



BEHIND THE DESIGN OPEN BOOK

Book clubbers be warned: A new novel from Casa Rex's Gustavo Piqueira is a visual and textual triumph—not to mention a discussion game-changer. *Seu Azul* tells the story of a married couple who attempts to spice up the monotony of their relationship by debating news headlines. An intriguing concept on its own, the book goes one step further.

“The headlines are real,” Piqueira says. “Published by Brazil’s main online news networks, the headlines range from ‘Batman Tips to Achieve Success’ to ‘Multi-Millionaire Seeks Couple for a Trip to Mars.’ At the end of each chapter, we find illustrations from the couple’s son, Allyson. The images are, at times, disturbing, and remind the reader of the uneasiness caused by the parents’ arguments.”

Seu Azul is comprised of a string of dialogues and uses visual elements to hint at certain events and carry the story from one plot point to the next. “Since there isn’t a narrator to describe the gestures or the tone of voice of the characters, the author uses a series of graphic interventions, like the superimposition of the dialogues to indicate arguing, and the subtraction of the space in between the letters when a character is drunk,” Piqueira says. “This creates a parallel visual narrative that draws the reader closer to the scenes.” The interior design, however, is secondary to the unique cover. “All 1,000 copies were manually covered with sand and glued with adhesive silicone,” Piqueira says. “So a little sand may fall into the reader’s hand—a metaphor of the dirt and feeling of unease from the book’s narrative.”

PROJECT
Seu Azul

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