

Vivida

• READ YOUR BEST LIFE •

ISSUE NR. 4 - SPRING 24



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ABOUT **Vivida**

FROM WHITE STAR'S 40 YEARS OF INTERNATIONAL PUBLISHING EXPERIENCE, A NEW IMPRINT IS BORN.

/Vi·vi·da/ means **full of life, vivacious, vibrant.** Vivida whispers to the mysteries of life. Vivida is the light that brightens even the most obscure, hidden or complex questions .

What makes Vivida one of a kind, unique?

It's the **pop spirit** that moves and animates the books,

the **sophisticated and, at the same time fresh graphics** and the modern attitude, given by expert authors and young, talented illustrators.

Vivida takes its place in **one of the best performing publishing sectors**, to speak directly to the passionate spirits and to attract new readers to be enlightened by Vivida's brightness!

TARRO

& ORA

CLES



TS

A



The ancient wisdom of tarot and oracle cards meets the powerful and colorful world of contemporary pop culture.

Tarot decks and Oracle cards are a mean as old as time to understand, in a deeper way, ourselves, the ones around us and the situations we have to face on a daily basis.

Tarots are based on archetypes with fixed meanings, while the decks of oracles are messages the Universe wants us to receive.

In a flourishing landscape, Vivida's decks aim to be a reference of modern, vibrant, pop-culture related titles that are inclusive, filled with symbolism yet appealing to the eye and the heart of both the beginner or the skilled reader. The higher goal is to create unique products, that can speak to the modern witches and the wizards from all around the world.

Modern layouts, precious and refined boxes, resistant cards: nothing is left to case. The high standard quality, together with the amazing work of talented illustrators and expert writers, makes Vivida's decks must-have titles that go beyond the audience of esoteric enthusiasts: they are design objects for the modern readers with which they can discover something more about themselves.

Illustrations by BETTI GRECO

MAGIC CATS

TAROT



UPCOMING
IN 2024

**A TAROT DECK LED
BY THE MOST POPULAR
SYMBOL OF MAGIC:
THE CAT!**





Mystical, magical, and mysterious. Sacred and enchanting. Friends of man and spiritual guides, clearly aware of something more.

Each card in this RWS tarot deck features a powerful feline - be it serious, playful, or enigmatic - always with a special significance and message for the reader. Evocative images full of hidden details offer a modern twist to classic cards.

SPECIFICATIONS

DECK OF 78 RWS CARDS + BOOKLET

- **Deck:** 14.2 x 9.1 x 6.5 cm; 5.5 x 3.5 x 2.5 in
 - **Cards:** 7.6 x 12.7 cm; 3 x 5 in
 - **Booklet:** 7.6 x 12.7 cm; 3 x 5 in
- 128 color pages
-softcover

KEY SELLING POINTS

1 Purrrr-fect cat lover gift for birthday, anniversary, pet adoption or any special occasion.

2 Charming modern addition to any deck collections, to better understand yourself and your feline companion.

3 Images about cats comprise some of the most viewed content on the World Wide Web - it's true!



EASY TO READ AND UNDERSTAND, A PLEASURE FOR THE EYES, FOR CATS-OBSESSED READERS.

CONTENT OF THE BOX



- A **BOOKLET** (128 pages) inspired by feline philosophy and mythology, that gives meaning and new depth to each card in the standard RWS deck.



- A **DECK of 78 cards** illustrated with the colorful, elaborative, and slightly vintage stylings of none other than Betti Greco, known for her work in Vanity Fair, with Harper Collins, Rizzoli, and more.

AUTHOR

BETTI GRECO

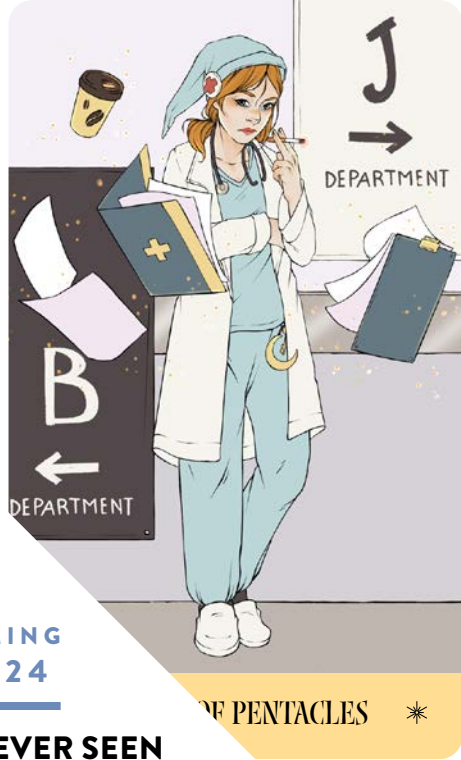
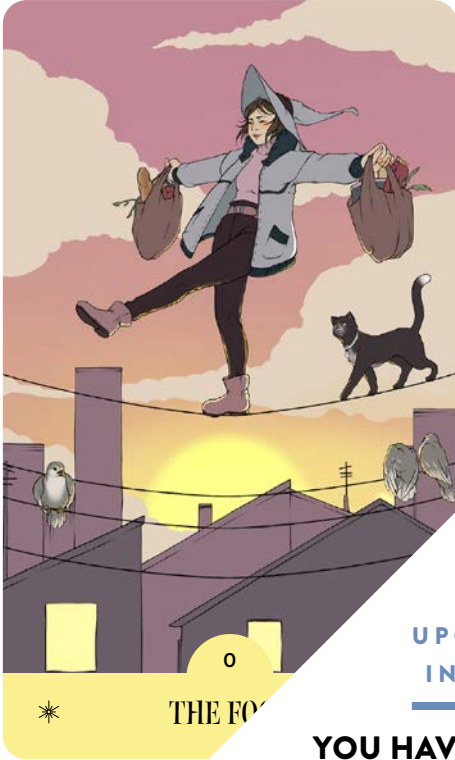
is the best-seller illustrator of the book **Backyard Witchcraft**. She is a graphic designer who works in publishing and communications. Betti has collaborated with powerhouses like Vanity Fair, Harper Collins, Rizzoli, Lenovo and Technogym. Her visual language is colorful with a vintage twist and inspired by nature and a little magic.



Illustrations by SARA NOTARPIETRO

FIND YOUR MAGIC

TAROT



UPCOMING
IN 2024

YOU HAVE NEVER SEEN
A MORE INCLUSIVE
TAROT THAN
THIS ONE.





Witches no longer live in the dark woods or deserted islands. They live amongst us. They take the bus, go shopping, and surf the internet on their smartphone.

Some are heirs of ancient healers and sorceresses hiding their abilities through normal social media personas, while others are self-made. . . Then there are those who are simply not yet aware of their destiny.

This tarot deck is for those seeking to understand the depths of their powers - or searching for the force within them, for a little magic every day.

SPECIFICATIONS

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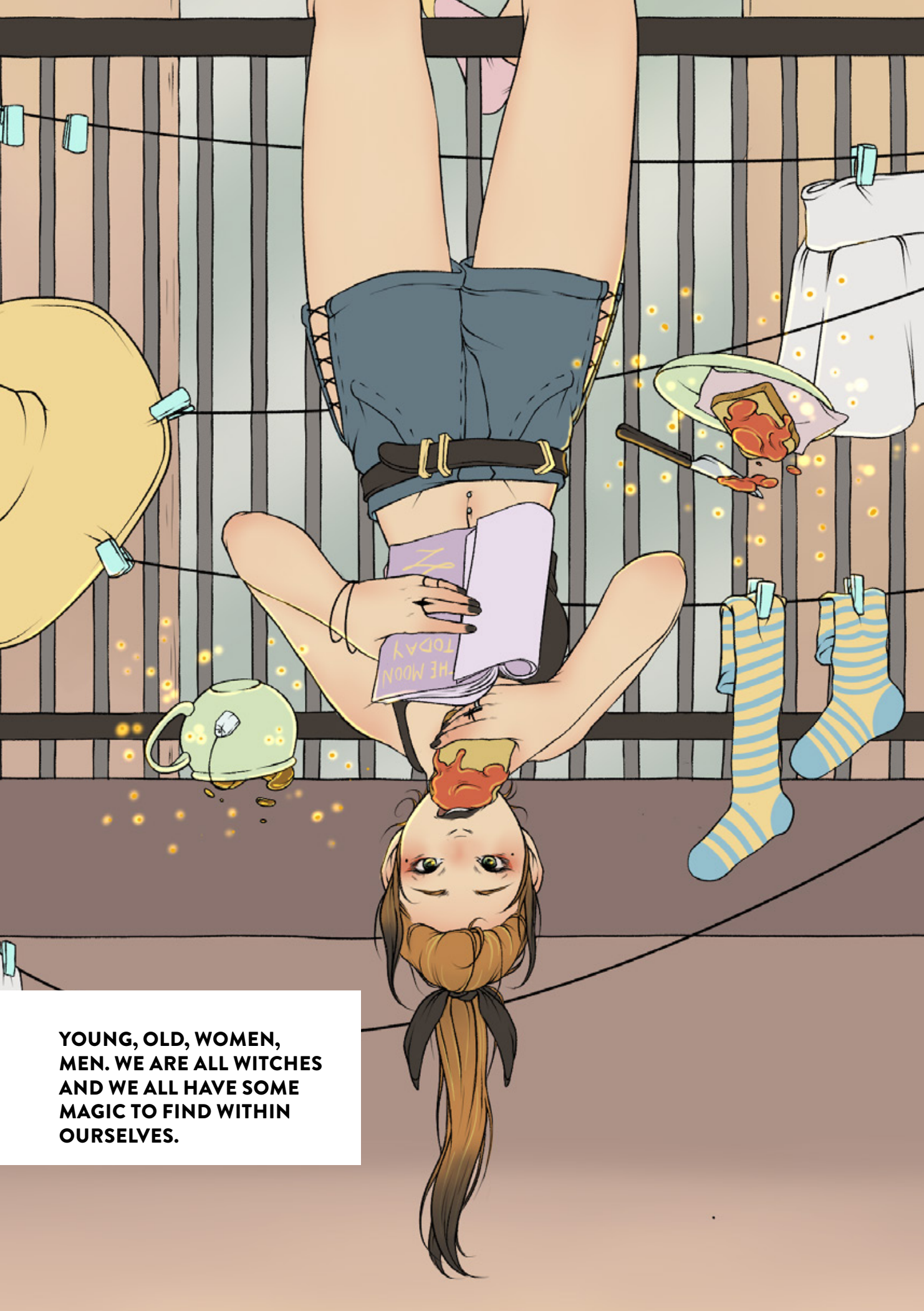
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KEY SELLING POINTS

1 Remarkably relatable reinterpretations of the classic RWS tarot deck structure

2 Manga meets western pop through modern and powerful illustrations of witches from everyday life.

3 A booklet of explanations for each card, plus a section on how to interpret tarot for beginners!



**YOUNG, OLD, WOMEN,
MEN. WE ARE ALL WITCHES
AND WE ALL HAVE SOME
MAGIC TO FIND WITHIN
OURSELVES.**

CONTENT OF THE BOX



- A **BOOKLET** (128 pages) with an introduction on how witches find their path, an in-depth dive into each card, and instructions for using and reading tarot.



- A **DECK of 78 cards** illustrated with the delicate, communicative, illustrations of witches through a manga style.

AUTHORS

GIULIA MANZI

is a philosophical consultant and author of numerous biographies, children's books, and didactic essays.

SARA NOTARPIETRO

her style is an original multicultural mix with references to manga, western pop, and female empowerment. She loves rock music and is, undoubtedly, an urban witch!



WOODLAND FAIRYTALE MAGIC

TAROT, FOLKLORE AND PLANTS



UPCOMING
IN 2024

THE MOST ENCHANTED
TAROT YOU HAVE EVER
HAD IN YOUR
COLLECTION.





Be it an herb, flower, or tree - plants, are often powerful and enigmatic symbols with a key role in most fairytale narratives.

In this tarot deck, these natural elements along with the protagonists of their popular stories are used to bring meaning and context to the Rider-Waite-Smith standard.

22 Major Arcana include the most famous protagonists of classic fairytales: the hierophant depicted as Alice on the classic toadstool in her Wonderland; the fool as Jack climbing his beanstalk; and the hanged man, as Sleeping Beauty bound to sleep by prick of a thorn. The Minor Arcana are divided into 4 classic suites and are represented by 4 equally famous fables: Grimm's Little Red Riding Hood and Hansel and Gretel, as well as Andersen's The Snow Queen and The Wild Swans.

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128 color pages

- **softcover**

KEY SELLING POINTS

1 An easy-to-use guide offers card explanations for beginners, and new meaningful elaborations to classic cards for those already familiar.

2 Aligned with the current market revival of classic fairytales, as well as, the much-needed trend of emphasizing the role and power of nature.





**FAIRY TALES, PLANTS, AND
TAROT ALLOW US TO FIND
RESOURCES AND MAGIC
FOR EVERYDAY LIFE.**

CONTENT OF THE BOX



- A **BOOKLET (128 pages)** that explains the power behind each mystical plant and revered fairytale character depicted and their connection to the cards' classical significance.



- A **DECK of 78 cards** illustrated by Giulia Varetto known for inspiring through connections between nature and magic.

AUTHORS

CECILIA LATTARI

is a professional actress and graduate from the School of Theater in Bologna. She also has a degree in Herbalist Techniques. She works in the field of relationships, using theatrical practices and sensorial experiences in the world of plants to encourage people to explore their most authentic side.

GIULIA VARETTO

is a long-time illustrator whose primary sources of inspiration are nature and magic. Through her work, Giulia explores the relationship between humans and the natural world, particularly as depicted in fairytales and dreams alike.





Each tarot card is an invitation to explore a new world, and perspective.

In this deck the reader not only explores 78 Rider-Waite-Smith tarot cards, but also the evocative landscapes they each inhabit. Dream and fantasy surround every Arcanum with more parallels to our everyday life than we can imagine.

The RWS deck is complemented by a comprehensive manual providing guidance for tarot readers, old and new, as well as instructions for how to read the tarot landscapes.

AUTHORS

FRANCESCA MATTEONI

author of several successful tarot cards for the Vivida catalog; she teaches History of Religions and Magic at the American university in Florence.

YOSHI MARI

is an Italian Japanese illustrator and graphic designer. Her images portray the peace we can all find simply by looking around.

KEY SELLING POINTS

1 Follows the structure of the most globally recognized Rider-Waite-Smith tarot deck

2 Offers evocative landscapes to complement the complex symbolism of each card

3 Includes a manual explaining the structure of the deck; positive and negative elements of each card, as well as, how to read tarot landscapes.

SPECIFICATIONS

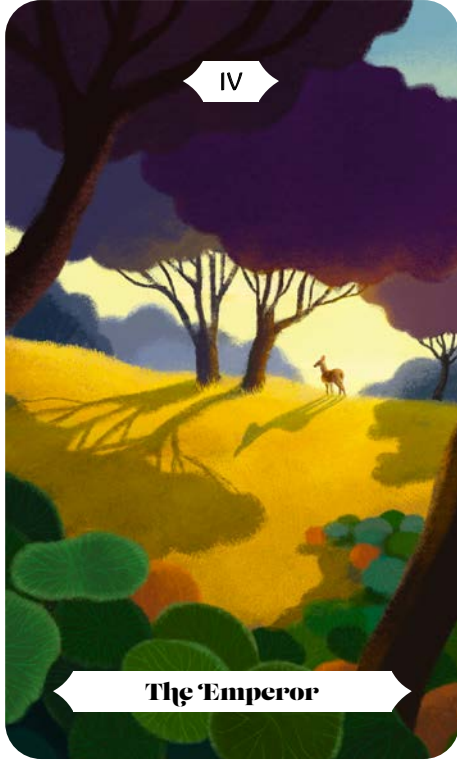
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NEW 2023

Illustrations by YOSHI MARI

TAROT LANDSCAPES



NEW 2023

Illustrations by TIANQUI CHEN

REBEL WITCHES

TAROT



This tarot deck is dedicated to everyone who chooses the path less traveled, to those who love non-conforming things, to those who stubbornly offer a different vision of the world, to the world, all, with the aim of making it a better place.

These cards are inspired by rebel witches, women and men that have inspired us to see things from a distinctive, and often less obvious, viewpoint.

KEY SELLING POINTS

1 Offers an inspiring take on traditional tarot and includes a manual explaining the deck and the concept.

2 Witches are the most researched topic in the esoteric segment.

AUTHORS

CECILIA LATTARI

is author of several highly successful books and best-sellers in the Vivida catalog.

TIANQUI CHEN

is an award-winning illustrator with a passion for portraits and epic scenes.

SPECIFICATIONS

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NEW 2023

Illustrations by WES GAMA

MYSTICAL FOREST

TAROT



The *Mystical Forest Tarot* is a spiritual journey into the forest following the Rider-Waite-Smith tarot tradition.

The illustrations by well-known street artist Wes Gama offer a sensorial experience inspired by Brazil's unrivalled Amazonian Forest – renowned for its potent flora and mystical energy. Each character is surrounded by psychedelic colors and foliage that remind users of the transcendent relationship between people and nature.

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-softcover

KEY SELLING POINTS

1 Features illustrations by Wes Gama, the street artist with over 28.6K Instagram followers.

2 Offers a modern representation of the traditional tarot cards, with characters resembling pop culture posed in accessible gestures.

AUTHORS

CECILIA LATTARI

is author of several highly successful books and best-sellers in the Vivida catalog.

WES GAMA

is an illustrator and a famous street artist from Brazil.

BEST SELLER



SPECIFICATIONS

DECK OF 78 RWS CARDS

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ZODIAC TAROT

One of Vivida's best seller tarot cards: depicted by the wild and esoteric illustrator Ana Chávez, whose work is perfect for a subject containing the mystery of the stars.

AUTHORS

**CECILIA
LATTARI**

**ANA
CHÁVEZ**

BEST SELLER



SPECIFICATIONS

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- 128 color pages
- flexibound

ASK THE WITCH TAROT

A complete starter pack based on the Rider-Waite-Smith tarot tradition. Beginners will learn, from A to Z, how to read tarots and the symbolism hidden inside each card.

AUTHORS

**FRANCESCA
MATTEONI**

**SIMONE
PACE**

BEST SELLER



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- 128 color pages
-softcover

MODERN GODDESS TAROT

A Manifesto Tarot deck illustrated by the best seller artist Petra Braun.

A reliable tool for women's empowerment, for divination and for reading unexpected messages in your daily life through the voices of iconic women capable of changing the world with their spiritual power.

AUTHORS

**CECILIA
LATTARI**

**PETRA
BRAUN**

THE GRUNGE TAROT



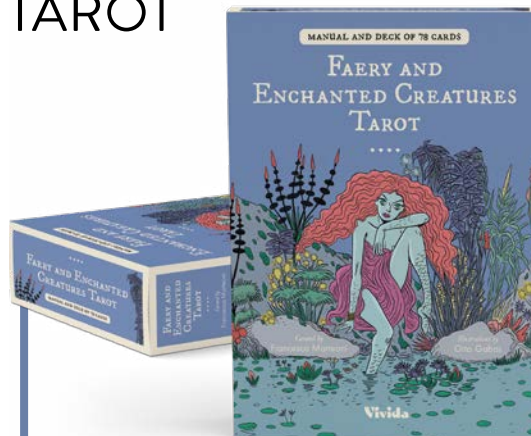
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-softcover

FAERY AND ENCHANTED CREATURES TAROT

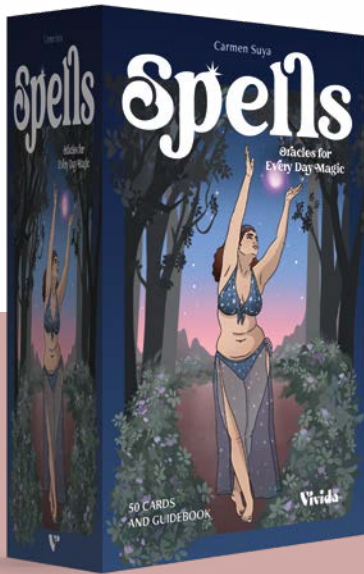


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The desire to instigate a love affair, to resolve conflict, or to calm anxiety. In the morning before we go out, when we are about to begin a new journey or make an important decision... Many times in life, we think about how a little magic could help face what awaits us next on our path.

Ask a question, pick a card from the deck, and the spell of the day will show you the way.

These 50 spells and companion booklet offer hope and direction for small everyday moments to large monumental forks in the road.

AUTHOR

**CARMEN
SUYA**

uses art to convey authenticity, break down taboos, and normalize bodies. Carmen's work is populated with bodies of all kinds and shapes enacting simple daily gestures. That's why her art is so popular on the web.

KEY SELLING POINTS

1 Curated and illustrated by Carmen Suya, who - with more than 32K followers on her IG account - celebrates self empowerment.

2 Content promotes self-care, healthy rebellion, mindfulness, unity, and more - a useful tool for pretty much everyone!

3 For everyone who needs a little magical guidance to get through the day.

SPECIFICATIONS

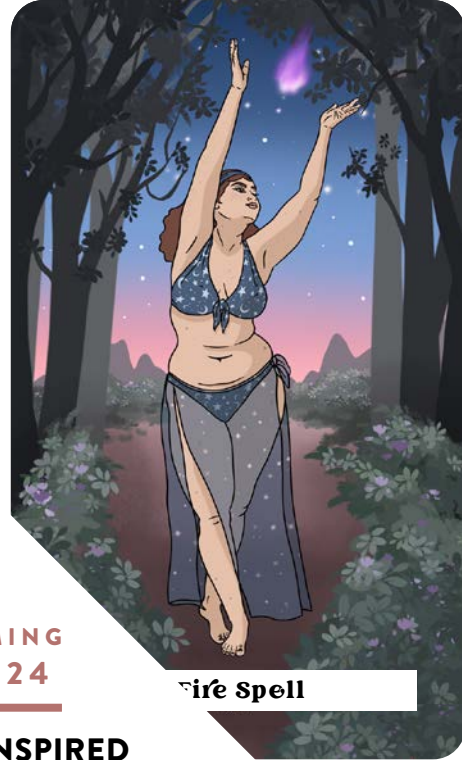
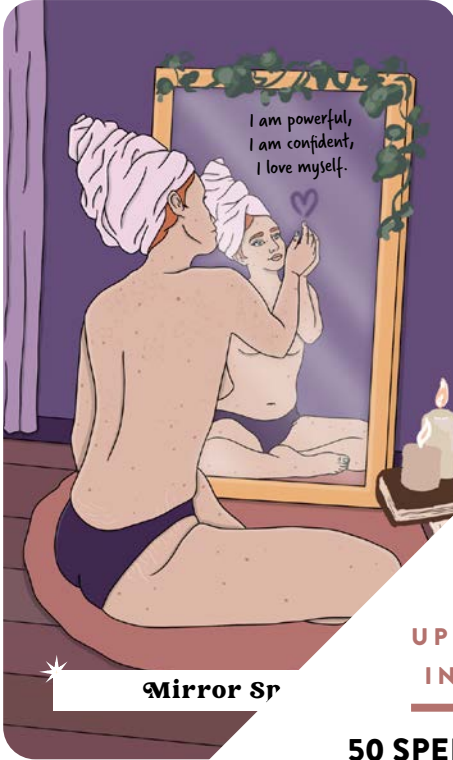
DECK OF 50 CARDS + BOOKLET

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112 color pages
-softcover

Illustrations by CARMEN SUYA

SPELLS

ORACLES FOR EVERY DAY MAGIC



UPCOMING
IN 2024

50 SPELL-INSPIRED
ORACLE CARDS
FOR EVERYDAY
MAGIC.





Nature, plants, magic, wisdom, and intuition have been associated for centuries – throughout cultures.

This oracle deck offers the opportunity to evoke the connection to nature within each of us; to awaken that inner wisdom; to experience the practices and knowledge of green magic up close.

KEY SELLING POINTS

1 Transversal target: natural (green) magic appeals to youth as well as to adults

2 Green witchcraft embraces globally relevant subjects such as the environment and the need for a strengthened personal relationship with the powers of nature.

AUTHORS

CECILIA LATTARI

is a professional actress and graduate of the Bologna School of Theatre. She also holds a degree in Herbal Techniques. Lattari works in the field of relationships – using theatrical practices and sensorial experiences with plants to encourage self-exploration and newfound authenticity.

BETTI GRECO

is the best-seller illustrator of the book **Backyard Witchcraft**. She is an illustrator and graphic designer who works in publishing and communications. Her visual, colorful, and fantastical digital approaches have a solid background in painting and are constantly being experimented with.

A HERALDED BEST SELLER ON THE POWERS OF NATURE.

SPECIFICATIONS

DECK OF 50 CARDS + BOOKLET

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NEW 2023

Illustrations by BETTI GRECO

THE SECRET ORACLE OF THE GREEN WITCH



THE HEDGE WITCH



THE MYSTERY



THE APPLE



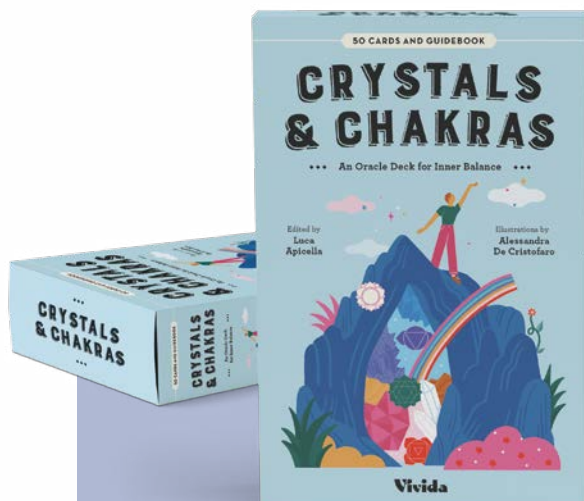
THE PATH

NEW 2023

Illustrations by ALESSANDRA DE CRISTOFARO

CRYSTALS & CHAKRAS

AN ORACLE DECK FOR INNER BALANCE



An oracle deck inspired by crystals, and the chakras connected to each of them. Based on their powers and vibrations, the cards provide messages to correctly interpret the questions our body and mind are asking. It is a tool for self help and daily inner balance.

AUTHORS

LUCA APICELLA

is a naturopath with 20-years of experience teaching Crystal Therapy (Crystallogy). He is an expert in chakra and psychophysical rebalancing.

ALESSANDRA DE CRISTOFARO

is an illustrator for magazines. Her work is inspired by her holistic and spiritual interests.

KEY SELLING POINTS

1

Linking belief in chakras and crystals for guidance that empowers self-healing.

2

The cards and booklet suggest means for opening chakras to create daily inner balance.

SPECIFICATIONS

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- softcover

NEW 2023

Illustrations by IRIS BIASIO

HEAVENLY ANGEL ORACLE DECK



These pop art oracle cards bring a modern flare to the classic traditions of angelology – and the widely diffused practice of seeking guidance from angels and reflect the epic human and individual struggle we all experience on daily basis. Angels assist the Divine in carrying messages – messages we can access with assistance from these oracle cards. In fact, each card represents an angel taken from major religious traditions and contains a unique meaning that can inspire us and make us grow.

SPECIFICATIONS

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- 64 color pages
- **softcover**

KEY SELLING POINTS

1 A pop-art deck that taps into the oracle market segment of modernly illustrated cards based-in classic traditions.

2 An oracle deck for self-exploration: angels are the perfect representation of nurturing and guiding forces.

AUTHORS

ANGEMÌ RABIOLO

is a journalist, copywriter, and editor. She has a passion for art, theology, reading, philosophy, and comics.

IRIS BIASIO

is an illustrator and cartoonist. She earned a degree in Graphic Arts and Engraving at the Venice Academy of Fine Arts.



Who are shamans? What do they do? Healers. Masters of secret and sacred elements. But do we really know their stories? We hear about them from researchers, poets, ecologists and spiritualists, during an era in which re-establishing a conscious contact with our world is essential.

This 50 card oracle deck depicts real Shamans (both famous and lesser known), sacred plants, spirit animals, and the places that inspire them – all explained in an accompanying full coloured booklet.

KEY SELLING POINTS

1 Curated by Francesca Matteoni, with a doctorate in modern history and academic publications on the anthropology of magic and mysticism.

2 The booklet can stand alone as a complete tool to learn about and from real shamans and their sacred elements.

AUTHORS

FRANCESCA MATTEONI

is the author of several successful tarot cards for the Vivida catalog; she teaches History of Religions and Magic at the American university in Florence.

PICK ONE. EXPLORE ITS MEANING. USE IT AS AN ANCHOR FOR REFLECTION THROUGHOUT YOUR DAY.

AMARILLI SORIENTE

is muralist, and graphic designer. Her work is noted for its dreamlike colors, surreal settings, and love for world and sometimes tropical nature.

SPECIFICATIONS

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NEW 2023

WORLD SHAMANS

ORACLE

Illustrations by
**AMARILLI
SORIENTE**



MARÍA SABINA



AMANITA MUSCARIA



POLAR BEAR



BLACK ELK

NEW 2023

Illustrations by PAOLA VECCHI

DESTINY ORACLE



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128 color pages

-softcover

AUTHORS

AZZURRA D'AGOSTINO

is an Italian author and expert palm reader, has published numerous award-winning collections of poetry.

PAOLA VECCHI

is an illustrator, noted for her use of strong lines, bold colors and occasional reference to pop culture.

A new tool to expand your magical and spiritual practice or when you simply need clarity on a specific situation. Destiny Oracle is a one-of-a-kind deck and booklet to merge both the practice of palmistry with oracle card reading for a tool that can be used every day by people at all levels: a must-have for the new year and years to come.

KEY SELLING POINTS

1 A tool to be used for readings and self-readings, self-exploration and future divination.

2 As explained in the accompanying booklet, each card depicts an element also present in palmistry.

NOVICE WITCHES

ORACLES

An oracular journey into the history of magic, through famous witches and wizards, who can be real or fantastic, and their fellow animals and enchanted tools, in a preciously illustrated deck of cards.



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64 color pages

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AUTHORS

FRANCESCA
MATTEONI

ELISA
MACELLARI

SACRED ANIMALS

ORACLE CARDS

50 totem animals that guide the reader with their ancient wisdom through today's world. The illustrations make the animals look "alive" thanks to the scratchboard technique used to create them.



SPECIFICATIONS

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AUTHORS

FRANCESCA
MATTEONI

ROCCO
LOMBARDI

WIT-

CHY

BOOK





The secrets and wisdom of our ancestors, to be jealousy kept in our homes and used for everyday magic.

Magic can be all around us, all the time, we just need the right tools to see and understand it.

Vivida's books want to be a modern, colorful and pop-culture related version of our ancestors' books of shadows and grimoires.

Holding a knowledge that comes from very far away in time, the titles are all fully illustrated and each one of them has specific, peculiar features that make them unmissable, including experienced and competent authors with a large following.

Vivida's authors have set the goal to always use a different approach, an unexpected point of view to ideas that are as old as time. From the history of magic, to understand the roots of this knowledge, to the different types of modern witchcraft, all the topics are covered and explained through easy but deep texts and stunning illustrations.

In each volume, the topic of spells is widely treated, to apply those ancient rules and rituals to every aspect of everyday life: from well-being and self-care to protection and divination, passing through diversity and inclusiveness. Leafing through the pages of these volumes means leafing through our most authentic and original self.

Illustrations by **FABIANA BELMONTE**

WEEDS & WITCHES



**USES, PRACTICES
AND MAGICAL
PREPARATIONS
OF WILD AND SPON-
TANEOUS HERBS**

SPECIFICATIONS

17 x 24 cm; 6.7 x 9.4 in
160 pages
Hardcover



UPCOMING IN 2024

Wild herbs grow in places that are often uncomfortable, urban, and are rich in beneficial properties, can be eaten or used for balms, creams, and ointments. Like witches who cure and heal, even weeds are on the sidelines and found in unconventional places.

A book jam-packed with herbal ideas, perfect for both beginners and experienced witches looking to incorporate more herbs into their practice. Beautifully illustrated and functional, it is easy to navigate and offers a good guide to wild herbal magic!

KEY SELLING POINTS

1 A special section dedicated to poisonous plants!

2 Cooking and cosmetic recipes, magical preparations possible with wild weeds.

3 Specialized author, with a degree in herbal techniques.

CONTENTS



In this book you can get to know both weeds and witches: a look at those on the outskirts of the city, the railway, the country road, the undergrowth, the seafront, and more. For each place, you will get to know the witch who lives there and the power of the nature that surrounds her.



Each chapter begins in a new location, introducing the witch who lives there and the unique set of weeds she has access to. It then goes on to present several cooking and cosmetic recipes, as well as magical uses for each!

AUTHORS

CECILIA LATTARI

is a professional actress and graduate from the School of Theater in Bologna. She holds a degree in Herbalist Techniques and works as a certified counsellor at the Bach Foundation in Mount Vernon, England - focused on stimulating people to know the most authentic part of themselves using sensorial experiences in the world of plants.

FABIANA BELMONTE

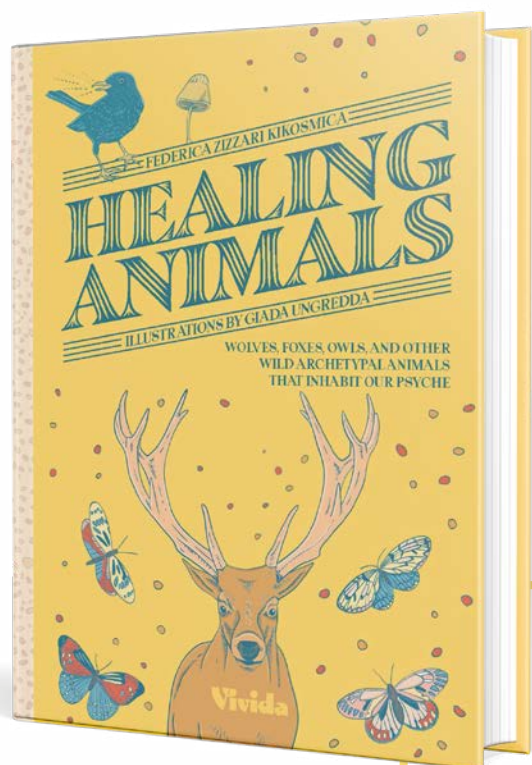
is an autodidact artist and illustrator who has embraced Photoshop, photography and digital collage as powerful tools for artistic expression. Fabiana has designed numerous book covers and won several national and international awards for her work, which stands out for its surreal air and homage to nature, dreams, and the feminine form.



NEW 2023

Illustrations by **GIADA UNGREDDA**

HEALING ANIMALS



There is much knowledge that can be gained from understanding the species who share this incredible planet with us. Thanks to this book we can take a step in the right direction through detailed texts, boxes of in-depth analysis, anecdotes, legends, and splendidly evocative illustrations.

Inside the reader finds the spiritual qualities of the many animals considered magical according to traditions and folklore. Magnificent creatures with qualities that humans possess, if they only listen inward.

SPECIFICATIONS

17 x 24 cm; 6.7 x 9.4 in
160 pages
Hardcover

AUTHORS

**KIKOSMICA
(FEDERICA ZIZZARI)**

is a “Curandera” of the Soul, an alchemist of the heart. A certified holistic practitioner, facilitator of family constellations, spiritual artist, channeler, reader of Akashic Records and soul coach.

**GIADA
UNGREDDA**

is an illustrator and graphic designer. She is a devourer of fantasy and steampunk stories, and has always imagined imaginary worlds and daring adventures.

CONTENTS



AIR:

- Crow • Robin • Eagle • Seagull • Owl • Hawk
- Swallow • Dove • Hummingbird • Blackbird
- Firefly • Bee • Moth • Butterfly • Cicada
- Cricket • Dragonfly • Bat • Ladybug • Stork

EARTH:

- Ant • Mouse • Turtle • Snake • Lizard
- Cat • Earthworm • Grasshopper • Dog
- Wolf • Donkey • Bear • Cow • Spider
- Opossum • Armadillo • Horse • Deer
- Porcupine • Puma • Lion • Tiger • Fox
- Squirrel • Hare • Rooster • Antelope
- Giraffe • Elephant • Wild boar • Monkey

WATER:

- Whale • Dolphin • Seahorse • Starfish
- Jellyfish • Frog • Swan • Shark • Orca
- Seal • Tortoise • Flamingo • Heron

FANTASTIC ANIMALS:

- Unicorn • Dragon • Phoenix • Basilisk
- Hydra



KEY SELLING POINTS

1 Over 70 splendidly evocative illustrations that might be transformed in cards.

2 Learn to harness the power of nature within each of us.

NEW 2023

Illustrations by ALICE GUIDI

HERBANA

A YEAR IN THE FOREST



“Herbana” is the witch with knowledge of the herbs, barks, mushrooms, roots, and flowers of the forest. This book spans a year – reviewing the magical and healing preparations, guide animals and subtle energies that change with the seasons.

An almanac structure, where each chapter begins with a suggestive description of the forest that season; with a magical practice connected to nature; as well as with an intimate ritual. A secret recipe is then shared and to be prepared with available ingredients from the forest.

SPECIFICATIONS

17 x 24 cm; 6.7 x 9.4 in
160 pages
Hardcover

KEY SELLING POINTS

1 An essential for any Herbana witch or anyone interested in understanding the power of herbs.

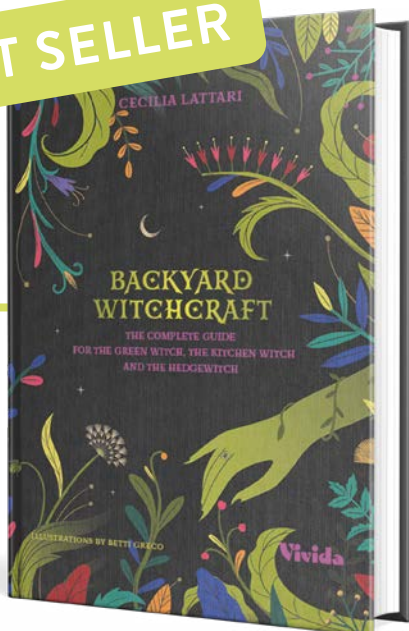
2 Written by Cecilia Lattari, author of the best seller *Backyard Witchcraft* and several other successful publications on herbalist techniques and witchcraft.

AUTHORS

CECILIA LATTARI

is author of several highly successful books and best-sellers in the Vivida catalog. She holds a degree in Herbalist Techniques and works with plants to encourage people to explore their most authentic side.

BEST SELLER



SPECIFICATIONS

17 x 24 cm; 6.7 x 9.4 in
160 pages
Hardcover

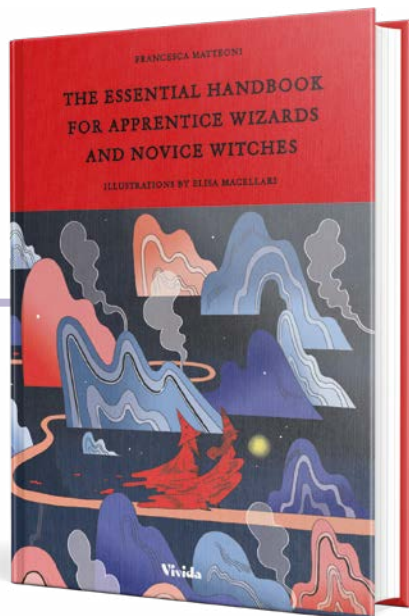
BACKYARD WITCHCRAFT

An international best seller, this is a manual dedicated to natural magic, is perfect for baby Green Witches, Kitchen Witches, Hedgewitches or for those who simply love magic and botany. Splendidly illustrated by Betti Greco.

AUTHORS

**CECILIA
LATTARI**

**BETTI
GRECO**



SPECIFICATIONS

17 x 24 cm; 6.7 x 9.4 in
160 pages
Hardcover

THE ESSENTIAL HANDBOOK

FOR APPRENTICE WIZARDS
AND NOVICE WITCHES

An old grimoire-like handbook for magic onlookers, for passionate readers interested in the secrets of nature, of the body and soul, and also for those who believe that magic is at our fingertips.

AUTHORS

**FRANCESCA
MATTEONI**

**ELISA
MACELLARI**

NEW 2023

Illustrations by **AMBROSIA HAWTHORN**

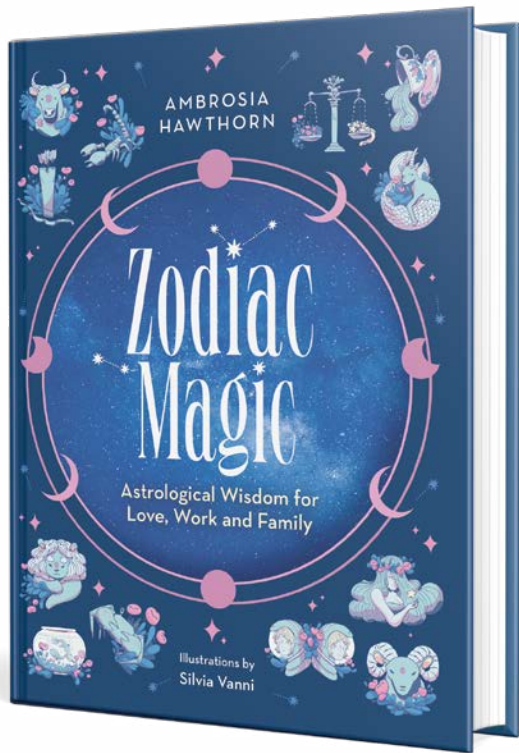
ZODIAC MAGIC



**IMAGINE IF YOU COULD
BETTER UNDERSTAND THE
RELATIONSHIPS IN YOUR
LIFE THANKS TO SMALL
MAGIC CUES CUSTOMIZED
ON EACH ZODIAC SIGN.**

SPECIFICATIONS

18 x 24 cm; 7 x 9.5 in
272 color pages
Hardcover



This book can help navigate the work, family, and romantic relationships in your life with a breakdown of each zodiac sign, as well as instructions for creating your own birth and compatibility charts. But not only, once you've explored compatibility, allow best-selling author, Ambrosia Hawthorn, to walk you through the 12 astrological signs of the zodiac offering magical tips for spells, tarot readings, crystals and herbs uses that can improve and influence relationships and have a real-world impact on your life.

KEY SELLING POINTS

1 The manga-style artwork makes this zodiac book youthful and unique.

2 The magic touch of the author reflects into magical spells, herbs, readings and remedies to influence your relationships.

3 An author-driven book: Ambrosia Hawthorn, bestselling writer of **The Book of Spells for New Witches**, also founder of *Witchology Magazine* with over 41K followers.

CONTENTS



- AN INTRODUCTION to the overall concept of using astrology and zodiac signs to navigate personal relationships, as well as a guide to birth charts and compatibility charts.



- A BREAKDOWN for each zodiac sign considering work, family and romantic relationships.
- MAGICAL TIPS for each zodiac sign; which tarot cards, spells, herbs, and crystals can have a positive impact on those relationships.

AUTHOR

**AMBROSIA
HAWTHORN**

is a traveling eclectic Pagan, astrologer, and author with indigenous roots in Yup'ik shamanism and Puerto Rican folk magic. She is the founder of the blog *Wild Goddess Magick*, and the editor of *Witchology Magazine* (with a

community of more than 41 thousand followers). She is the author of various bestsellers, among which **The Spell Book for New Witches** (Rockridge Press, 2020) and **Anyone can be a (perfect) Witch!** (Vivida, 2022).



Illustrations by GIULIA VARETTO

ANYONE CAN BE A (PERFECT) WITCH!



SPECIFICATIONS

16.5 x 22 cm; 6.5 x 8.7 in
176 color pages
Hardcover

AUTHOR

**AMBROSIA
HAWTHORN**

is the bestselling author of **The Book of Spells for New Witches**, also founder of *Witchology Magazine*, an online community with over 41 thousand followers.

Anyone can be a witch! Perfect or not, who cares in the end? The irony of the title lies exactly in that: today, to be a witch means not to be perfect, but rather to look at the world differently, to be aware of the power of nature, and to use it for personal benefit. A book for modern witches that wants to be also, and especially, a way to empower the reader, to not homologate to other people's judgement: it includes 50 moments to be a witch, seeking personal strength and uniqueness.

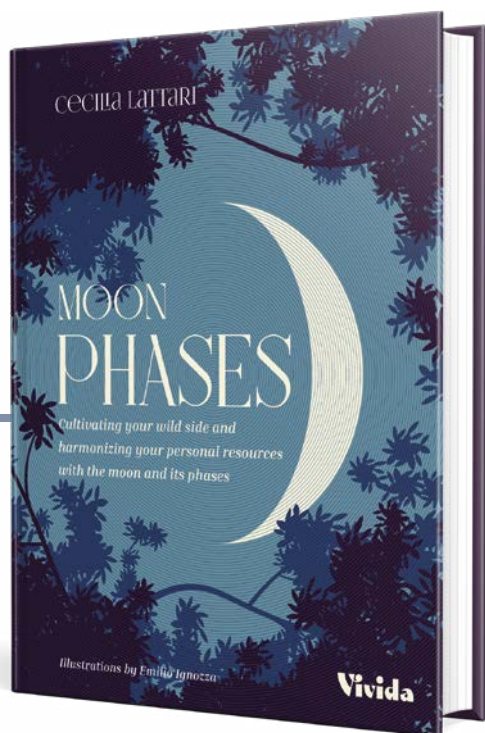
KEY SELLING POINTS

1 The author is a great expert of Wicca, magic and witches. Also author of **The Spell Book for New Witches** (sell-out over 80,000 copies).

2 A book on magic that is also, and above all, about the present days and emancipation from standards and tradition.

Illustrations by **EMILIO IGNOZZA**

MOON PHASES



SPECIFICATIONS

16.5 x 22 cm; 6.5 x 8.7 in
160 color pages
Hardcover

AUTHOR

**CECILIA
LATTARI**

—
is author of several highly successful books and best-sellers in the Vivida catalog. She holds a degree in Herbalist Techniques and works with plants to encourage people to explore their most authentic side.

A practical guide that teaches the essentials of the 13 moons of the year and the wide symbolism beyond them. From the stones and the medicinal plants to the embodiment of their main assets in a modern pop icon.

This book is the perfect instrument to help to create a magical daily routine in which to be free and completely fulfilled!

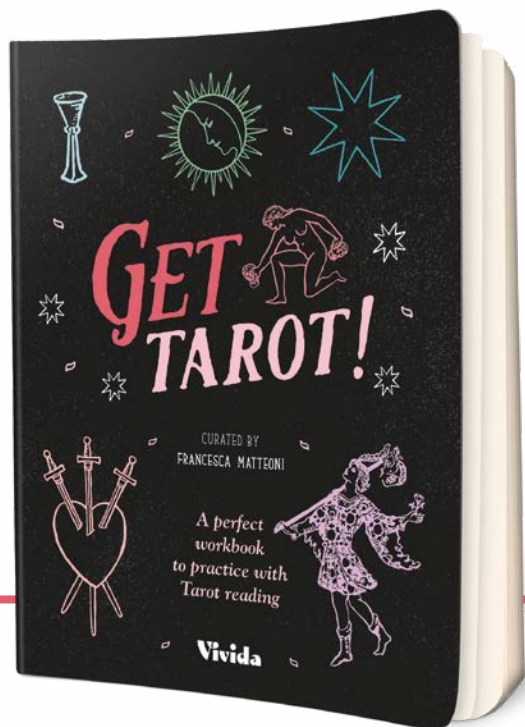
KEY SELLING POINTS

1 Talks to the modern-day reader about a traditional topic: the moon and its influences on our lives.

2 The book has a guaranteed-pop attitude and unconventional modern graphics.

NEW 2023

GET TAROT!



SPECIFICATIONS

17 x 24 cm; 6.7 x 9.4 in
160 color pages
Hardcover with rounded corners
and bookmark

With growing global uncertainty at so many levels, tarot and other forms of mysticism, divination and self-reflection are seeing a notable re-emergence.

Tarot reading is an opportunity to better understand a particular situation. This tarot workbook guides beginners through the cards of the Major Arcana, Minor Arcana and the Court, following the traditional Raider-Waite-Smith standard.. It includes detailed information about each and how to use them, along with guiding questions for introspection and a lot of space to practice exercises.

AUTHOR

**FRANCESCA
MATTEONI**



holds a doctorate in modern history and teaches history of religions, anthropology of witchcraft and mysticism at various universities in the U.S. and Italy. Matteoni also has numerous academic publications on witchcraft and magic in the modern era.

CONTENTS



- Classic arcane descriptions, explanation of cards grouped under the same number, and combinations
- Inspirational phrases; a Spotify code to listen a song connected to each arcane; famous people, books and astral references.
- Probing activities such as “How would you arrange the court according to your vital and experiential phases?”
- Instructions to create your own spreads; find your unique combinations; tell your day using arcane.

KEY SELLING POINTS

1 Descriptions of single arcana, classical combinations, seasonal and astral correspondences, books and songs related to every single arcane.

2 Guiding questions for true introspection, such as, “who are you in the major arcana?” or “who are you in the court?”.

3 Traditional and original spreads make this workbook illustrated appealing to both beginners and experienced readers.

BOOK FOR THE SOUL



KS



The path of well-being starts from within and it's a journey of self-discovery and healing.

The social dimension of body positivity and the new emancipation era meet the ancient wisdom of nature's laws and join forces to make our catalogue a stand-out statement of good rebellion, setting new trends, relying on the highest quality of production, on very talented illustrators and the most expert authors on the field. Vivida wants to unveil and embody the much needed changes of modern society: rebel voices, unique points of view, journeys of self-discovery, self-help and self-development.

Vivida's titles are meant to feed the soul, to better understand the world surrounding us, starting from ourselves.

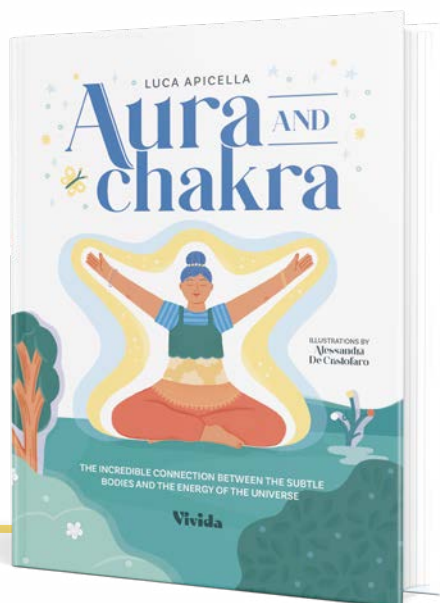
With colorful and modern layouts, the titles are thought to create a miscellaneous collection in our catalogue, to explore the different experiences we can witness or have in the world, touching all their dimensions.

From discovering our inner wildness, to the "tips" for self-acceptance and balance, the titles are a way to explore the unexpected.

NEW 2023

Illustrations by **ALESSANDRA DE CRISTOFARO**

AURA & CHAKRA



SPECIFICATIONS

16.5 x 22 cm; 6.5 x 8.7 in
160 color pages
Hardcover

All living beings have energy and all energy is connected. As such, understandably, our ability to be the cause of that energy – to expel what is unsettling and radiate what is pleasant – is undoubtedly related to our wellbeing.

Terms like “aura,” “subtle bodies,” and “chakras” are useful to enable an understanding of our psycho-physical health, how we connect with the external environment, and what we can do about it. With that, this engaging and life-changing book provides theoretical information and easy practical approaches to both changing the way we feel, as well as, the energy that most immediately surrounds us, and which connects us to the “universal energy field”.

AUTHORS

**LUCA
APICELLA**

is a naturopath with 20-years of experience teaching Crystal Therapy (Crystallogy). He is an expert in chakra and psychophysical rebalancing, phytotherapy and flower therapy, Tarots, symbolic medicine, Chinese medicine and reflexology. Currently, he organizes courses and seminars for both groups and individuals.

**ALESSANDRA
DE CRISTOFARO**

is an illustrator for magazines, communication agencies, and international publishing houses. Her work is inspired by her holistic and spiritual interests and is marked by her focus on the relationship between the interior and exterior worlds, which is expressed through a dreamlike atmosphere, developed from a “pop” perspective.

CONTENTS



KEY SELLING POINTS

1 Modern and positive artworks make this manual appealing to a younger audience.

2 Easy remedies and practices to cleansing auras, opening chakras, and radiating subtle bodies.

• Introduction

- The multilevel structure
- Physical body and energetic body
- Mineral beings, vegetal beings, animal beings, human beings, planet hearth

• Chakras

- Physical chakras
- Etheric chakras
- Meridians

• Aura

- The etheric layer and the double
- The astral or emotional layer
- The mental layer
- The causal layer
- Frequencies
- Perceptual channels and instruments
- Remedies for harmonizing chakras and auras
- Disease: chakras and subtle bodies
- The pursuit of wellbeing



Illustrations by **ALESSANDRA DE CRISTOFARO**

THE 7 CHAKRA CRYSTALS



SPECIFICATIONS

16.5 x 22 cm; 6.5 x 8.7 in
160 color pages
Hardcover

An illustrated manual to learn about crystals and their beneficial relationship with chakras, developed through an extremely intuitive, but very accurate and detailed approach.

Especially indicated for beginners, as well as for those who want to start to delve into their knowledge of crystals from their good effects to the methods for choosing them.

AUTHOR

LUCA APICELLA

—

is a naturopath with a 20-year experience in teaching Crystal Therapy (Crystalloggy). He is an expert in chakra and psychophysical rebalancing, phytotherapy and flower therapy, Tarots, symbolic medicine, Chinese medicine and foot reflexology. Currently, he organizes courses and seminars for both groups and individuals.

CONTENTS



1. What chakras are and how they work
2. Chakras, organs and illness: their connection
3. How to restore the harmony of a chakra
4. 9 main stones for the 7 chakras
5. 28 crystals for psychophysical well-being-4 stones for each chakra
6. How to choose the stones: hands or pendulum
7. The right stone: how to use it and purify it
8. The time to use the stones (through a pendulum or self-listening)

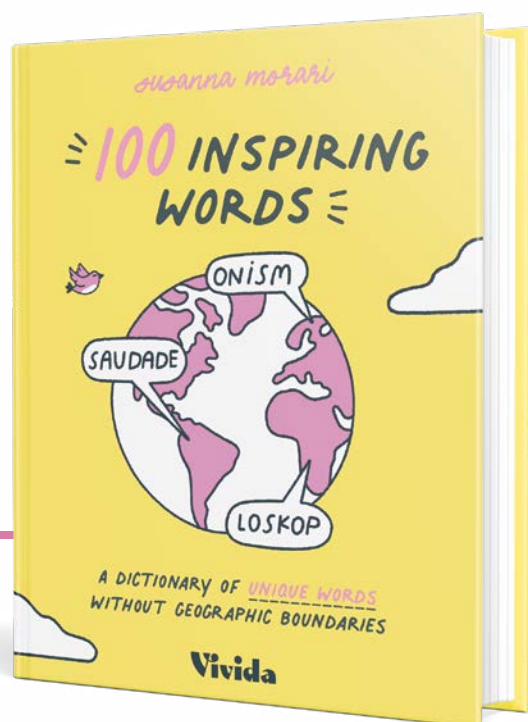
KEY SELLING POINTS

1 A simple and immediate manual to approach crystals and chakras for the first time.

2 At the end of the book a photographic record of the most important crystals helps beginners recognize them.

100 INSPIRING WORDS

UPCOMING IN 2024



SPECIFICATIONS

13 x 18 cm; 5.1 x 7.1 in
208 color pages
Hardcover

AUTHOR

SUSANNA MORARI

Language is just simply magical. Sounds that communicate precise meaning, able to rouse and awaken new ways of seeing and being.

Yet, have you ever noticed that some words don't translate into other languages? Why be limited to the words in the languages you know?! Get inspired by 100 unique, uplifting, and untranslatable words created by humankind!

is an illustrator and graphic designer who studied at NABA in Milan and abroad at BTK University of Art & Design in Berlin. She attended a class at SVA - School of Visual Arts in New York City. In spite of the young age, she already published with L'Espresso, Donna Moderna, La Repubblica, Internazionale Kids and many other publishers on the Italian scenario.

CONTENTS



KEY SELLING POINTS

1 Discover 100 untranslatable words able to move and entice. Use them to learn, play games, or confuse your friends!

2 A perfect gift book to surprise friends and colleagues.

Illustrations by ALICE IURI

BABY ON BOARD



SPECIFICATIONS

17 x 22 cm; 6.7 x 8.7 in

160 color pages

Hardcover with rounded corners and elastic band

Pregnancy journals are not only a way to track the passing of time, but also the opportunity to create a personalized souvenir, immortalizing a life-changing 9-month journey.

Baby on Board is both a day-by-day diary and a pregnancy guide, rich with practical information, advice, stories and space to keep track of everything and feel supported: from conception to deliver.

Quirky, but accurate, humor, engaging graphics, spaces for self-reflection: it is the perfect fun-and-useful auxiliary for every mother-to-be.

KEY SELLING POINTS

1 A wealth of tips on attitude, exercise, behavior and nutrition created with the supervision of experts.

2 In-depth boxes on important issues and misconceptions about pregnancy.

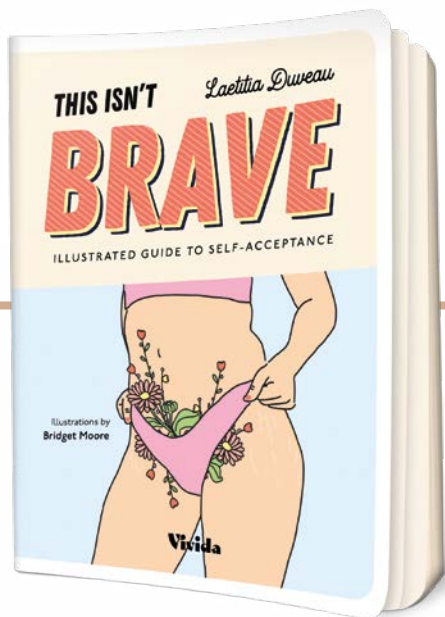
AUTHORS

LARA POLLERO

is a mother of twins herself, and she was able to create content based on personal experience, complemented by contributions supervised by specialized experts.

ALICE IURI

part of WorldofDot studio, designing covers and creating for Italian publishers and magazines illustrations featured in both print and online media.



SPECIFICATIONS

16.5 x 22 cm; 6.5 x 8.7 in
160 color pages
Softcover with rounded corners

THIS ISN'T BRAVE

It isn't brave to discuss of any subject if it helps to live better, by learning to love ourselves and live our body with spontaneity, without being dependent on other people's judgement. A diary (far from being secret) to discover what it means to feel like a woman and the pathway of self-acceptance in the present society.

AUTHOR

LAETITIA DUVEAU



SPECIFICATIONS

17 x 24 cm; 6.7 x 9.4 in
160 color pages
Hardcover

RE-WILD

50 practices that can reconcile us with nature, in a pathway of growth accessible to all. From the most simple practices to the most complex ones, like a walk in the woods in search of 'things', or a swim in the lakes or cold rivers, until the practice of hugging trees—an entire book on returning to roots, to fight anxiety and stress.

AUTHOR

STEFANO LUCA
TOSONI



SPECIFICATIONS

17 x 24 cm; 6.7 x 9.4 in
144 color pages
Hardcover

HONJOK

Honjok is the revolutionary Korean philosophy that teaches us to appreciate our moments of solitude and help us transforming our self-isolation into a new lifestyle.

After all, being by ourselves is not the same as being alone!

AUTHORS

JADE JEONGSO AN

SILVIA LAZZARIS



SPECIFICATIONS

16.5 x 22 cm; 6.5 x 8.7 in
160 color pages
Hardcover

7 DAILY RITUALS

FOR GRATITUDE

Gratitude has the intention to change the readers' habits for the better and improve the quality of their lives. A book that is a starting point for a path to well-being and spiritual growth.

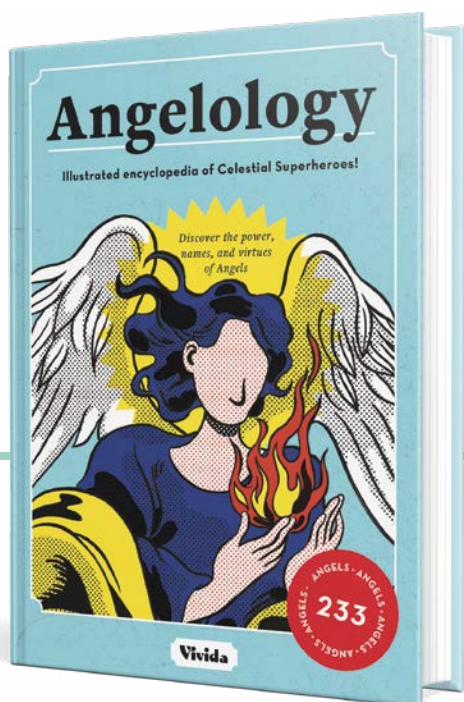
AUTHORS

FEDERICA PHEDE
AVANZI

SIMONE MASSERINI

Illustrations by IRIS BIASIO

ANGELOLOGY



SPECIFICATIONS

15 x 21 cm; 5.9 x 8.2 in
288 color pages
Hardcover

A breach into the traditional way to represent Angels: a pop illustrated encyclopedia to discover names, powers and virtues of Angels, presented as celestial superheroes of different religions and cultures. A book for aficionados, believers, curiosity-seekers or simply... superheroes fans!

KEY SELLING POINTS

1

Never-seen-before artworks inspired by the modern pop style of Roy Lichtenstein.

2

A comprehensive gathering of 233 between Angels and Archangels from different religions.

AUTHORS

**ANGEMÌ
RABIOLO**

is a journalist, copywriter and editor. She is a curious and eclectic person and during her career she traveled up and down through Europe. She has also been a volunteer and reporter in Turkey focusing on local culture and traditions.

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