only marginally described in the usual tourist guides. Books written by scholars and journalists, ranging from a cultural analysis of ethnic groups and different populations, to “investigations” of the prehistoric art in some regions of the world; from stories of cities or countries, from a historical point of view, to the relationship between people and their environment. Each book comes with some possible itineraries to allow the reader to move around the described places, but without providing the whole range of logistical and organizational information. Volumes that become real logbooks, an interesting reading even for those who simply want to know more about the present or the past times without having necessarily to travel.

### **Cities of mystery**

A series of books with an intriguing content, to learn about the most important European Cities from an unusual perspective. Many of us believe to know very well their own city, but after reading these guides, people realize how much little they know about the hidden details present in monuments, roads, paintings and places that maybe we pass by every day without noticing them.

### **Along the routes of the world**

A travel literature series that collects stories and accounts of personal experiences, real or imaginary, by past and present travellers who had walked in every corner of the earth. Deserts, forests, mountains, but also villages, towns, metropolis are the sceneries in which the authors of these books move us back through their stories and their emotions.

### **Photo Books**

Collections of photographs available individually and printed in various formats. They are real photo books to be given as gifts to someone or just to treat yourself. Photography is a means to exalt, to communicate, to know how much beauties and secrets are present and live in lands that, despite ourselves, are still too far from us. In the eyes of a child, in the smile of a mother, in the expression of a butcher at the market, in the surprised look of a puppy, in the proud face of a Tuareg, we want to look beyond the beauty of appearance.

### **Free Wheels**

Moving along roads avoiding obstacles, entering museums and churches knowing exactly what you must expect, experimenting safe itineraries according to your needs and possibilities. This booklets specifically written for disabled people moving on a wheelchair, not only give historic, artistic and cultural information, but offer practical advice to enjoy the centre of Italian art towns.

### **The stars**

Books that differ from classical guides, fiction books and manuals. You can find archaeological guides, thematic ones and other volumes about travel, because travelling means “to be open to suggestions that cannot be always classified”.

### **Polaris Romanzi**

The only series where fiction and not travel is the main aspect of the book. It is always about travelling of course, but inside our mind and imagination.

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