



FOR IMMEDIATE RELEASE:

powerHouse Books is pleased to announce the September 2006 release of

¡Viva Colores!

A Salute to the Indomitable People of Guatemala

by Paola Gianturco and David Hill
Bilingual text in English and Spanish

The joyful cacophony of color that envelops visitors to Guatemala may seem misplaced at first. After all, the nation has only recently emerged from a 36-year civil war that disrupted more than a million lives and destroyed its infrastructure. But to the authors of ***¡Viva Colores! A Salute to the Indomitable People of Guatemala***, it is a vivid expression of a 1,500-year-old spirit that refuses to die.

Photographer **Paola Gianturco** and writer **David Hill** offer inspiring profiles of a people who have endured and, indeed, gained strength, thanks to the bounty of their land, their beliefs, traditions, and kinship with one another.

People like Enrique, someone who once fought to overthrow a tradition. Now he works to preserve one. Enrique joined the guerillas as a teenager to combat the injustices and inequalities he experienced under the established regime. Today, he combats teenagers' inclinations to overthrow traditional dress in favor of modernity. As weavers, both he and his wife use traditional weaving methods to create clothes that appeal to young people. Coupled with Enrique's mission to educate the youth about this long and noble history, he has been quite successful in attracting young buyers for these *huipiles* (blouses).

Or take Gabina, a very practical woman with an inventor's imagination. Out of dire need to help care for her family, Gabina formed a cooperative, together with 56 other village women, to grow pine trees to sell their seedlings. They also grow and sell vegetables and when their village's well started to run dry, they replaced it and set a bicycle atop to function as a pump. Married at age 15, now at 50 Gabina boasts that all her 11 children have gone to school, amongst them a doctor and a teacher.

These are but two of the many everyday heroes that Gianturco and Hill honor in *¡Viva Colores!*—a bilingual celebration of 41 profiles, published to coincide with Hispanic Heritage Month (September 15-October 15). Vibrant photographs depict a people who revel in visual expressions; succinct text tells the stories of people who are shaping their nation's future. Take a journey through *¡Viva Colores!*—and discover them all!

AUTHORS' BIOS

PAOLA GIANTURCO

¡Viva Colores! is Gianturco's third book to be published by powerHouse Books. *Celebrating Women* and *In Her Hands: Craftswomen Changing the World* (coauthor Toby Tuttle) also documented the enduring spirit of people all over the globe. Gianturco's work has been exhibited by the United Nations, New York; the United States Senate, Washington DC; The Field Museum, Chicago; The Smithsonian Folklife Festival, Washington DC; the Norton Simon Museum, Pasadena; the International Museum of Women, San Francisco; and the San Jose Museum of Art. More than 40 of her photographs are on display in the permanent collection of the Museum of African Diaspora. Her photographs have appeared in *Marie Claire*, *Essence Magazine*, *Harpers Bazaar-Australia*, *Spirituality & Health*, *the San Francisco Chronicle*, *The San Francisco Examiner*, *the Chicago Tribune*, *The Christian Science Monitor*, *the Washington Post*, and many other periodicals. Paola has been a guest on Oprah, CNN, NPR and Voice of America, and interviewed on many local radio and television shows. She has lectured all over the country and is a Director of International Nature and Cultural Adventures. Gianturco has served on the Board of the Association of Women's Rights in Development, chaired the Board of The Crafts Center, and co-taught executive institutes at Stanford University.

DAVID HILL

For the past 12 years, Hill has been "Yonder," a one-person resource "for people who know how much good thinking and writing can help." For the previous 15, he headed Saatchi Corporate Communications, a company he co-founded. Prior to that, he worked for the Dancer Fitzgerald Sample advertising agency as a "copy contact." Hill is the author of two books (*Great Corporate Ads Are Made Not Born* and *Getting Heard: The Science and Art of Effective Communications*); many magazine and newspaper articles; several corporate films; a blog (www.yonderhill.net) and countless op-eds. He is also a former chairman of KQED, Inc., a San Francisco Bay Area public broadcasting company; a former U.S. Army intelligence analyst; an ex-Golden Gate University adjunct professor; and a one-time Foreign Service Officer with a lifelong interest in international relations and international travel.

Book proceeds benefit the PAVA Foundation which works with villagers in Guatemala's highlands—building bridges, schools, water pipelines, community centers and housing; providing teachers and scholarships; planting trees, vegetables and marketable crops that enable women to add to their families' income.

For more information, visit www.vivacolores.com

Paola Gianturco is based in the SF Bay area. She will be traveling to the following cities for book events and is available for interview.

DENVER	September 15
CHICAGO	September 18-19
NEW YORK	September 20-23
WASHINGTON, DC	September 24-27
LOS ANGELES	September 28-October 2
SAN FRANCISCO	October 3 and beyond

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Books will be available in September 2006. To preview the book please visit <http://www.powerhousebooks.com/VIVACOLORES.pdf>

High-res scans to your specification are available upon request; scanning from the book or lifting images from the mechanical file are strictly prohibited.

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