



Word for Thought

We are pleased to announce
the launch of the company and our first six books
– Aatos is the home of thought-provoking books,
thoughtfully made

AATOS

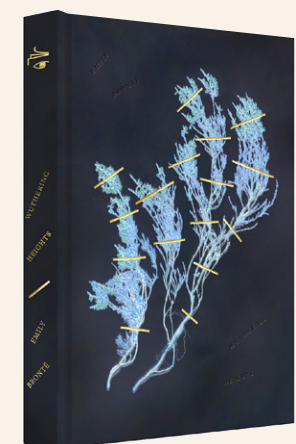
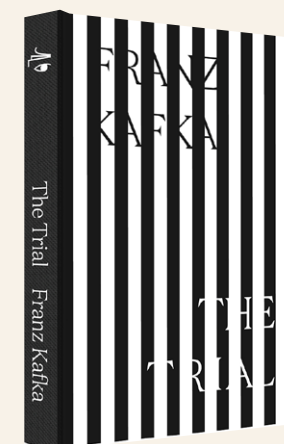
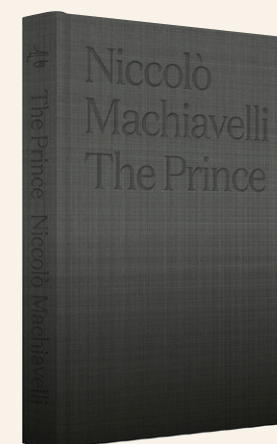
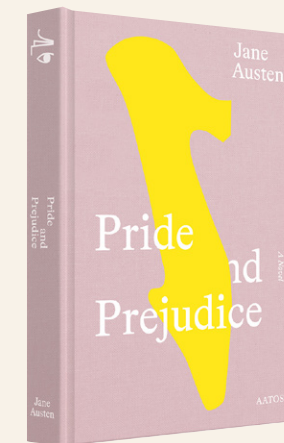
INTRODUCING AATOS

Publisher of high-quality English-language literature with a focus on design

DEAR READER,

I am happy to introduce Aatos, a new publisher focused on highly designed, high-quality English language literature. In this letter you will find an introduction to our concept and initial releases, and what we are all about.

In short, in spring 2024 we are bringing out six classic books featuring high-end designs and additional content, speaking to a wide audience of smart literature. The books are available for order now, and deliveries begin in two phases in March and April. After that, the next six books are planned for autumn release.



OUR CONCEPT

There are three cornerstones to Aatos books:

- 1 / Texts of excellent quality and of the type that lend our readers insights into their own lives, the surrounding society and the world – our books promote thought and understanding.
- 2 / Additional content that elevates our books in terms of the information and understanding they offer – we enrich our books with a section on the author and their background.
- 3 / Top notch book design approaching in style design, art, and coffee table books, using high-quality papers and premium materials in our covers – we make smart books sexy.

The leading idea is to offer our readers tools for better living and improvement of the world through knowledge. And not just that, but with our excellent design – to attract more people to books and intelligent content in general.

The concept naturally leads us to a number of secondary implications.

In terms of subject matter, we have a disposition towards philosophy and non-fiction. Nonetheless, we do not want to restrict ourselves in terms of genres, as we believe insights and smart contents can be found across styles and subject matters. Likewise, the natural place for us to begin is the classics, the works that have stood the test of time and proven their worth for generations of readers. But smart new ideas pop up all the time too, and as we proceed, we look forward to introducing original works of high merit to our readers.

When it comes to the design of our books, we present a style that is both ambitious and sophisticated. To achieve this, we work with the most talented book designers around. As a natural complement to our design approach, we also use high-quality materials and specialized production techniques to create premium feel for our books.

In terms of book formats, we stick with two: a larger 170x240mm format for the thicker books, and a smaller 137x200mm format for the slimmer volumes. Both formats are more sizable than the typical offerings in their categories, which in turn makes our books that much more impressive visually. Our covers are hard, and we do not do e-books.

Given our combination of thought-provoking content, design and format choices, our books are right at home not just in bookstores, but also in design boutiques or museum shops. They look good on the bookshelf and catch the eye on a coffee table.

OUR 2024 BOOKS

With our first catalogue we are happy to present our spring 2024 offering: Marcus Aurelius' *Meditations*, Jane Austen's *Pride and Prejudice*, and George Orwell's *1984*, in alphabetical order. This initial trio is ready for delivery first week of March.

Our spring releases continue in April with Machiavelli's *The Prince*, Kafka's *The Trial* and Emily Brontë's *Wuthering Heights*. We hope these initial releases will speak to a wide audience of quality literature.

The spring releases can be ordered now using the contact details presented. In addition, our webstore is open, where retail customers can place orders for our books. As a pricing reference we have included our retail prices in the catalogue. Naturally we will apply appropriate discounts for our bookseller partners.

Our 2024 releases are completed with six additional titles slated for the autumn, listed later in this catalogue.

ABOUT THE FOUNDER AND HOW AATOS CAME TO BE

My personal background is probably quite atypical for a publisher. After studying economics in Copenhagen I ended up returning to my hometown Helsinki in 2012 and, following a rather typical path, embarked on a career in investing. After quite some time on that road, I developed a yearning for something of my own, something more creative – and ended up quitting and writing a book on trust and its broader societal importance. On the side of the writing process, I happened to learn a lot about publishing too, with consequences that are by now obvious. The book came out in 2022, and with it my return to the business world, this time to management consulting. Rather quickly, in the midst of PowerPoint presentations and client meetings, the realization dawned that I needed to get back to doing something of my own, something that really speaks to the core of my being...

In winter 2023 the concept of Aatos took shape, and a little later, I decided to leap into the unknown once again. And now, here we are, at the start of 2024 and launching Aatos, which seems to me a sort of crystallization of my passions for books, writing, design and business.

The work of building a company that creates amazing editions of books that I love, with the help of very talented designers and other invaluable people, has already been enormously exhilarating. But as we are only just getting started. What you see in our catalogue today is but a small taste of what I hope to achieve with the company in the future.

Welcome to the world of Aatos. I look forward to talking and meeting with you personally and getting to show our wonderful books to the world. Let's make it a great journey together.

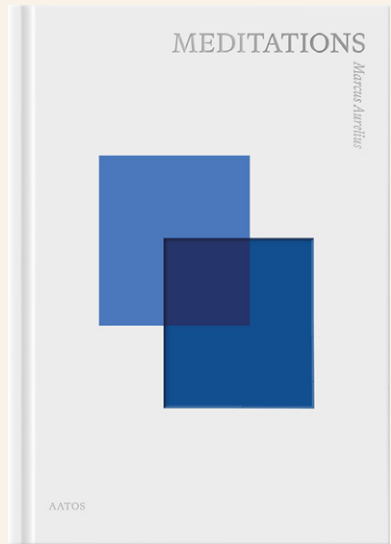
With best wishes from Helsinki,
Mikael Lilius



PHOTO / MIIKKA PIRINEN

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Meditations
Marcus Aurelius



“Calm, in respect of what comes to pass from a cause outside you; justice, in acts done in accord with a cause from yourself.”

Meditations presents the private thoughts of the Roman emperor Marcus Aurelius, who in his notes engages in deeply philosophical contemplation of life, strongly influenced by stoicism. Despite the social position of an emperor, Marcus’ life was far from easy, marked as it was by war and life on the frontlines, plague reaping huge numbers of Roman lives, and the early deaths of most of his children, his wife and many of his friends.

Thus, in the *Meditations* we find a philosopher in search of not only fruitful approaches to the difficult parts of our existence, but also one reminding himself how to be thankful, how to enjoy the good, and how to maintain virtue on the side of everything else.

Meditations has provided guidance for generations wrestling with questions of responsibility and adversity – and for those searching for wisdom in general.

In addition to the main text, we include a section exploring Marcus Aurelius’ life, covering major personal and political developments, key geographical locations, and select influential individuals he interacted with.

The book comes in 170x240mm format with hard cover in white Brillianta cloth, debossed foil and serigraphic details, designed by Ilona Ilottu in Helsinki.

DETAILS

Author Marcus Aurelius

Translator A.S.L. Farquharson

Designer Ilona Ilottu / Dog Design

Format 170x240mm

Cover Hard – cloth

Number of pages 320

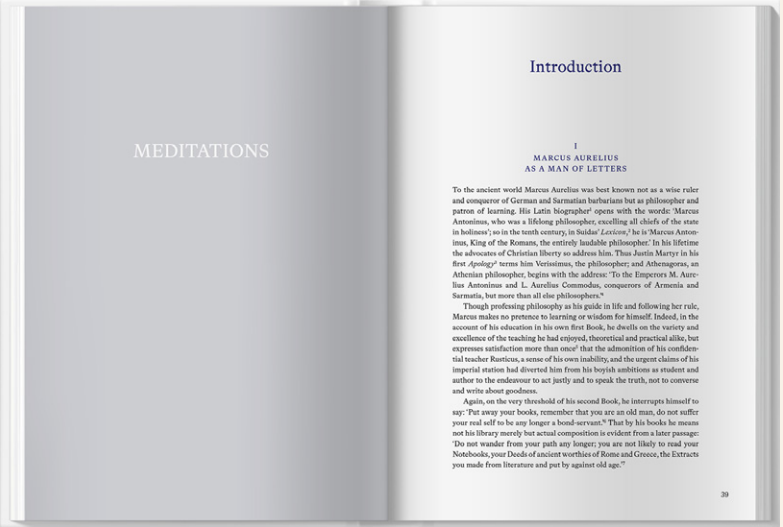
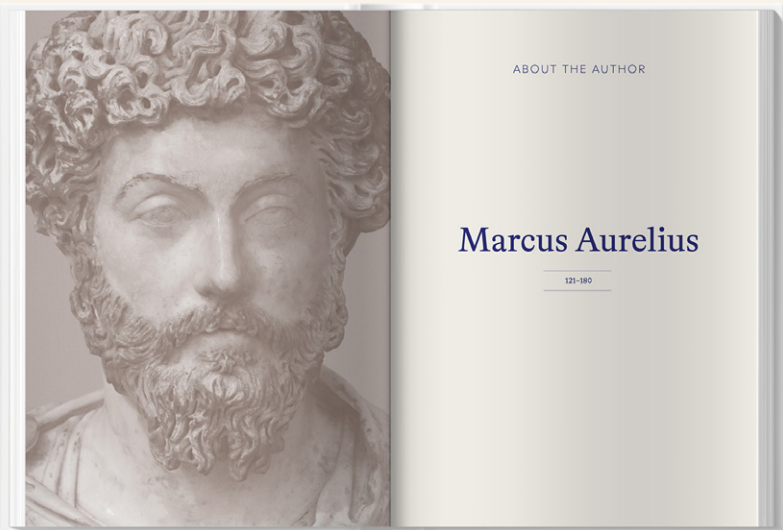
Paper Livonia Zero Offset 100g/m²

ISBN 978-952-65385-0-1

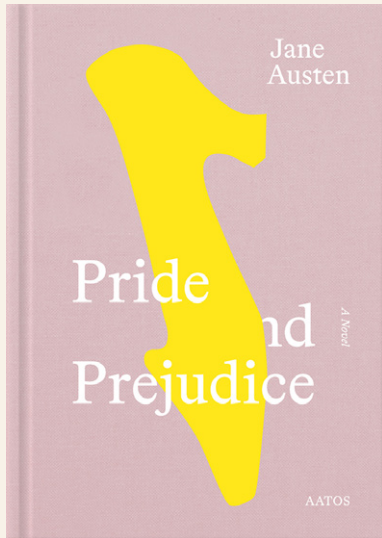
Available for delivery First week of March, 2024

NOTE!
DELIVERIES OF
MEDITATIONS
BEGIN
[EARLY MARCH](#)

“Calm, in respect of what comes to pass from a cause outside you; justice, in acts done in accord with a cause from yourself.”



Pride and Prejudice
Jane Austen



NOTE!
DELIVERIES OF
PRIDE AND PREJUDICE
BEGIN
EARLY MARCH

Pride and Prejudice is the quintessential romantic comedy, and one of the most popular books in the world. With a light yet rich and penetrating style Austen’s skillful pen gives life to characters such as Elizabeth Bennet and Fitzwilliam Darcy, perhaps the most famous duo of amorous hopefuls since Romeo and Juliet, conspiring to find love and a firm footing in life.

Prepare to be amused by the witty and charming merry-go-round of *Pride and Prejudice* and its fantastic dramatis personae.

Beyond these obvious and very considerable literary delights, Austen’s work astutely shows the economic and societal relations of the time. In so doing she lays the ground for feminist claims for liberation, economic and otherwise. For the reader in the 21st century, the evident contrast in circumstances provides an understanding of the road travelled since.

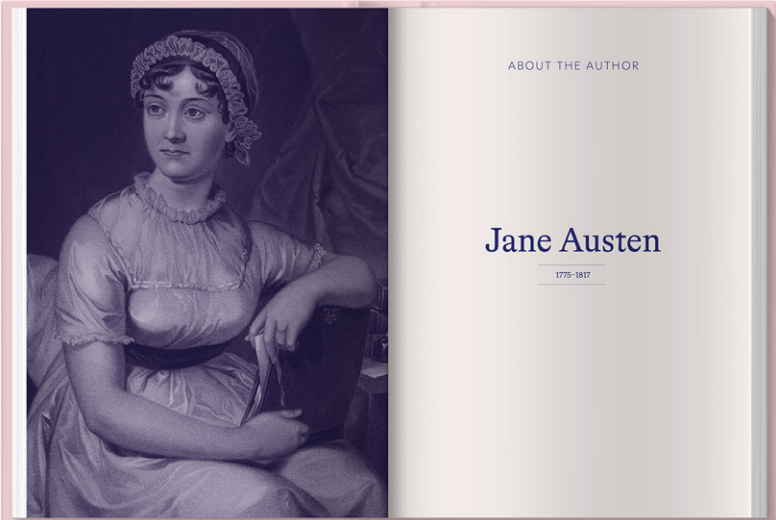
Our edition features an author section exploring Jane Austen’s life and times, including three chapters from the *Memoir of Jane Austen* by her nephew James Edward Austen-Leigh, published in 1869. These chapters present to our readers the most significant first-hand account of the family background, personality and character of Jane Austen that remains available to us.

The book comes in 170x240mm format with hard cover in pink Brillianta cloth, serigraphic and debossed details, designed by Eeva Sivula in Helsinki.

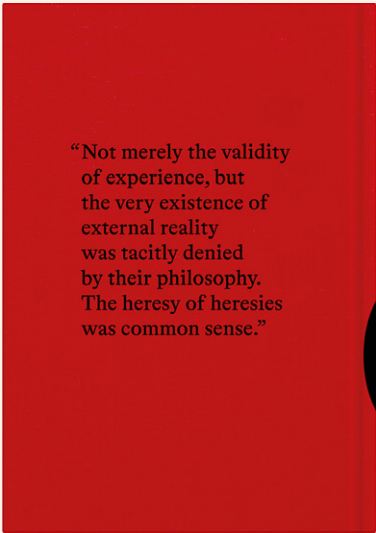
DETAILS

Author Jane Austen
Designer Eeva Sivula / Dog Design
Format 170x240mm
Cover Hard – cloth
Number of pages 336
Paper Livonia Zero Offset 100g/m²
ISBN 978-952-65385-1-8
Available for delivery First week of March, 2024

“To be fond of dancing was a certain step towards falling in love.”



1984
George Orwell



“Not merely the validity of experience, but the very existence of external reality was tacitly denied by their philosophy. The heresy of heresies was common sense.”

NOTE!
DELIVERIES OF
1984
BEGIN
EARLY MARCH

1984 tells the story of a government official, Winston Smith, who works daily to erase and alter history for the Ministry of Truth. Despite, or perhaps because of, this work for the regime, inside, he harbors a great disdain for the system. 1984 depicts his struggle for truth, freedom and sanity, against the odds.

Strongly influenced by the totalitarian systems Orwell saw springing up around the world in the 1930s and 40s, 1984 is essential reading for anyone interested in upholding freedom of thought and action. Beyond the insights into various forms of oppression and control, the book is simply a grippingly exciting novel.

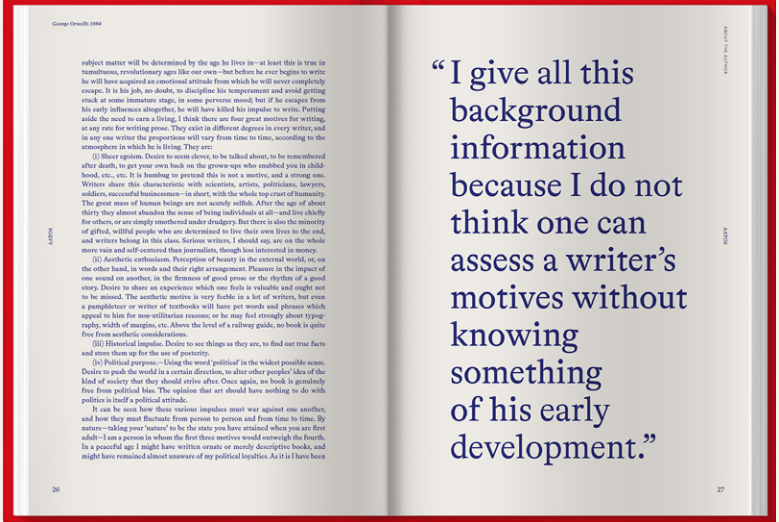
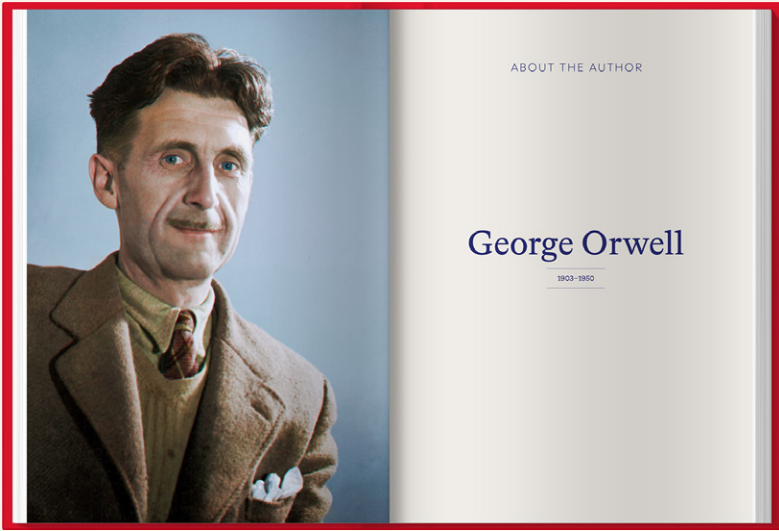
Our edition features a section on George Orwell's tumultuous life and times, including his own words on his motivations for writing in the form of the essay *Why I write*.

The book comes in 170x240mm format with hard cover in red Brillianta cloth, serigraphic and foil details, designed by Petri Salmela in Helsinki.

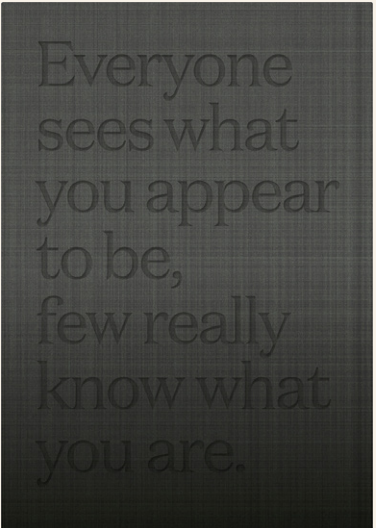
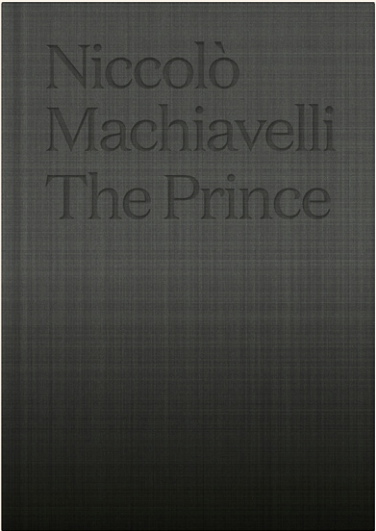
DETAILS

Author George Orwell
Designer Petri Salmela / Dog Design
Format 170x240mm
Cover Hard – cloth
Number of pages 276
Paper Livonia Zero Offset 100g/m²
ISBN 978-952-65385-2-5
Available for delivery First week of March, 2024

“Big brother is watching you.”



The Prince
Niccolò Machiavelli



“Everyone sees what you appear to be, few really know what you are, and those few dare not oppose themselves to the opinion of the many, who have the majesty of the state to defend them.”

Machiavelli has been a controversial figure ever since his writings were published at the close of the Renaissance. This is due to the frank and forthright nature of the guidance to prospective rulers he shares in *The Prince*. Not much is sacred for Machiavelli, and he does not shrink from advising about things like manipulation of public opinion, deception of the gullible, or the use of violence for political purposes.

As a result of this, he has been variously called the first realist, the first modern political scientist, an evil man or a satirist, and many things besides. Whatever his personal qualities, it remains true that *The Prince* has provided lasting and valuable lessons in the realities of power ever since its publication in 1532.

With Machiavelli’s writings, understanding his circumstances in the turbulent late-renaissance Italy is especially helpful. We offer our readers a detailed author section to assist with this, featuring a classic analysis of Machiavelli by Thomas Macaulay from 1850.

The book comes in 137x200mm format with hard cover in luxurious dark grey van Heek Coloretta cloth and debossed details, designed by Anna-Mari Tenhunen in Helsinki.

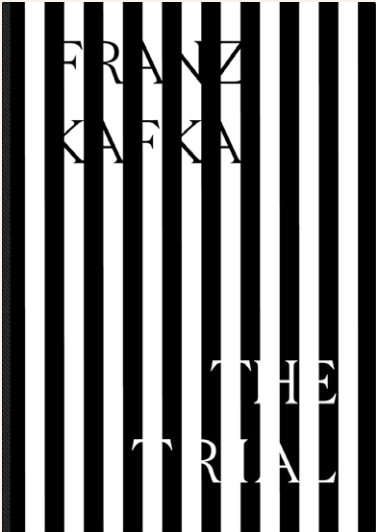
DETAILS

Author Niccolò Machiavelli
Translator W.K. Marriot
Designer Anna-Mari Tenhunen
Format 137x200mm
Cover Hard – cloth
Number of pages 276
Paper Munken Lynx
ISBN 978-952-65385-4-9

Available for delivery First week of March, 2024

NOTE!
DELIVERIES OF
THE PRINCE
BEGIN
MID-APRIL

The Trial
Franz Kafka



“Someone must have been telling lies about Josef K., he knew he had done nothing wrong but, one morning, he was arrested.”

In Prague at the start of the 20th century, Josef K. finds himself involved in a strange legal process. *The Trial* presents the byzantine and bewildering journey K. is subjected to by the authorities and forces he can hardly begin to grapple with.

Kafka’s writings, *The Trial* foremost among them, are considered among the essential and important depictions of 20th century state and society. Vast bureaucracies command impersonal authority from an unreachable distance, and the human individual is left isolated in the face of far greater powers. Alienation and the absurd lurk between Kafka’s lines. Yet, preventing a descent into dull drabness, all of this is presented with a slight tinge of an ironic and surreal sense of humour. As a legal professional himself, Kafka was intimately familiar with the systems of bureaucracy and justice, and their operations.

Our section on Franz Kafka and his times includes an essay by the esteemed literary critic Walter Benjamin.

The book comes in 137x200mm format with hard cover in black binding board, white serigraphic details and cloth-covered spine, designed by Anna-Mari Tenhunen in Helsinki.

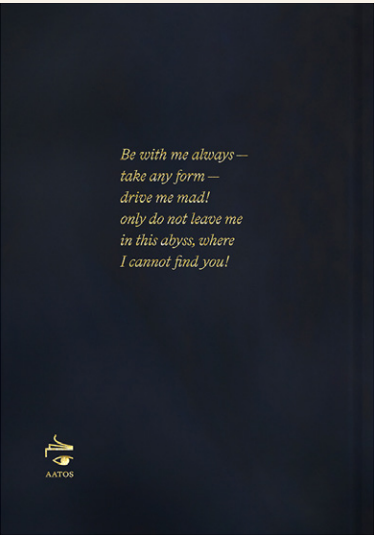
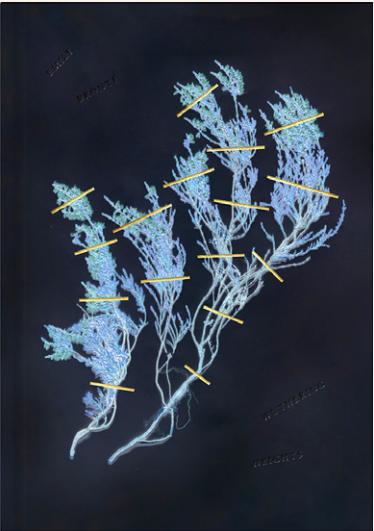
DETAILS

Author Franz Kafka
Translator David Wyllie
Designer Anna-Mari Tenhunen
Format 137x200mm
Cover Hard – binding board
Number of pages 276
Paper Munken Lynx
ISBN 978-952-65385-3-2

Available for delivery First week of March, 2024

NOTE!
DELIVERIES OF
THE TRIAL
BEGIN
MID-APRIL

Wuthering Heights
Emily Brontë



NOTE!
DELIVERIES OF
WUTHERING HEIGHTS
BEGIN
MID-APRIL

“If all else perished, and he remained,
I should still continue to be; and if all else
remained, and he were annihilated,
the universe would turn to a mighty
stranger: I should not seem a part of it.”

Emily Brontë stunned the world in 1847 with her wild and psychologically penetrating mix of romance and gothic tragedy. The book was called powerful, mad, monstrous, and genius at the time – and has lost none of its vibrancy in the 21st century.

Wuthering Heights recounts the story of two families, the Earnshaws and the Lintons, and their strange and intertwining fates. At the fulcrum of the story are Catherine Earnshaw and Heathcliff, a man of unclear origins adopted into the Earnshaw family.

Between the stormy lines of *Wuthering Heights* we can also read meditations on topics such as the class society and the impacts of domestic abuse, lending deeper levels of meaning to the novel.

Our edition features a section on Emily Brontë and her life, including her sister Charlotte’s words on Emily’s character and literary accomplishments, written in 1850 shortly after Emily had passed away.

The book comes in 170x240mm format with hard cover in offset printed cloth and details in gold foil and debossing, designed by Anna-Mari Tenhunen in Helsinki.

DETAILS

Author Emily Brontë
Designer Anna-Mari Tenhunen
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OUR AUTUMN 2024 BOOKS

Plato—*Dialogues*
Carl von Clausewitz—*On War*
Virginia Woolf —*To The Lighthouse*
Adam Smith—*The Wealth of Nations*
Charlotte Brontë—*Jane Eyre*
F. Scott Fitzgerald — *The Great Gatsby*

