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Non-Fiction

Juhani Brander

The Death of the Man

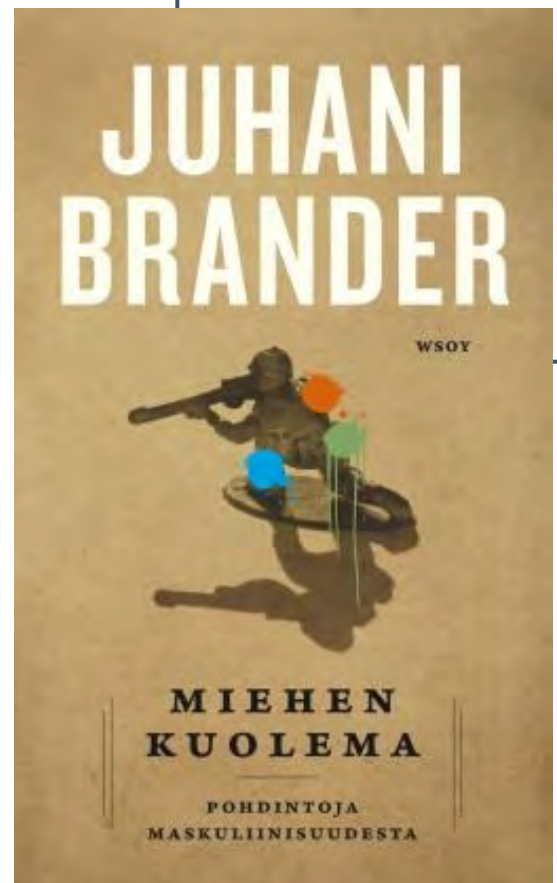
Meditations on Masculinity

An articulate and personal exploration of masculinity told in fourteen essays by an acclaimed Finnish cultural critic, writer and poet.

In his formative years, writer and critic Juhani Brander was an avid reader, but in secret. He devoured poetry—Edith Södergran, Tomas Tranströmer—and during his military service, James Ellroy, but literature was a feminine word, one at odds with the prevailing norms of Brander's male gender growing up in 1980s Finland.

The Death of the Man is Brander's personal account of the mechanisms that make up masculinity and a clarion call for an open discussion about it, painfully describing how boys are made into "men" from within masculine culture. Drawing on his own experiences, Brander examines violence, sport, and the army as key elements of toxic masculinity—He sheds light on the contradictions of masculinity and the processes that culturally reproduce it. Brander also addresses why boys don't read books and why it is so difficult for men to talk about their feelings. He also examines the #metoo campaign, today's over-sexualised culture, and the impact of porn on sexuality.

Sparing no detail to reveal the reasons why men remain silent about their experiences of shame, including assault and sexual harassment, *The Death of the Man* shows that there are multitudes about men and masculinity, but under the stifling grip of hegemonic masculinity, their voices are stifled.



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Juhani Brander (b. 1978) is a cultural critic and renowned writer of prose, essays, and poetry. In 2010 he was the only Finn to be selected for the Best European Fiction anthology, and in 2014 was awarded the Critics' Prize. Besides *Death of a Man: Reflections on Masculinity* (2020), Brander is author of two critically-acclaimed novels, *Silta yli vuosien* ('Bridging the Years') (Siltala, 2021) and *The Promised Land* (WSOY, 2023). Brander lives in Turku, Finland.

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Jenni Haukio

Serving a Greater Purpose

My Years as First Lady of Finland

Finland's revered First Lady opens up about her life and work over the past decade as the presidential spouse.

For the first time, Finland's First Lady, Jenni Haukio, opens up about both the visible and invisible service she has engaged in over the past ten years, revisiting events where much more was said and done than the media coverage might otherwise have given the public to understand.

Haukio's prominence has seen her forge friendships with her international counterparts and other notable personages. In this memoir, she uniquely weaves together her societal visions and the causes closest to her heart, such as environmental and wildlife conservation

Whilst not a political memoir, Haukio's sensitively attuned and honest narrative will appeal to those interested in gaining deep insights in to the social and political values and traditions that have shaped Finland into a highly successful Nordic democratic republic on the borderline of the West and the East.

Jenni Haukio recently participated in a talk at the New York Public Library with Icelandic First Lady, Eliza Reid and author Neil Gaiman, exploring the globally captivating traditions and themes of Nordic literature.

Over 65,000 copies sold — a #1 bestselling non-fiction title of 2023

'Haukio's accessible memoir underlines the value of Finnish language, art, and culture.' — **Satakunnan kansa newspaper**

'Convincing and brilliant.' — **Turun Sanomat newspaper**

'[Haukio] talks surprisingly openly and touchingly in places about her feelings and her life that haven't been heard before.'
— **Helsingin Sanomat newspaper**

Jenni Haukio (b. 1977) is a published poet and writer and, as the wife of the President of the Republic, Sauli Niinistö, is First Lady of Finland. Prior to Niinistö's election to office, Haukio worked as head of communications for the National Coalition Party and until 2022, she was in charge of programming for the Turku Book Fair. Haukio has published three poetry collections and she holds a doctorate in Political Science from the University of Helsinki.



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Tuomas Kyrö

Do or Die: The Tale of a Frontline Warrior

“So if you ask why I went to Ukraine, if there is a reason why I went there, then the reason is those people and their fate.”

In the spring of 2022, Finnish writer Tuomas Kyrö heard about a Finnish mercenary fighting on the frontline in Ukraine. Kyrö travelled to Kiev, where he met Alekski Lysander, a mercenary who told him his remarkable story of how a superhero-obsessed little boy from northern Finland who was bullied at school went on to join the French Foreign Legion before serving in conflict zones in Afghanistan and several African countries and completing his national service in between.

Alekski's story begins on a cold and wintery day in early 2022, is sitting in his car contemplating suicide after the breakdown of his relationship. Staring into the abyss, his decision is made when news breaks of Russia's invasion of Ukraine, and so Alekski sells his engagement rings and leaves for Ukraine to enlist with the Ukrainian Foreign Legion in Irpin. A soldier doesn't kill himself, but a soldier can die with honour on a battlefield, and so Alekski finds himself always at the front with nothing to lose – he is indomitable.

Today, at thirty-four years old, Alekski is a disciplined and tough soldier who stares death in the eye on the frontline whilst at the same time, remains the same little boy whose best memory is of working on his grandfather's farm before his school years and before the bullies.

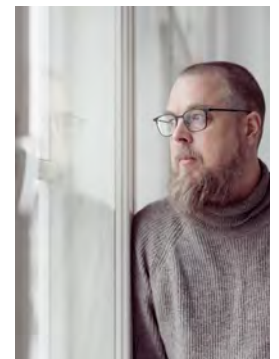
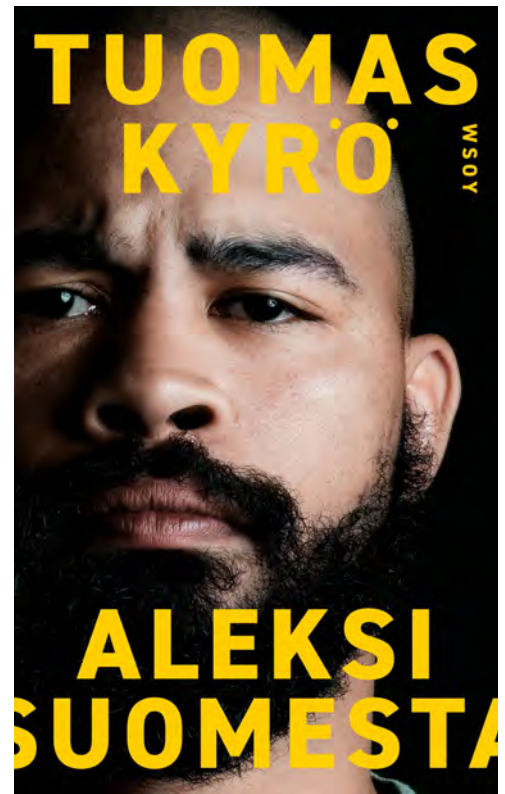
DO OR DIE is an astonishing and moving account about a warrior and about survival, as told to Tuomas Kyrö, the acclaimed author of *The Beggar and the Hare* and *The Grump* series whose work is characterized by its social conscience and the closeness of people.

A national bestseller— 83,000 copies sold to date

‘Skilfully told.’ - Suomenkuvalehti

‘An interesting and touching biography.’ — Mesta

Tuomas Kyrö (b. 1974) is one of the most versatile, active, and prolific writers of his generation. His extensive body of work includes novels, columns, short stories, cartoons, and drama. He has also worked as a screenwriter. His novel *The Beggar and the Hare* was an international success and was followed by *The Grump*. Kyrö was awarded the Pro Finlandia Medal in 2020 and has previously been nominated for the Finlandia Prize for Literature.



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Elina Grundström

Ukraine's Black Gold

A True Story About the Soil That Should Have Fed the World

A compelling and topical account of a bold attempt to harness Europe's grain wealth, and about the Ukrainians for whom their fertile soil has been both a blessing and a curse.

The protagonist of the story is Joakim Helenius, a Finnish-born investment banker who moved to Estonia in the early 1990s. He is regarded as a visionary who realised on the collapse of the Soviet Union, that vast areas of highly fertile black soil were about to be left without ownership and that it was possible to scale up the output of former collective farm fields. Then, in 2006, as Ukraine sought to foster its agricultural market economy through land reforms, Helenius assembled a group of Finnish heirs, investors, and even rally drivers to found a company called Trigon Agri. They took ownership of over 200,000 hectares of black soil fields in Ukraine and Russia, a huge swathe of land on a par with the European kingdoms of the Middle Ages, and thirty times the size of Manhattan. Then they lost everything in the financial crisis.

Journalist and writer Elina Grundström recounts the rise and fall of Trigon Agri, telling it with the story of the Ukrainian village of Šarivka, where the company's best fields were located, and of the villagers whose lives were changed by the arrival of the company. The book's second protagonist is Natalia Tverdohlib, was forced by change to give up her beloved job as a teacher to become a produce market seller.

This book poses the question of whether hunger is returning to the world as Russia's war of aggression makes visible once and for all the importance of black soil fields for world food security. Its conclusion is hopeful, though, positing that much can still be saved through sustainable farming methods.

Historical note: Ukraine's 'chernozem' black soil has been both a blessing and a curse for the Ukrainian people, starting with the Stalin-era Holodomor famine of the 1930s that was especially brutal to Šarivka and the local area in particular as the perception of the superior fertility of the black soil had led the Bolsheviks to set unrealistically high production targets for Ukrainian villages.

'Exciting and compelling...' – **Helsingin Sanomat**

'...skilfully approaches a huge topic.' – **Seura**

'An easily accessible book.' – **MTV**

Elina Grundström is a Finnish award-winning journalist and writer with extensive and varied experience in various media management positions. She has served as editor-in-chief and visiting professor of journalism at the University of Tampere, and published a number of books on global social issues. Grundström is also a columnist and expert on freedom of expression and journalistic ethics. She served as President of the Council of Public Words from 2016 to 2019.

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Mauno Koivisto

The Russian Idea

A chillingly salient classic of political history by Finnish statesman and Russia expert—now available in English for the first time.

Written by Finland's former President, Mauno Koivisto, who set out to understand Russian thinking through the lens of historical events and to anticipate its influence on Russia's future choices, *The Russian Idea* examines Russia from a geographical neighbour's perspective. Now, over twenty years after its original publication and in the wake of Russia's attack on Ukraine in February 2022, this book remains more topical than ever.

While outlining the key episodes in Russian history, Koivisto explores the essence of what Russia and Russianness stand for. What was the significance of Moscow's self-proclamation as the Third Rome, and how did Russia become an empire? What impact did the existence of that empire have on Finland's independence?

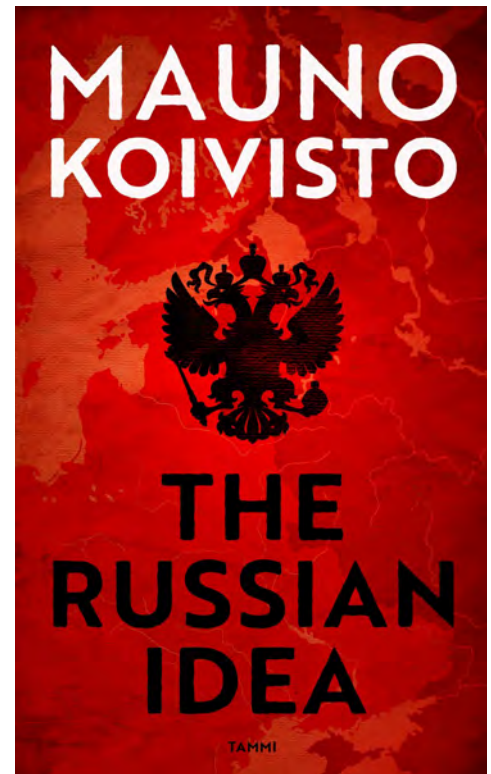
Koivisto combines a review of Russian political history with an introduction to the Russian history of ideas. He describes the Russian intellectual heritage as a combination of Orthodox religion, Pan-Slavism and Socialism. Twenty years after its original publication, the book remains highly relevant to this day and serves as an important historical document for those interested in foreign policy, current affairs, and history. As a Finnish statesman and authority on Russian politics and history, Mauno Koivisto's perspective on the subject remains evergreen.

'President Mauno Koivisto's The Russian Idea (2001) was reprinted after decades when Russia invaded Ukraine in full force, and the book's library reservation lists grew....For Koivisto, the Russian Idea was about trying to take over precious land, spread faith and unite Slavs in Russia's leadership. That sounds familiar.'

- Helsingin Sanomat newspaper

'When it was [first] published, Koivisto's book attracted attention in Russia as well. Even now, it offers clues for those who want to understand [it] and not just surf the emotional waves of the moment.' - **Ilta-Sanomat newspaper**

Mauno Koivisto (1923–2017) served as President of the Republic of Finland for two consecutive terms from 1982 to 1994. Prior to that, he was Prime Minister from 1968 to 1970 and again from 1979 to 1982, during the latter he witnessed the fall of the Soviet Union. Koivisto started studying Russian in the early 1950s, and Russian studies remained a lifelong interest of his. He is survived by his wife Tellervo and daughter Assi.



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Silja Koivisto

Hilda

The Story of a Woman Who Was a Threat to Society

Behind the family secrets lies a murder mystery. After years of amateur sleuthing, the result is a compelling narrative investigation into the station of women and sex workers in the 1930s.

On a Friday evening in June 1939, Hilda Sofia Hakkarainen was shot dead by a dock worker, Viljo Pulkkonen, as she sat in a restaurant in the small southern port town of Kotka, Finland. At the time, the town was notorious for its vice, its nights illuminated by the glow of cinemas and harbour lights, the strains of jazz filtering into the streets, and thousands of sailors in the market for a Finnish woman's company onboard ships, in the legal bordellos, or even more precarious venues for the poorest, homeless prostitutes.

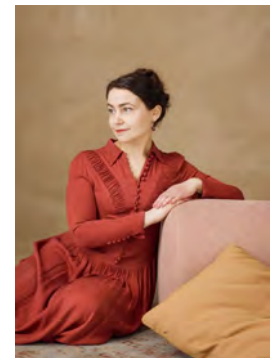
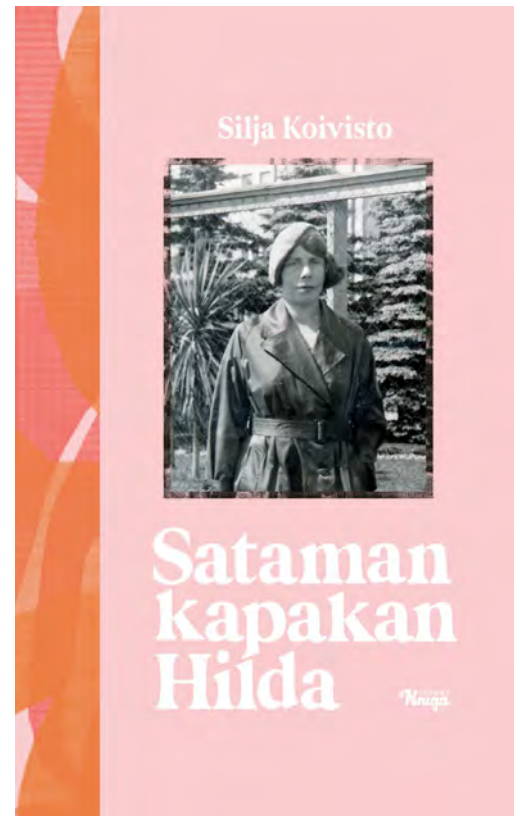
In the summer of 2019, Silja Koivisto took a road trip to the town to find out what happened to Hilda and who her great-great aunt really was. Researching previously unpublished police records as well as oral histories and songs, HILDA is Koivisto's first-hand exploration of the streets of Kotka at night and the women who sold sex, were hunted down by the authorities, sent to labour institutions and hospital for sexually transmitted diseases. The careless women — not their clients — were blamed, telling a lot about the authorities, values and attitudes of society at the time.

Hilda's story is just one of many, silenced and forgotten. More than eighty years after her death, much has changed, yet too many preconceptions of women remain. Koivisto's book has received glowing praise and has also been a commercial success.

'An informative and engrossing work about women's lives.' -
Kirsi's Book Club, Finland

'Compelling.' - **Kirjaluotsi blog, Finland**

Silja Koivisto (b. 1977) is a Helsinki-based editor. Joining up the dots of Hilda's life was a hobby for her, which required endless snooping through archives, ingenuity, the courage to call strangers, poke around and ask strange questions. The fates of Hilda and the other "idlers" moved the researcher, who is no longer the same as the one who started the project.



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Pirkko Kotirinta

In Search of Hilma af Klint

An Artist of Spiritualism, Modern Science,
and the Natural World

A Nordic expert on Hilma af Klint charts the trajectory of the secretive artist— from anonymity to the cultural treasure loved by so many today.

Hilma af Klint was an abstract artist before the term existed, a trailblazing figure who—inspired by spiritualism, modern science, and the natural world—began in 1906 to paint huge, colourful works without precedent in painting, years before Wassily Kandinsky.

The subject of a recent record-breaking retrospective at New York's Guggenheim and Halina Dyrschka's hit documentary, *Beyond the Visible*, af Klint was an all-but-forgotten figure in art historical discourse for years.

Today, taking af Klint's 1988 first Helsinki exhibition as her launch pad, Kotirinta charts af Klint's rise to cult figure-like status today to Hilma's temple plans, which were the focus of the recent exhibition on Ven island.

Drawing on decades of archival materials—as well as many hours of interviews with art historians and those with ties to af Klint—Kotirinta tells af Klint's story from a new perspective. Uncovering fascinating details about af Klint's involvement with the Edelweiss Society, how Theosophy and Rosicrucianism inspired her, and the controversy surrounding Olof Sundström and the cataloguing of her oeuvre, Kotirinta shines a light on one of art's most mysterious and now beloved figures.

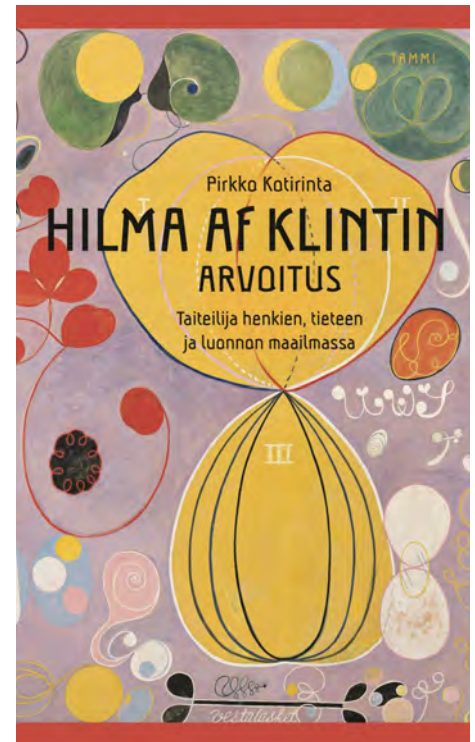
'IN SEARCH OF HILMA AF KLINT captures the sense of mystery surrounding the artist through its structure, a combination of a travelogue and detective story... The book is grounded in incredibly thorough research. The longstanding culture journalist's professionalism and genuine enthusiasm for the topic shines through.'
— **Helsingin Sanomat newspaper**

'Kotirinta has done a thorough job in solving the riddle of Hilma af Klint insofar as sources and research allow.' 4 out of 5 stars
— **Kulttuuritoimitus**

'Certainly of international interest...' — **Suomen Kuvalehti magazine**

'The book fully met my expectations. It succeeded in presenting the reader with an authentic human from bygone times and, above all, giving context to af Klint's experiences to that particular place and time.' 5 out of 5 stars
— **Seura magazine**

Pirkko Kotirinta (b. 1958) is a well-known and respected Finnish cultural journalist. She has covered art and music for almost forty years in her role as Culture Editor for *Helsingin Sanomat*, Finland's leading broadsheet. Kotirinta has been interested in Hilma af Klint for three decades, since her debut exhibition at the Suomenlinna sea fortress in 1988. This is her first book.



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Lauri Nummenmaa

Evil: The Dark Side of the Human Mind

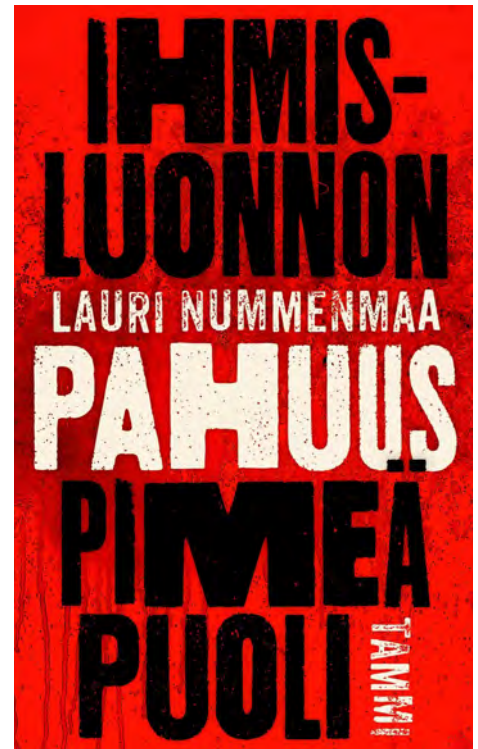
Why do people commit acts of evil? This groundbreaking work explains why some of us slip from minor misdeeds to crime and violence.

In order to truly understand evil, we have to look it straight in the eye. Only then can we tame the cruelty of the human mind and control its killer instincts, argues leading Finnish psychologist and neurobiology expert, Professor Lauri Nummenmaa.

Human history is full of murder, abuse, enslavement, rape, and crime. In hunter-gatherer times, straying onto another tribe's land was a death-sentence. In the present day, in spite of environmental and societal changes, acts of evil continue to be perpetrated as the human mind is unable to understand the true nature of evil.

Proximity and other people in our lives are of immense importance. Yet conflicts inevitably arise when individuals' goals conflict with those of others'. That's why some of us fight, bully, and pursue their own interests at all costs, sometimes leading to school bullying, racism, domestic violence, rape, and war. And yet, no one admits to being evil themselves, nor do they want anyone else to be evil.

Authoritative, engaging and relevant, Nummenmaa's book opens up the dark side of the human mind to examine the biological, psychological, and moral nature of evil and how the new, technological advancements in neural imaging enable us to look more deeply into the mind.



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Lauri Nummenmaa (PhD) is one of Finland's leading brain researchers and an internationally renowned name in emotion research. He works as a professor of medical image processing and modelling at the University of Turku, leading the Human Emotion Systems laboratory and heading up the Psychology department at the university. Nummenmaa has studied emotions for more than 15 years and published more than 130 scientific articles on the psychology and brain mechanisms of emotions and sociality. He is a former Visiting Research Fellow at the University of Cambridge (2007-2008). Nummenmaa is also a licensed psychologist and sought-after lecturer and speaker.

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Sigríður Sif Gylfadóttir & Satu Rämö

Photography by Björgvin Hilmarsson

Sigga & Satu's Icelandic Sweaters

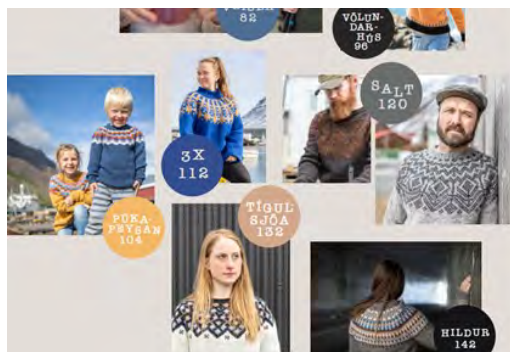
Thirteen eye-catching sweater designs honouring Icelandic traditions with a fresh twist.

SIGGA & SATU'S ICELANDIC SWEATERS is a passion-project collaboration between renowned Icelandic knitwear designer, Sigríður Sif 'Sigga' Gylfadóttir and Iceland-based Finnish writer, Satu Rämö in this collection of Icelandic *lopapeysa* sweater designs honouring traditional Icelandic styles and yarns, with a twinkle in the eye.

Straight from the breathtakingly beautiful Icelandic Westfjords, friends Sigga and Satu tap into the knitting boom with thirteen beautiful sweater designs for sizes S-XXL and various colourways using Icelandic Léttlopiá, Alafosslopiá, Einband, and Plötulopiá yarns. Many of the patterns are suitable for beginners, and the pattern adjustment tips will delight the more experienced knitter.

Complementing the uncomplicated pattern instructions and Björgvin Hilmarsson's beautiful photography of the pattern models and breathtaking Icelandic landscapes, Satu Rämö's engaging texts cover topics such as the history of Iceland's national dress (the sweater), the day-to-day lives of sheep farmers, including shearing season, and how the different types of yarn are produced. Also included is a pattern for the 'Hildur' sweater, as featured in Satu's eponymous bestselling crime novel featuring a knitting policeman.

A vibrant and convivial knitting guide essential for the Nordic knitwear fan!



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Sigríður Sif 'Sigga' Gylfadóttir is a multi-talented Icelandic physicist, knitwear designer and founder of the Ívaf knitwear label. It was Sigga who taught Satu Rämö how to knit her first traditional, from-the-bottom-up Icelandic sweater.

Satu Rämö is a Finnish writer, blogger, and influencer who settled in Iceland over fifteen years ago. The author of twenty non-fiction titles, Satu's 2022 debut crime novel, *Hildur*, featuring a knitting Finnish policeman, was an instant best-seller on publication.

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