

In 2024 Mafalda 60th anniversary  
let's celebrate together!



2024

Mafalda 60 years old  
Quino, 70 years of humour



SEPTEMBER 2023



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# Joaquín Salvador Lavado Tejón

## better known by his pen name Quino

(17 July 1932 - 20 September 2020)

Son of Andalusians who emigrated to Argentina in 1919, he discovered his vocation thanks to his uncle Joaquín Tejón, a painter and graphic designer, and began studying Fine Arts in his hometown when he was 13 years old. He abandoned his studies in 1949, determined to devote himself to comics and humour. He published his first page in 1954 and then went on to publish his cartoons, drawings and comic strips in newspapers and magazines in America and Europe. Following the 1976 military coup in Argentina, Quino was exiled in Milan. In 1990, he adopted Spanish nationality and has also resided alternately among Madrid, Paris, Milan and Buenos Aires.

Acknowledged as one of the leading cartoonists worldwide, Quino rose to fame with his Mafalda comic strips. This character was created for a failed advertising campaign, shortly after he published his first collection, *Mundo Quino* [The World of Quino] (1963). The first Mafalda comic strip was published on 29th September 1964 in the Argentine capital in the weekly magazine *Primera Plana*. In the Mafalda series, Quino reflected the world of adults as seen through the eyes of a group of children. The leading character was an inquisitive, intelligent, ironic, non-conformist girl, concerned with peace and human rights, who hates soup and loves the Beatles. The stories of this rebellious character, who reached Europe in 1969 thanks to Umberto Eco, who defined her as an “angry heroine”, have been translated into twenty-six languages and published in newspapers and magazines worldwide. Quino stopped drawing her in 1973. However, interest in Mafalda has continued right up to the present day, with re-editions of her books which have been adapted to the new technologies and are now available in e-book format.

After he stopped drawing Mafalda, Quino devoted himself to a more caustic, black humour targeted more towards an adult audience, which he has brought together in his collection of comic books. His most recent books include, among others, *¿Qué presente impresentable!* [What an Unpresentable Present!] (2005), *La aventura de comer* [The Adventure of Eating] (2007) and *¿Quién anda ahí?* [Who Goes There?] (2013). The last book is a reflection of current fears, through his last publications in the media, plus some unreleased publications and some of his few drawings in colour. During the last years before his retirement, Quino published mainly in the daily newspaper *Clarín*. He only drew Mafalda again for campaigns at the request of organizations such as UNICEF and the Argentine government. He did so after the failed 1987 coup against President Raúl Alfonsín when he drew Mafalda saying “Yes to democracy! Yes to justice! Yes to freedom! Yes to life!” In 1993, the Mafalda comic strips were adapted to cartoons and the character has participated in comic and humour competitions and festivals in many countries.

To mark Mafalda’s 50th “anniversary”, in 2014 the International Cartoon Festival of Angoulême (France) paid tribute to Quino and recreated the life-size environment of the character and her companions in the “Mafalda, a 50-year-old girl” exhibition. Another namesake memorial show shall be displayed throughout the year in several countries, including the UNESCO headquarters in Paris, to commemorate World Book Day. An “Illustrious Citizen” of Mendoza and Buenos Aires and Honorary Chair of Graphic Humour at the University of Alcalá de Henares, Quino has received numerous awards. These include the Cartoonist of the Year Award at the International Salon of Montreal (1982), two Konex Platinum Awards for Visual Arts-Graphic Humour (1982 and 1992) and a Konex Special Mention (2012), the Quevedos Latin American Prize for Graphic Humour (2000), Romics Oro Prize (Rome, 2011) and the Prince of Asturias award for Communication and humanities (2014).



*Mafalda para niñas y niños*

*(Mafalda Only for Kids)*

pages 216 - paperback

Dreadful soup, school, friends, games, love, fights, parents, and agonizing homework... Finally, an exclusive edition especially thought out to introduce little ones to the love of reading and the passion for these loving characters that will stay with them for life.





*Mafalda Presidenta*  
(*Mafalda for President*)

pages 168 - paperback

**Mafalda's most protesting strips: for laughter and reflection, today more than ever.**

**«Mafalda is a heroine of our time.» Umberto Eco**

**«It should be compulsory reading in schools, but not in primary schools, but in universities.» José Saramago**

Fed up with intolerance, with the fact that the world is «run with the feet» and that there is no way for human beings to reach an agreement, and convinced that she is as much a citizen as anyone else, Mafalda displays the best of herself in her critical analysis of the political and social reality that surrounds her.

Democracy, the state of the world, disaffection with those in power, international conflicts, poverty, human rights, care for the planet, the ideas of progress and the most retrograde: a vindictive, supportive and irreverent view, never devoid of hope and large doses of humour, which remains more topical today than ever.



*La filosofía de Mafalda*  
(*The Philosophy of Mafalda*)

pages 160 - paperback

**The living thought of Mafalda, "a heroine of our time" (Umberto Eco)**

«The Philosophy of Mafalda, already a classic, imagines the return of Quino's 'daughter' in comic strips this spring. The Mafaldino bites are a shot of black humor but always with a dreamy touch that helps to refresh the trip. [...] Mafalda swings us from a place of scarcity to the ideal and always brings us back to reality. Her's is a philosophy given in small doses so we learn how to land.» – Ana Abelenda, *The Voice of Galicia*.

Many subtleties of the world could be said, but it must be admitted that it can often seem like a huge bowl of soup. And what about the humanity that inhabits it? Although it may seem incorrigible, trying to understand it and contribute a grain of sand to improve it, as a little philosopher like Mafalda does, is the task that Quino invites us to, over and over again, through his comic strips.



## *El amor según Mafalda* (*Love according to Mafalda*)

pages 144 - paperback

**Everything is in Mafalda, as well as love.**

**"Mafalda is a heroine of our time." – Umberto Eco**

What is love? Anyone who knows Mafalda would know that Quino would never put words out of her mouth about princess themes or love obsessions that we often associate with a girl's imagination.

*Love According to Mafalda* speaks much more about friendship, compassion, empathy, and solidarity, about love for others, self-love, and love for the little things in life. Love is Mafalda taking an interest in peace, progress, humanity, and knowledge, or her asking how she can put a Band-Aid on her heart after seeing orphaned children on the street. It is Felipe taking refuge in his comics or pretending that with his Lone Ranger costume he will be able to solve all his fears and insecurities. It is Manolito as he caresses the piggy bank where he hides his coins, but also his dreams for the future. It is Susanita wishing –in addition to finding a doctor as a husband and having a future with many children!– to be a good person, even though she knows that she was raised to be an individualist. Love is also Miguelito philosophizing about the country, his own idiosyncrasies, and the meaning of life. It is Guille proclaiming that his mother is the strongest woman in the world. And it is also Libertad, making adults aware that even the smallest girl in the world is capable of standing up to the greatest injustices.

Finding out what love, solidarity, tenderness, and friendship are through a little philosopher like Mafalda has become almost an act of urgency.



*Mafalda. En esta familia no hay jefes*  
(*Mafalda. In this family there are no bosses*)

pages 160 - paperback

**We can pretend that our family is happy or we can do like Mafalda: assume that no family is perfect, but that is what makes them unique, welcoming, ours.**

"The family is the base of society," read Miguelito; and immediately thought: "Whose family? Mine is not to blame for anything." In this family there are no bosses, we are a cooperative." Mafalda said it when a salesman knocked on her door asking if the head of the house could go out to the landing.

Obviously, the girl understood that these days it was nonsense. If there is one thing that makes the bonds between parents and children even stronger, it is their capacity to distribute tasks, to get rid of the stupid roles that society imposes and to find love in the defects of its components. Mafalda knows this very well, and Quino's vignettes demonstrate this: the only certainty about families is that the families who are happy are those who understand that they will never, ever be perfect.





*Mafalda: femenino singular*  
(*Mafalda: Feminine Singular*)

pages 142 - paperback

**For the first time ever compiled in a book, these are the feminist Mafalda strips.**

Mafalda, the saucy and smart-alecky girl who has delighted generations with her humorous vision of the world we live in, is one of the most notorious feminists of our time. Fifty years after her birth, when movements like Time's Up or #MeToo have echoed women's voices throughout the world, and the struggle for women's rights is in the spotlight, her interpretation of the world is now more realistic than ever. Quino's famous vignettes have an extraordinary force today, and they help us be aware of the path already traveled and the one still to travel in order to achieve gender equality.

The strips compiled in this volume offer a good look into Mafalda's feminist character, a girl who at six years-old, embodies curiosity, education, critical thinking, and the role of women in the world. She is not willing to become a middle-class housewife devoted to household chores.



## *Universo Mafalda*

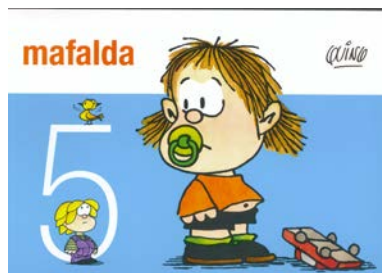
pages 256 - paperback

The Argentinean cartoonist Joaquín Lavado, Quino, created, perhaps, the most important comic strip in Argentina due to the dimension reached by Mafalda and the rest of the characters in this strip, which was published between 1964 and 1973 and whose validity and universality are still present today. Mafalda has already become a classic and a reference in the world of comics.

This book reflects the whole universe of Quino's work. It brings us closer to each of its characters, but also to the customs of an era, whose backdrop was the tension between the United States and the Soviet Union, the Vietnam War, the conquest of space, the emergence of China as a new geopolitical actor and the advance of movements that made it possible to dream of reversing the situation of the Third World and the most vulnerable sectors.

And he also tells us about his readers, famous or unknown, those who, as Carlos Ulanovsky mentions in his prologue, were «touched by the magic wand of Quino's intelligence and humour.»

This book takes an absolutely innovative approach to Mafalda's universe and invites us to inhabit it in its immeasurable richness.



*Mafalda the collection,  
all the 1920 strips*

12 available titles - pages 96 -  
paperback



# *10 años con Mafalda* *(10 years with Mafalda)*

pages 190 - hardcover

**The best of the best Latin-American cartoon. A collection of strips selected from the original Mafalda books, divided by subject and character. Includes an interview with Quino.**

In this newly edited collection, readers will enjoy Felipe's anguish at schooltime; Susanita's gossip, as she seems to know all that is happening with the people and animals in the neighborhood; the stupidity of Manolito, the administrator, marketing specialist, and heir to the prosperous "Don Manolo" grocery store; Miguelito and his eternal existential conflicts; Libertad and her efforts at leading a simple life; or the adventures of Guille, which can range from the creation of "Magnifying-cat" all the way to giving tips to the giants who are in charge of leaving stains on the house walls.

Half a century after bursting into readers' lives, Mafalda and her friends are as young and vibrant as ever.





*Mafalda todas las tiras  
(Mafalda all the 1920  
strips)*

pages 670 - paperback

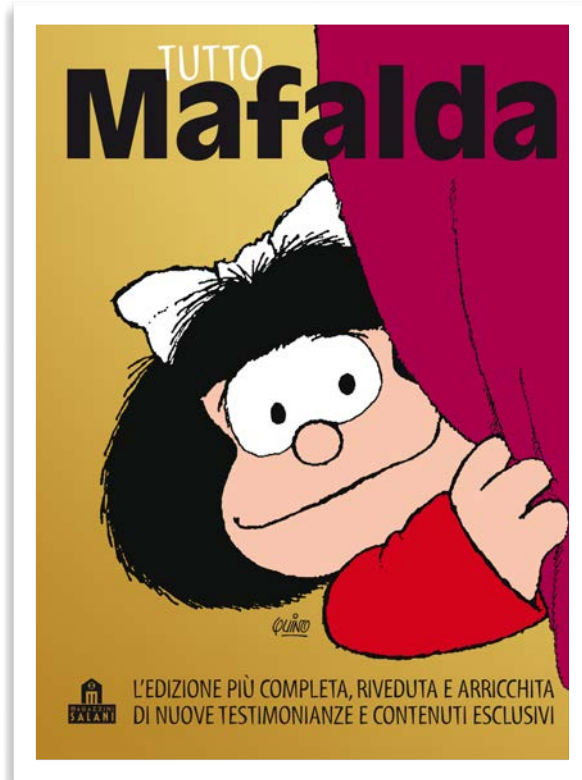


also available in two volumes



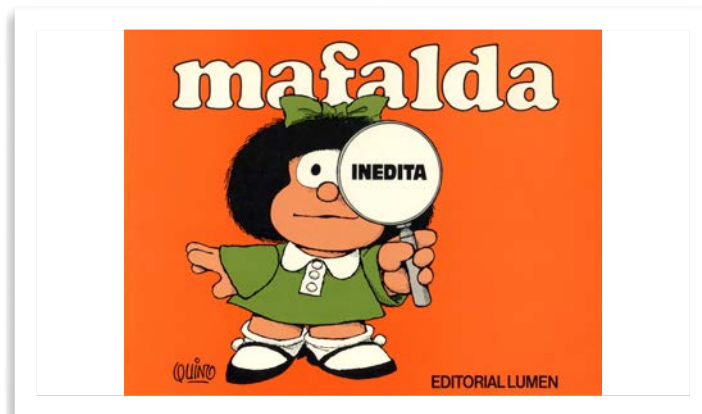
*Todo Mafalda*  
*(The world of Mafalda)*

pages 600 - hardcover

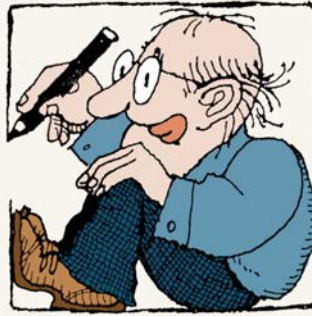


*Mafalda inédita*  
*(Mafalda unpublished)*

pages 120 - paperback



QUIÑO inédito



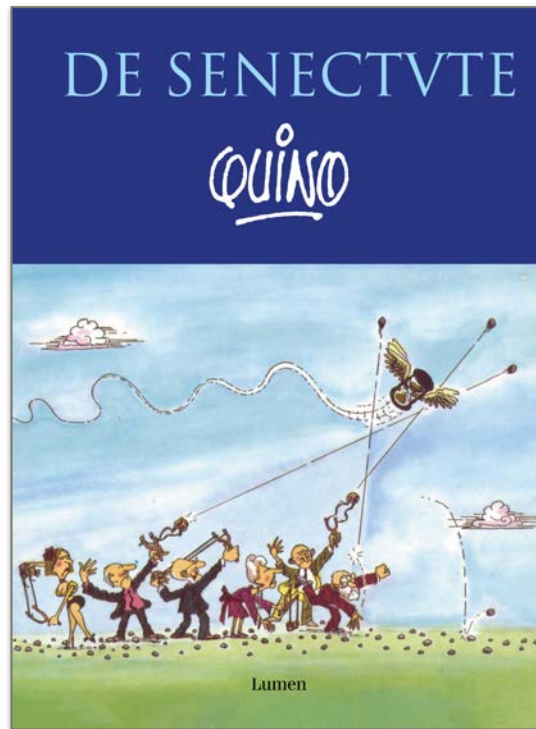
Lumen



*Quino inédito (Quino unpublished)*

pages 120 - paperback

This book compiles the valuable unpublished material of this universal author, an exceptional witness of his time, who took a firm stand for human rights and freedom and made his drawings a vehicle for critical thought with a lot of humour



## *De Senectute (Quino humor)*

pages 112 - paperback

**Old age according to the humorist who earned immortality**

**«Every Quino book is the closest thing to happiness: quinotherapy.»**

**Gabriel García Márquez**

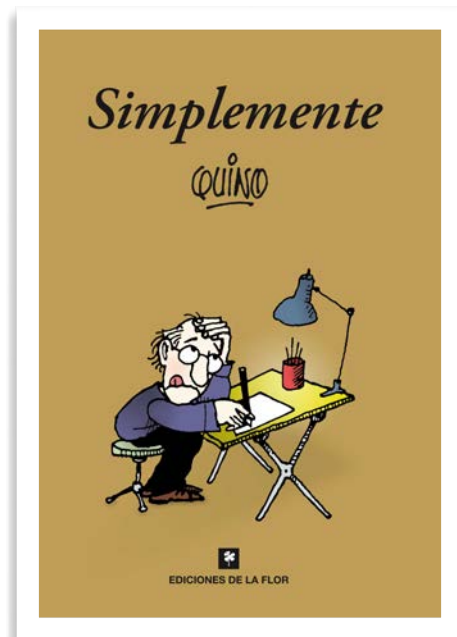
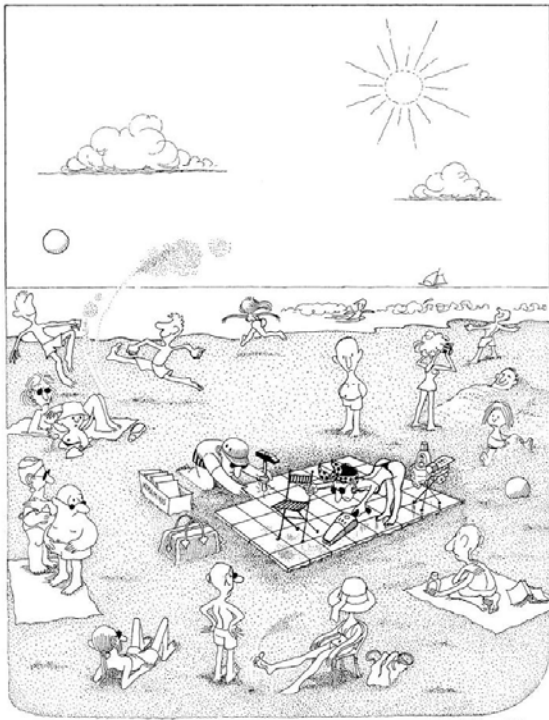
**«The immediate effect of holding *De Senectute* in your hands is that you get a broad smile on your face before you even open the first page.»**

**Celia Fraile Gil, ABC**

If there was an age to which Quino devoted his most biting, tender and irreverent gaze, it was undoubtedly old age. His old people, who are in the «autumn of life» or perhaps in the "spring of death", are moving, philosophical, irascible and unprejudiced, and appear in his vignettes full of exultant vigour and bombproof humour.

*De Senectute* is another example of Quino's inexhaustible genius and his ability to make us reflect on ourselves.





## *Simplemente Quino* (*Simply Quino*)

pages 144 - paperback

Quino's unmistakable humor captured in this impeccable selection of silent comics. Through humor, Quino offers us tools to face the obstacles that we encounter in our daily lives. Since the publication of his first book, Quino has been characterized by a thin line capable of transmitting an endless number of emotions. His power of synthesis is such that he can tell an entire story with one frame, and draw a chuckle or even a tear, without needing to use a single word. Now we are presented with his newest work, in which he makes it clear that his humor is still in full force. Nobody but him can portray reality in such a conclusive way.

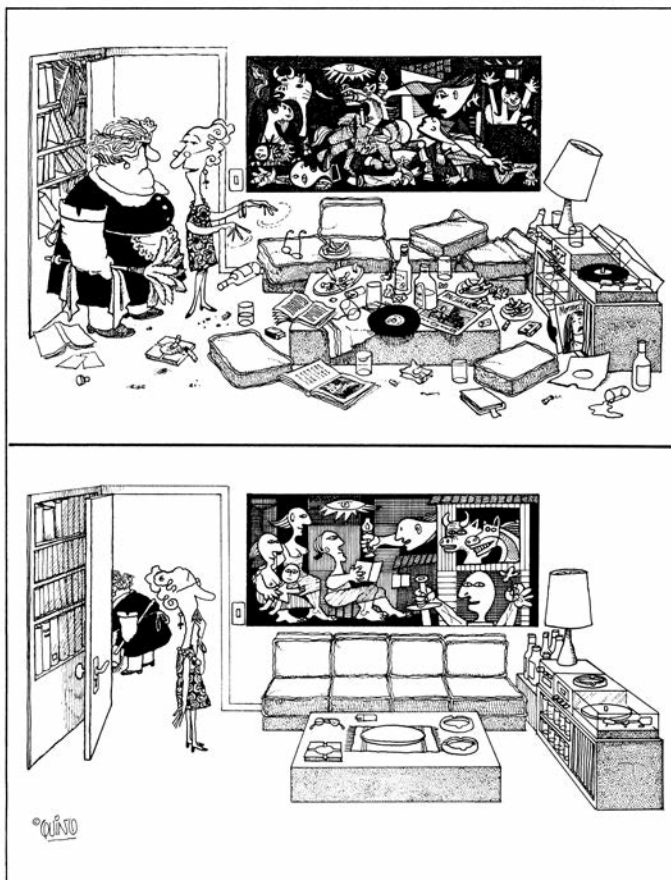




*¡Qué presente impresentable!*  
*(What an Unpresentable Present!*

pages 136 - paperback

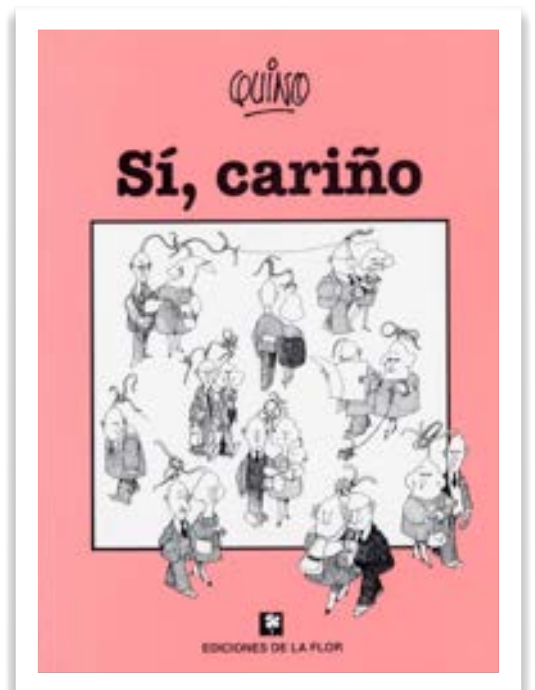
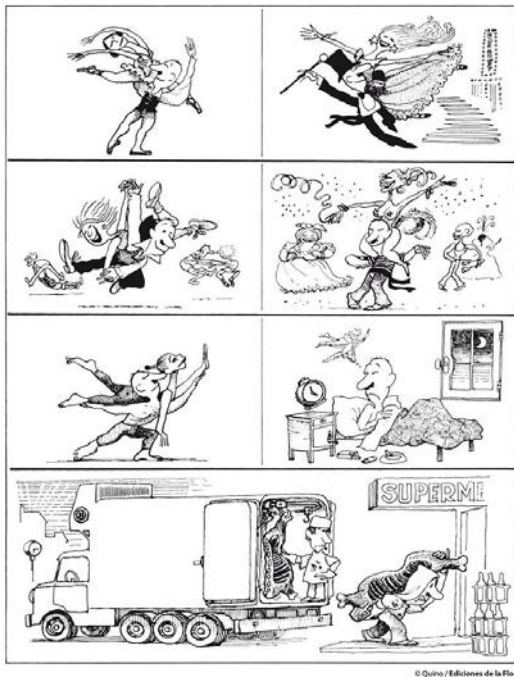
Quino's unmistakable humor applied this time to the political and social chronicles of our time. Quino has made humor his life's philosophy, a tool to face what we are and what we do with dignity. Now more than ever, the present is disconcerting and scary and from there comes. Quino's willingness to talk about terrorism, outrages, abuses, and deceptions (from the advertising that is invading our homes to the products sold in supermarkets). That present, which has become disgraceful for the majority of average citizens, is going to show up in Quino's new comic strips so that we can go from laughing to reflecting.





*¡Cuánta bondad!*  
*(So much Goodness!)*  
 pages 136 - paperback

The best comic strips from an incomparable writer, illustrated in black and white drawings that bring witty stories to life. A book by the Argentinian writer Quino, with funny comics and drawings about the people and their kind-hearted side, including their acts of charity.

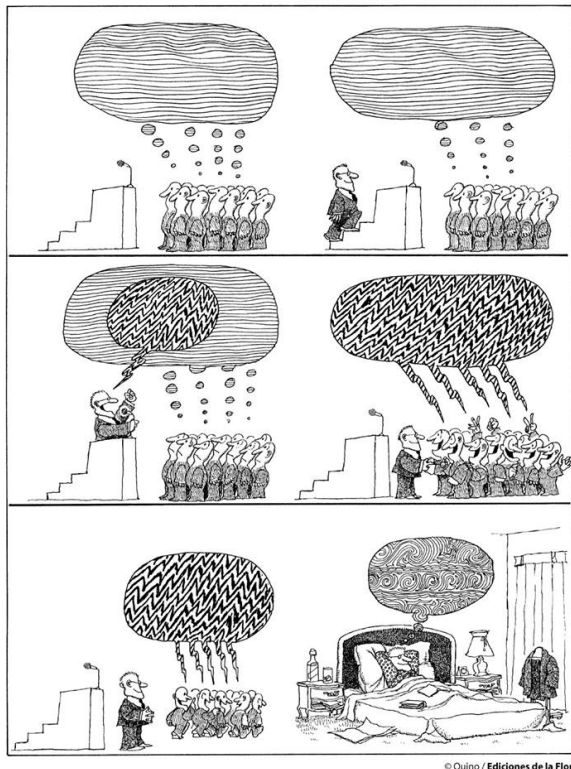


*Sí, cariño*  
*(Yes, Dear?)*  
 pages 78 - paperback

A new edition that compiles graphic jokes by one of the most famous artists and humorists in Latin America: Quino. Yes,...Dear is part of the launch of the works of Quino, the creator of Mafalda.







© Quino / Ediciones de la Flor



## *Quinoterapia (Quinotherapy)*

pages 64 - paperback

There is not greater medicine than laughter, and in this volume the brilliant author of Mafalda gives us a healthy dose of Quinotherapy, his best comics about medicine and doctors. Even hypochondriacs will feel relieved with this book.

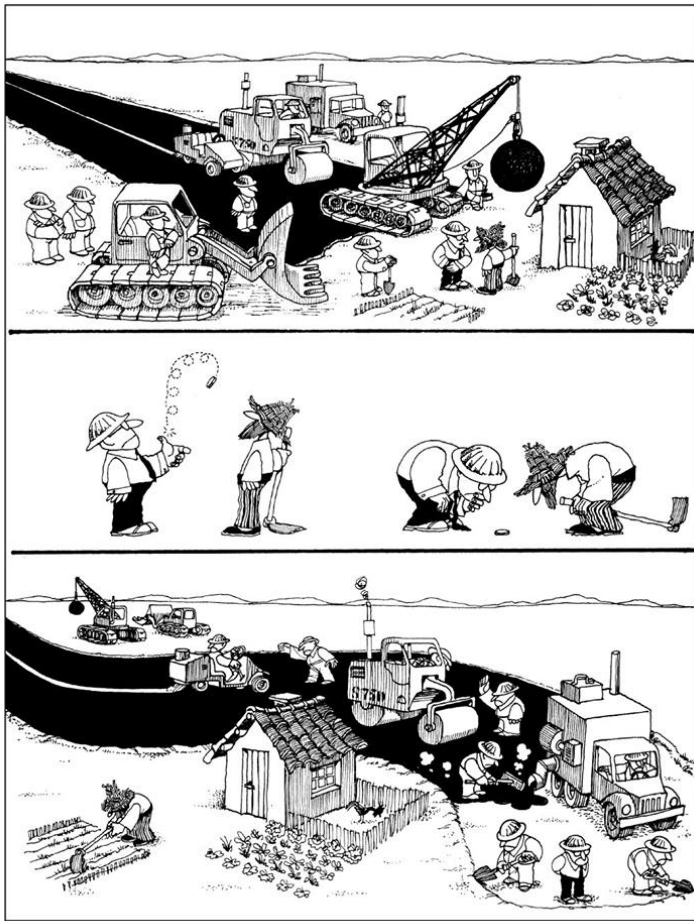


## *Bien, gracias. ¿Y usted? (Fine, thanks. And You?)*

pages 104 - paperback

A fantastic selection of graphic jokes from the brilliant Argentine cartoonist, originally published in 1976. A compilation of vignettes and comic strips from the popular Argentine artist who has been awarded with a Prince of Asturias Communication and Humanities Prize and with the Medal of the Order of Arts and Letters of France.





*¡A mí no me grite!*  
*(Don't Yell at Me!)*

pages 144 - paperback

A dose of Quino humor to brighten even grey days. Originally published in 1972 in Argentina, this collection of comic strips has the dignity, clarity, and typical sweetness that characterize the works of the great Argentinian artist. On this occasion, Mafalda's father uses his excellent humor as a tool to analyze the world that surrounds us. The way Quino has of depicting everyday situations and turning them around is always surprising, eliciting smiles and laughs without even raising his voice.

