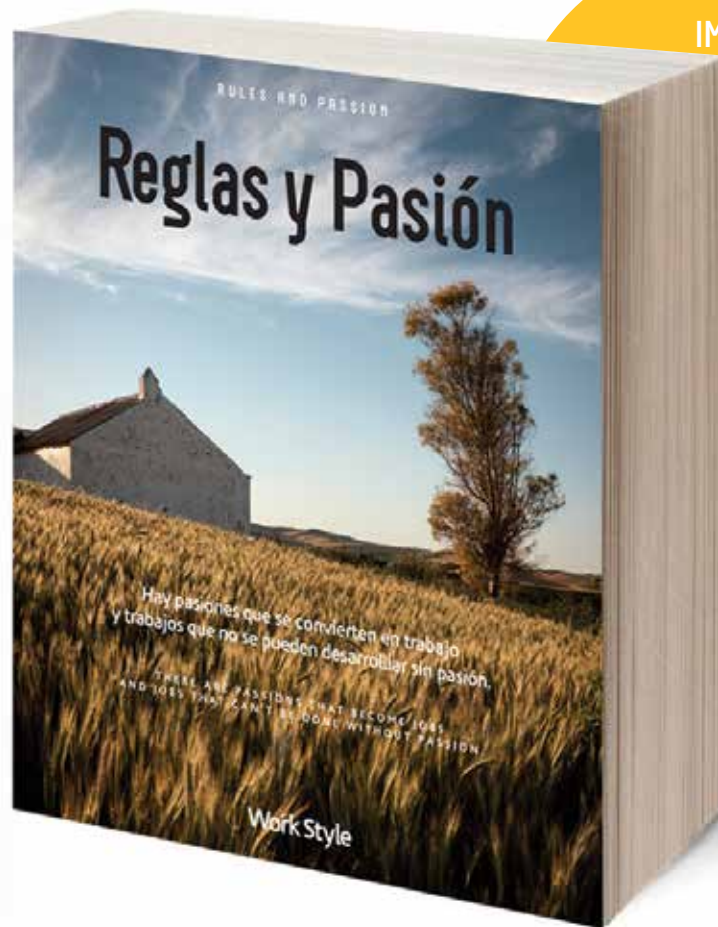


# New Editorial Product

PRESENTED AT SICAB 3 - 8 DECEMBER 2013



300  
IMAGES

TEXTS  
SPANISH  
AND ENGLISH

**Publication date:** October 2013  
**Pages:** 240 c.a.  
**Format:** 21x27 (cm)  
**Price:** 24,00 Euros

In collaboration with:



**ANCCE**  
ASOCIACIÓN NACIONAL de CRIADORES  
de CABALLOS de PURA RAZA ESPAÑOLA



## Horses

PSH genetic development.  
Selection and taming in different disciplines.



## People

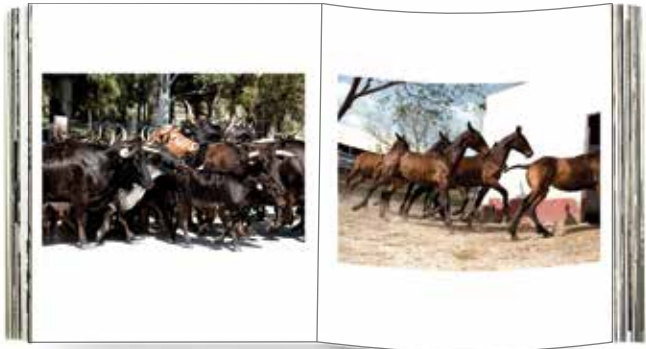
Interview with breeders.  
Presentation of equitation schools.



## Landscapes

The landscapes and the relationship  
between horse and bull in the architecture  
of farms in Spain.

SOME PAGES OF THE BOOK



## Keywords

PURE SPANISH HORSES  
CARTHUSIAN  
STUDBOOK  
FOALS  
BROOD MARES  
PEOPLE  
PROFESSORS  
PUPILS  
RIDERS  
BLACKSMITHS  
VETERINARIAN  
STABLEBOYS  
BREEDERS  
LANDSCAPES  
STABLES  
BUILDINGS  
FIELDS  
HORIZONS  
FREEDOM  
COMPETITIONS  
INNOVATION  
HISTORY  
STRENGTH  
ELEGANCE

## Introduction

We took a very long journey in the world of horses to discover the professions and workplaces.

The people we met are passionate about their work. They adopt steely rules in their job and life, that everyone adapts to their personal condition. Ringing around this there's a kaleidoscope of facts, sensations, places, landscapes, opinions, seasons, walls and routes.

At first sight, work in this sector appears to be simple. There are horses, people that breed them and fantastic places where the activity undergoes. In reality there is an ingredient considered out of fashion that makes it very difficult. It's a virtue – in the past defined noble – that western society has put at the margins of the 99% of professions. It is patience.

In order to build a career in this sector infinite patience is needed. Horses are slow animals. Until they're three years old they can't be mounted, to get to an acceptable level of taming (at least) another 3 years are needed and not all – obviously – will become champions.

Those who decide to work with horses make a life choice. They build an architecture of rules that allow them to not lose sight of the route on the long run. Without rules it is impossible to verify the efficacy of the actions done in a world that is slow. Rules, however, don't serve a purpose without passion. Passion is the lubricant that allows the perfect functioning of the cog. The interpenetration of roles in the different professional families is another element of success of the industry. A good breeding farm can't exist without excellent collaborators in all fields of activity.

Everyone has their own objectives and most of all, a professionalism. The charm of this sector, in fact, is made explicit by people who can do things. An element that is very rare in our times, where many design and few do. We advise to enter this world on tiptoe, conscious that is permeated by experiences passed on through centuries. Operating in this sector is like driving a motorcycle. You must be careful about a thousand things that are happening in front of you while you keep an eye on the rear mirror to always know what's behind you.

## Publisher

Work Style is a publishing house based in Switzerland (with newsrooms in Singapore, Milan and New York City) that provides factual contents on topics related to the working world available worldwide. 'Rules and Passion' is a book published by Work Style and distributed all over the world.

## Project Authors

- Roberto Benzi is a photographer and videographer with a career in the editorial industry. He has published his works in the main world's magazines.
- Paolo Mazzo is a photographer who specializes in architecture. He has exhibited in the best galleries in the EU and USA and has worked with some of the top world's Archistars.
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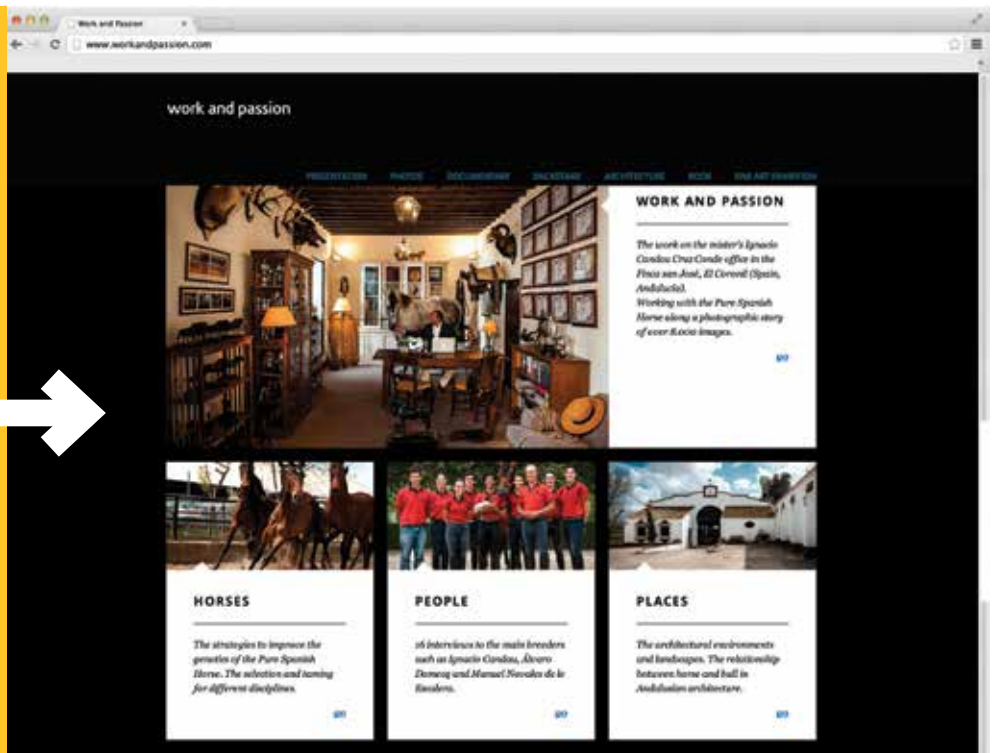
**Collaborators:** Alessandro Baglioni, Stefano Guandalini, Francisco Fernández Maldonado, Maria Silvana Pavan, Marta Scetta, Francesco Secchi, Roberta Zanchi.

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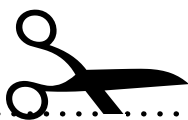
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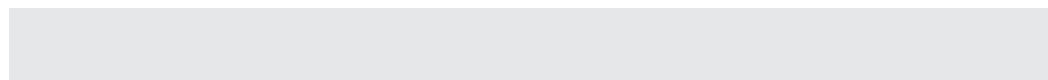
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