



Zoo Portraits

Yago Partal

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Binding	Hardback
Territory	World excluding Germany, Austria, Switzerland, Belgium, Netherlands
Size	191 mm x 191 mm
Pages	156 Pages
Illustrations	72 color
Price	£12.50

- A creative animal atlas—new, unexpected, educational
- Unique portraits of both familiar and less-known species as you’ve never seen them before
- Lots of fun for everyone interested in animals and anyone who wants to join the movement to help protect them

While a fantastic cause, can the task of protecting animal rights and habitats also be fun? The answer for Spanish photographer Yago Partal is “yes!” as he joyfully embraces important environmental activism with his form of inventive entertainment. His aim is to increase our awareness of animals who need protection — from the Amur leopard to the plains zebra — with his Zoo Portraits project, which launched in 2013. The project presents animals in anthropomorphised form, wearing clothing and accessories that echo the animal's temperament and preferred habitat. It is not Partal's intention to create distance or make light of the animals, but rather to make people think and nudge them to get involved in protecting animals via pictures, education, and awareness.

Mission accomplished: Yago Partal's wonderful animal portraits have found a huge audience, with media like CBS and the *Daily Mail* reporting enthusiastically on the phenomenon. Beautiful, functional products including iPhone cases and even clothes hangers are available for purchase under the Zoo Portraits label. Ten percent of all proceeds are donated to animal welfare organisations. The book has the same objective: to make people smile as well as inform them. In addition to the unique pictures, there is information on each animal's habitat, size, and population as well as interesting and surprising facts. Presented in a clear and attractive format, this book is equally exciting for children and adults.

Yago Partal studied visual arts at the University of Barcelona. One of his creative projects gave him the inspiration for **Zoo Portraits**. With his enthusiasm for animals, cartoons, and fashion, he began experimenting with the popular anthropomorphisation of animals; the result was a cosmos of unique artworks. Yago Partal's work has been the subject of shows in Barcelona, London, Montreal, and Tokyo. His customers include world-renowned companies such as Apple and Body Shop.