

# Staff Picks: What the PRINT Team Has Been Loving This Week

by PRINT Magazine

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## *A Queda de Satã* by Gustavo Piqueira

As a journalist covering the world of design, it's not cool to play favorites... but my favorite designer is Gustavo Piqueira. I got to know his work through PRINT competitions a decade ago, and discovered [how lovely a person he](#) is during an editing stint at Eye on Design.

In addition to his design work, he's also an author, and I have a collection of his brilliant and often-challenging books (one of which is in the form of a dining set, told across placemats and napkins), and was delighted this past year when I received a copy of his new two-volume collection, *A Queda de Satã* (The Fall of Satan).

The two books (with apologies for the bad Portuguese translation) “seek to show the processes that led to the creation of the devil, the resulting graphic representations, and what remains of it today.” The first volume traces the evolution of the devil through classic art and culture, and the second graphically explores the devil's role as an advertising vehicle in contemporary times, hawking everything from organic biscuits to beer. It may sound like heady and dark stuff, but ultimately it's a fascinating (and humorous) historical tour led by fantastic design.

Since Gustavo's releases are often DIY-infused limited editions in Portuguese only, they don't get the widest releases. But they should. —Zachary Petit, Editor of *The Daily Heller*