



LOST THE PLOT
BACKLIST 2021

LOST THE PLOT is a beautifully-designed illustrated imprint from PANTERA PRESS.

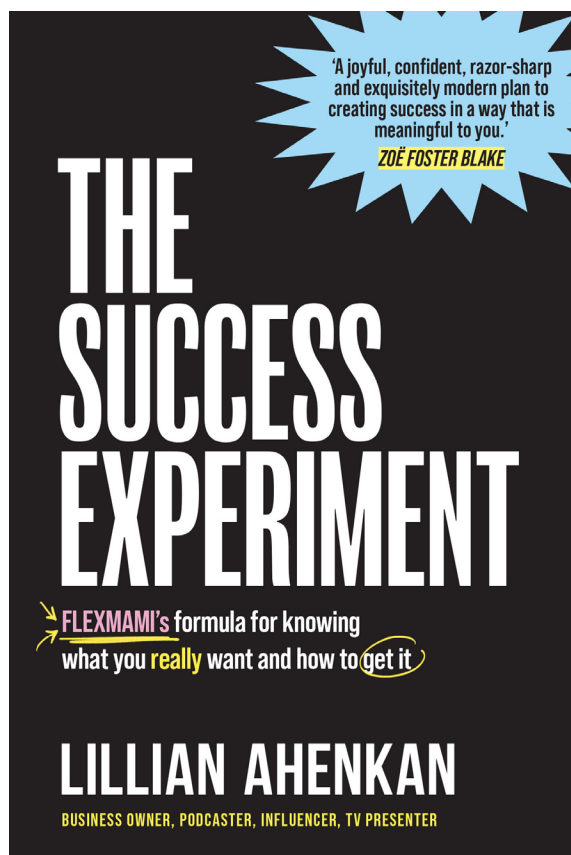
Pantera Press is a young and enthusiastic Australian book publisher, created to champion writing culture and literacy in Australia with a clear community and cultural purpose.

Pantera discovers and nurtures talented Australian writers who are *great storytellers* and also publish non-fiction *books that matter*. As a social purpose business, we use our profits to fund charities and not-for-profits that encourage reading and work to close the literacy gap in Australia.

Our LOST THE PLOT imprint is designed to challenge your thinking, to inform and to entertain. The list contains beautifully illustrated books on a range of topics of the moment.

All of our books are distributed in Australia and New Zealand by Bloomsbury, and we hold world rights to all of our titles. Read on to stretch your imagination and be entertained!

INST THE SUCCESS EXPERIMENT Lillian Ahenken



FLEXMAMI'S FORMULA FOR KNOWING WHAT YOU REALLY WANT AND HOW TO GET IT

How would our lives change if we set our goals based on what would actually fulfil us, instead of what feels easy or achievable?

Lillian Ahenkan's hypothesis: anyone can create a unique formula for their own personal success. The one-size-fits-all approach to 'your best life' is outdated – you can do better.

You don't have to be exceptional (or even the exception) to be successful. You just need to learn the algorithm.

Through her own success experiment, Lillian transformed herself from a two-time uni drop-out stuck in a career that paid in burn-out, into highly sought-after media personality FlexMami. And here she shows that her experience hasn't been a fluke.

Instead of focusing on what you can't change, spend your time hacking what you can – yourself. This formula combines what you know about yourself with what you know about society. The result? Getting what you really want.

Ghanian-Australian Lillian Ahenkan (aka FlexMami) is a DJ, MTV presenter, social media influencer, model and, most recently, a podcaster who is passionate about bringing conversations surrounding identity and intersectionality to mainstream environments.

Flex is all about making sure everyone has the tools necessary to glow up, and uses her platform for real-talk discussions on taboo topics, sexual liberation, dating and critical thinking.

She's been featured in i-D, Stylist, Elle, Grazia, Pedestrian TV, Daily Mail, Man Repeller in addition to being a finalist for Cosmopolitan's Beauty Influencer of the Year 2018. Flex has been championed by actress and body-positive activist Jameela Jamil as an 'inspiration', called the influencer we deserve, the ultimate girl crush, and the beauty icon we need right now. She's known for her playful, thoughtful, empowering posts that are full of confident, modern wisdom and a powerful message of self-belief.

Publication: May 2021

ISBN: 9780648987482

Page Size: 198 mm x 128 mm

Extent: 300 pages Full Colour

Rights: World

Rights Sold: Audio (Audible)



THE PLOT

'Self-made, self-motivated and infectious self-assured, Flex plays both forthright coach and open-hearted student of life in this practical, empowered guide to achieving your own version of success.'

Zoë Foster Blake, Founder of Go-To and author of The Wrong Girl



*Going vegan seems impossible!
What do I tell my family, they think it's unhealthy?
I don't want to annoy my friends!
Where do I find food and clothes?
How do I still get all the vitamins I need?*

Have you been thinking about going vegan? Whether it's for environmental, ethical or health reasons it can be a very big decision to make and implement into your lifestyle.

Vegan Living is a gentle, accessible and inspirational guide for a transition into vegan living by Ondine Sherman, one of Australia's leading voices in the animal welfare space.

Based on Ondine's own personal road to being vegan and expert advice, this is an easy and practical guide to implementing vegan practice into all aspects of your life including food, fashion, cosmetics and health products and other lifestyle items that use animal products. It will also provide you with the tools you need to navigate being vegan in a non-vegan world, and how to answer questions that your friends and family might have about your lifestyle change.

Ondine Sherman is the Co-founder and Managing Director of Voiceless, the animal protection institute. She stopped eating meat at seven and became full vegan (95% in reality) nearly five years ago.

Ondine holds a BA in Communications from the University of Technology, Sydney, and an MA in Environmental Education from Macquarie University. She is an Ambassador for Action for Dolphins and Director of conservation NGO, This is My Earth (TIME). Ondine writes on animal protection regularly in the media and her opinion pieces have been published in Sydney Morning Herald, AlterNet, Mamamia and more.

In 2012 she was Nominated by Cosmopolitan for "Fun, Fearless, Female" Award, presented the Commencement Speech for Macquarie University in 2011 and in 2009 nominated as Australia's top 10 Community Leaders by News Limited & Microsoft.

She lives in Israel with her husband and three children.

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Extent: 216 pages Full Colour

Rights: World



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THE TIME IS NOW

"There is nothing so powerful in the world as an idea whose time has come and animal protection is just such an idea."

- MICHAEL KIRBY,
AUSTRALIA'S LONGEST
SERVING JUDGE

12 - The Time Is Now

Yippee! You've taken the first step on the path to a vegan cruelty-free, plant-based lifestyle and I'm delighted you're here.

If you're an omnivore, pescatarian, vegetarian or even vegan-curious, this book is written just for you. A healthy happy vegan lifestyle is win-win-win-win (repeat infinite times) for you, animals, the environment and the future of our planet.

What's the best time to begin my journey? I hear you ask. How about, now? You'll be in great company. Animal protection is the social justice movement of our century and the vegan awakening is happening, making history in our very generation. It's worldwide and spontaneous, and involves millions of people shifting away from animal products.

We have a global population of 7.7 billion people and, in recent years, 70 per cent of the world's people have

reported either reducing or stopping their meat consumption. This has been largely led by millennials concerned about animal protection and the environment.

If you're thinking the vegan movement is populated by only hippies and hipsters, you couldn't be more wrong. Mainstream businesses, multinational corporations and investors are taking note. There's an explosion of new plant-based products, vegan food technology, ethical fashion and, most importantly, passion.

Handreds of new cookbooks are filling bookshelves and celebrity chefs are jumping on board. The world's largest multinationals, renowned for their meat and dairy products, are now investing in vegan food technology. And companies like Google, Burger King and even McDonald's are getting on the meat-free train.

Billionaires such as Bill Gates, Jay-Z and Richard Branson are investing heavily in the area while vegan and vegetarian celebrities are influencing their billions of fans. Ariana Grande believes veganism can make you live longer and happier. Ellen DeGeneres is encouraging her fans to stop eating meat, and Miley Cyrus is sure veganism is taking over the world. Music sensation Billie Eilish told her millions of fans, "I understand that meat tastes good... and I know you think you're just one person and it won't change anything if you stop but... you should know 'one person' adds up."

♥ ♥ ♥

32 - The Time Is Now

Veganism is a joyful way of life - a conscious, responsible, ethical decision to live our lives without harming, exploiting or killing other sentient beings. It's a life based on the principles of peace and non-violence and one brimming with kindness, respect and compassion to all living creatures and the Earth.

Don't we all want a world that's more caring, just, fair and less violent? Let's give that a resounding YES.

Vegan living is not hard. Most of us living in industrialised countries have unprecedented choice about what we can eat. Our supermarkets overflow with a wide variety of products and, if we're lucky, with a click of a button, food, fashion and beauty products are delivered directly to our door. We are able to easily meet our nutritional needs and keep up with fashion trends without

supporting industries known to cause both harm to animals and environmental destruction.

But remember - veganism is not a diet, fad, club, fashion or cult. It isn't a new-age concern at all. Veganism and vegetarianism have been a part of Asian Buddhism, Jainism, Sikhism, Taoism and Hinduism for thousands of years - the concept of *ahimsa*, meaning non-violence, respecting life and doing no harm, plays a central role. In fact, the vegetarian and sometimes vegan diet of the Rastafari movement of Jamaica, is intended to improve health, avoid causing death and bring followers closer to what they refer to as universal energy and life force.

Grandpa wisely said that true happiness is when what you think, do and say are in harmony. When our diet and choices are in line with our belief system we feel our deepest values reflected in daily life. This is when we can live our innermost truth.

I know from experience that there is a soulful, authentic, joyful feeling when your outides match my insides. And I'm not alone.

34 - The Time Is Now

Fourteen years as a vegan, Grace from our Vegan A-Team explains what it means to her:

"Veganism is a philosophy on life.

It re-frames the way you see the world, see food and see yourself as a moral agent... It's opened me up to world cuisine, made me think about the intersection of a variety of social issues like animal rights, human rights, migrant rights, environmental rights... Veganism is a powerful idea... one to which very few people can meaningfully provide any kind of robust counter-argument, in my experience."

Harry Bolman, host of the Vegan Hour, a regular four-hour livestream on Facebook in which he interviews vegan identities, describes it this way:

"Veganism is the lifestyle that seeks to eliminate (as much as possible) the use of animals for any purpose... To cease exploitation, enslavement, commodification and use of animals for any purpose. To treat all animals (and by extension, all living beings) with the love and respect we wish for ourselves. When our intention is to do no harm, we find a way, not an excuse."

35 - The Time Is Now

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HEALTH & FOOD

"I am living without fats, without meat, without fish, but am feeling quite well this way. It always seems to me that man was not born to be a carnivore."

- ALBERT EINSTEIN

This chapter was written in collaboration with Dr Lella Masson, medical doctor and paediatrician.

100 - The Time Is Now

Today millions of people around the globe are proving that being healthy and being vegan are highly compatible. A healthy vegan diet is appropriate for all stages of our life, including pregnancy, breastfeeding and adolescence. Research supports that vegetarians and vegans are at reduced risk of a number of health conditions including heart disease, certain cancers, Type 2 diabetes, hypertension and obesity. This is because vego and vegan diets are often low in saturated fat and high in vegetables, fruit, whole grains, legumes, soy products, nuts and seeds (all rich in fibre and phytochemicals). This causes lower total and low-density lipoprotein cholesterol levels and better serum glucose control, which leads to the reduction of chronic disease.

A comprehensive large study of nutrition coined the "Grand Prix of epidemiology" concluded that human beings are basically a "vegetation species" and, for our own health

and longevity, we should say clear of meat and dairy.

Expert scientific advice regarding diet usually recommends less animal products but, unfortunately, some nutritionists haven't caught up with the times. Others rely on information from health studies surreptitiously funded by meat, egg and dairy industries using questionable science or drawing suspect conclusions. A number of people I know have also increased, rather than decreased, their meat consumption following trends such as paleo and low-carb diets. And many ill-informed health professionals score away their vegan-curious clients, making them doubt their decision to adopt a vegan diet. Make sure you're getting advice from only the most informed and educated experts.



Where art meets science in the magical, wonderful infinity of space.

Bite-sized chunks of incredible, unbelievable information explaining everything you need to know about our universe from black holes to dark matter, featuring aliens, crazy scientists and incredible worlds!

Space is Cool as Fuck features more than 100 wild artworks, photographs and illustrations from 40 international young artists, expressing the ineffable, immense, beautiful and insane.

Kate Howells is a lover of all things space.

In 2017 Kate secured a position on Canada's Space Advisory Board. Currently she collaborates with the Canadian government and international NGO, The Planetary Society, to help people develop skills and tools to launch space knowledge into their communities.

She has put this book together with a little help from her friends in the community (including legendary Bill Nye the Science Guy).

Kate is based in Montreal, Canada.



Page Size: 355 mm x 355 mm hardcover

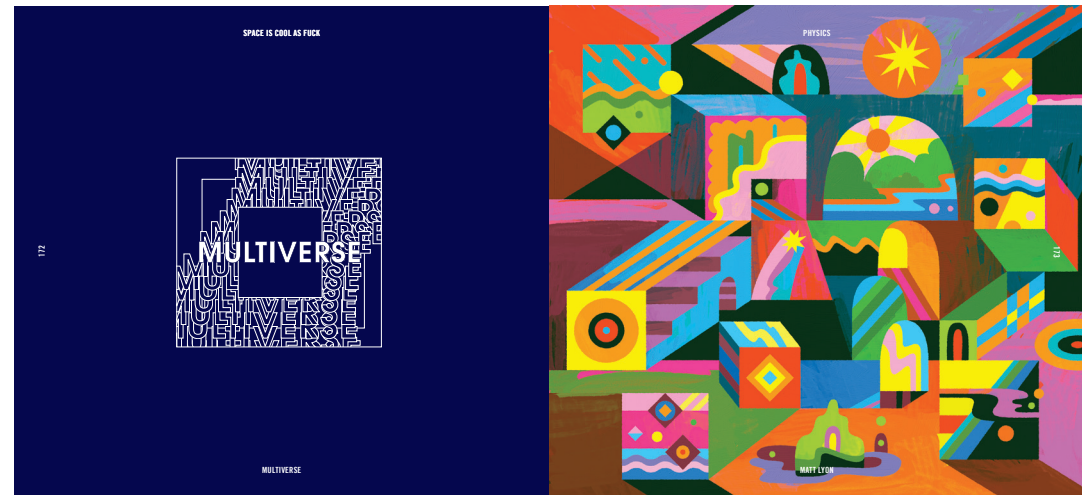
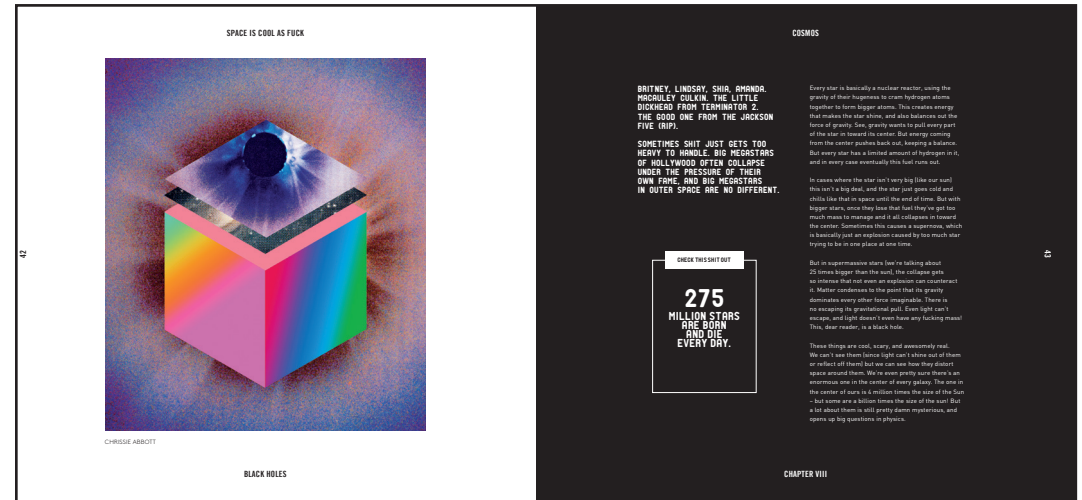
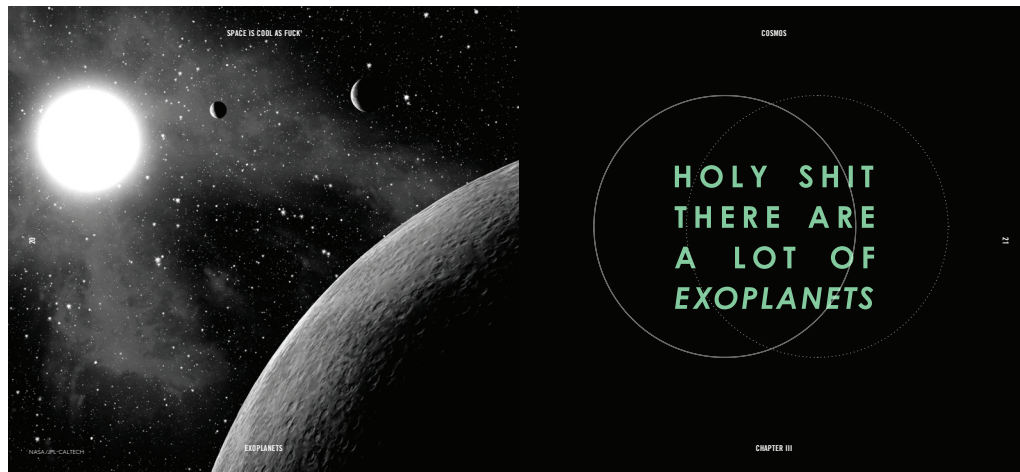
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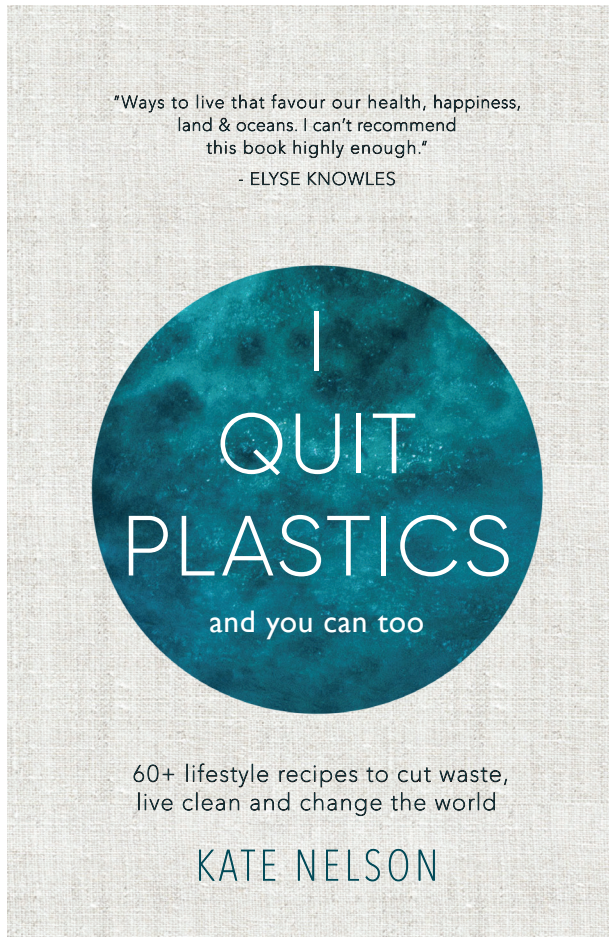
Extent: 176pp

Rights Held: World

Rights Sold: Nth America (Andrews McMeel)

Space is Cool as Fuck features more than 100 wild artworks, photographs and illustrations from 40 international young artists curated by brilliant designer Cynthia Larenas. From hand-picked unknowns like Kate Kurucz and Adrian du P.B. through up-and-comers like Aida Azin, Waiton Fong, and Chrissie Abbott, to the more established Joel Vans, Kareena Zerefos, James Reka, Regan Tanamui (Ha Ha) and Marina Zumi, each artist brings their own aesthetic to the majesty and wonder of space giving the book its exquisitely eclectic style.





An inspiring and practical journey to quitting plastic.

Kate Nelson has been disposable plastic free for a decade. She started small by stopping her use of plastic bags and water bottles, refusing straws and using a reusable cup for her coffee. But as she became aware of just how much plastic she encountered in her day-to-day life without realising, she knew she had to do more. It has taken years, but the journey has been humbling and full of learning.

I Quit Plastics is an inspiring and practical guide to reducing your use of plastics, wherever you may be on the journey. Complete with an 8-week phase-out program, and full of recipes and tips to help you cook, shop, wear, clean and live plastic-free, Kate Nelson shows you how to reduce your waste and live more simply and sustainably.

With over 60 recipes that cover cooking, beauty, hygiene, and cleaning, Kate Nelson shares how making small changes within your own life you can help have a lasting, global impact.

Kate Nelson is one of Australia's leading plastic-free advocates. She started her journey in 2008 when she volunteered at Jean Michel Cousteau's Ocean Futures Society.

Since then she has lobbied government, pitched to corporates, spoken at schools all over the world, and founded an education and advocacy not-for-profit called 'Save the Mermaids' to spread the word.

She now lives in Byron Bay where she has been plastic free for 10 years and where she continues to run workshops and educate 50,000+ social media followers on the joys of living simply and consciously.

Recipes include:

Cooking:

Banana Bread, Sweet Potato Blueberry Porridge, Maple Glazed Pear Breakfast Crumble, Lentil Chickpea Felfels, Zoodle Pad Thai, Vegan Cheese, Eggplant Chips, Peanut Butter Cups, Rich Gooley Raw Brownies

Hygiene:

Toothpaste, Deodorant, Mouthwash, Face Masks, Sunscreen

Beauty:

Mascara, Foundation, Bronzer, Blush, Eyeliner

Cleaning:

Laundry Detergent, Cleaning Spray, Stain Remover

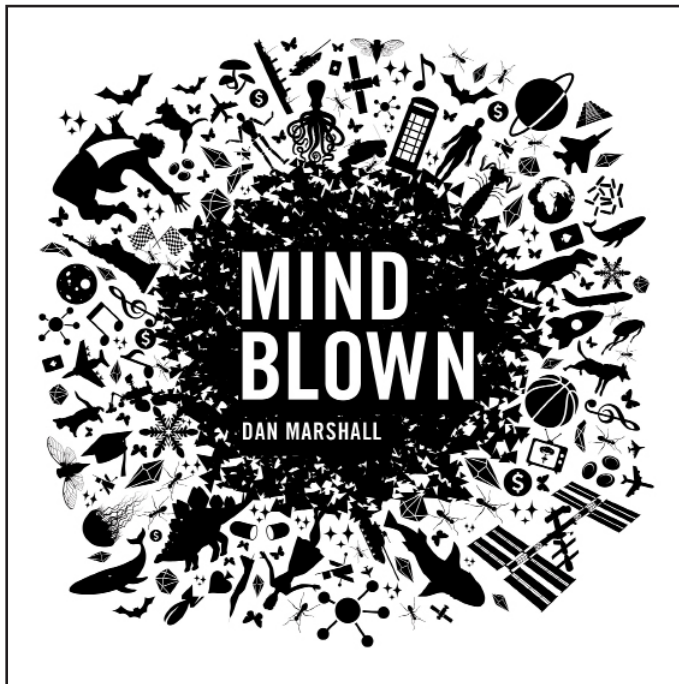
Page Size: 234 mm x 153 mm

Extent: 240 pages Full Colour

Rights Held: World



[illegible]



Did you know space is only an hour's drive away? Did you know there is a jellyfish that is biologically immortal? Or that of all life that has ever existed on Earth, 99.9% of it is extinct? Dan Marshall's slick new book is packed to the brim with facts that will BLOW YOUR MIND.

Delightful illustrations and beautiful design bring to life some of the hardest to believe and awesomely real facts you'll ever see.

Prepare to have your mind blown...

Dan is a designer, illustrator and writer who runs a design agency, Studio Marshall. For over 20 years he has worked with a diverse group of clients including the Sydney Opera House, The Australian Museum, One Laptop Per Child, The Hunger Project, Facebook and Coca Cola.

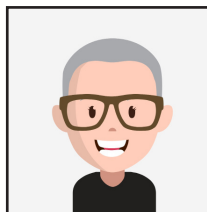
Mind Blown was born from Dan's passion for graphic design, communicating information visually and his deep curiosity for the incredibly strange place that is our universe.

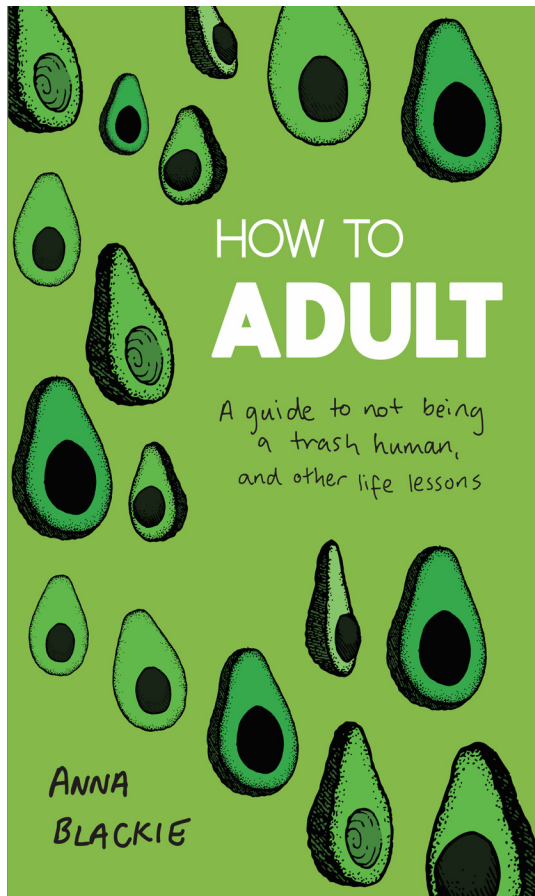
Page Size: 320 x 320mm

Extent: 184 pages

Rights Held: World

Rights Sold: German (National Geographic)





Shit you should know, but probably don't.

Do you know your shiraz from your merlot?
 Could you find north if you were lost in the wilderness?
 Are you craving gravy but don't how to make this magical sauce?

The answers are all here.

From doing your taxes to changing a tyre, asking for a raise to mastering the art of avocado preparation. This is the ultimate guide to all of the things a fully functioning adult should know to survive in the big scary world.

Packed with sage advice from a real-life hopeless millennial, this book will keep you from starvation, make folding fitted sheets a reality, and teach you to look like a real professional adult when you're actually just an incompetent trash human.

Anna Blackie is a real-life hopeless millennial who spends her time advising other millennials on how to function in an attempt to avoid her own shortcomings.

While living in Sydney and dreaming of one day eating an avocado in her very own house, Anna realised there was a shocking amount she didn't know about how to function in the adult world. In a blind-leading-the-blind situation, she decided to write her very own guide to being a grown-up and fill it with all the things she hoped she would one day understand.

With Chapters Including:

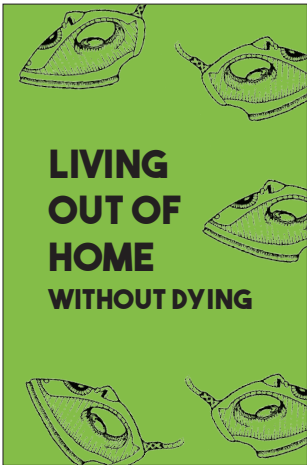
Money is Scary and Here's Why
 Culinary Skills to Keep You From Starvation
 Living Out of Home Without Dying
 How Not to Be a Trash Human
 (and other useful life skills)
 Helpful Tips for Adult Professionalism
 How Not to Die in the Wilderness
 Basic Wisdom from an Mechanical Engineer
 Legal Advice For When You're Too Poor
 for a Lawyer
 Not Dying: Tips from a Medical Professional
 Pretending You're Not a Lazy Shit

Page Size: 198 mm x 128 mm

Extent: 288 pages 2 colour

Rights Held: World





HOW TO ADULT

When I was a kid, all I wanted was to move out of home. So me, having my own place was the ultimate sign of adulthood, and I couldn't wait to reach that peak level of maturity.

I planned to stay up all night, eat chocolate cake for breakfast, and watch whatever trashy TV I wanted without judgement or complaints. Well, it turns out that now I actually do live out of home, I'm in bed by 9.30 and only eat chocolate cake for breakfast when I'm having a mental breakdown. On the bright side, I watch as much of The Simpsons as I want, and my encyclopaedic knowledge of quotes has proven to be a beneficial life skill.

I have also had to learn a harsh reality of adult life: living out of home means you have to keep yourself alive. For someone who struggles to keep a plant green for more than 24 hours, this is a somewhat daunting task. The following is an informative exploration into the things you need to know to help you cling to life, and keep you from begging your parents to take you back and wishing you'd never progressed past eight years of age.

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HOW TO ADULT

ARE YOU LIVING IN YOUR OWN FILTH?

The quickest way to ditch your trash-human vibe is to look at the etiquette for when you should wash and replace basic household items. ... It turns out that bedlinens are meant to be washed at least once a week. At the time of writing, I couldn't remember the last time I'd washed my sheets. I am filthy and disgusting and probably the reason Jesus cries at night.

After discovering that bedlinens are meant to be changed far more often than is humanly possible, I also stumbled across the unsettling knowledge that there are many, many things within our houses that need to be washed or disposed of completely on a regular basis. Read this list and tremble in terror at your own inadequate adulting skills and generally unsanitary habits.

Did you know that things used to clean other things need to be cleaned too? I sure as hell didn't. Turns out both your washing machine AND dishwasher need to be cleaned regularly. For years, my white clothes have been coming out of the wash with weird and unpleasant stains. I finally understood that this was my washing machine crying out for help. Washing machines should be sprayed and cleaned twice a month to prevent bacteria, mould and lime-scale. Dishwashers should be put through a hot wash with a cup of white vinegar once a month to kill off any lingering bacteria and limescale.

Shit you should know

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HOUSEHOLD

WHEN TO CLEAN

Kitchen sponges	Rinse every day, throw away every week.
Towels	Wash after 3 uses (USEES PEOPLE, NOT DAYS!)
Tea towels	Wash EVERY DAMN DAY.
Pillows	Wash every 3 months - if your head is anywhere near as dirty as your mind, you may need to consider doing this more frequently.
Phones	Every Single Day.
Bras	The eternal struggle of every woman, or hellily-chested man every 2-3 days.
Light switches (use the elbow technique - never washed + light switch = dirty 50 times)	Once a week.
Remote controls	Once a month.
Fridge	Defrost and wipe out every week.

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HOW TO ADULT

FOLDING FITTED SHEETS: MAKE THE MYTH A REALITY

I once believed that folding a fitted sheet was an adulting urban legend, a skill only to be dreamed of, but never actually accomplished. I convinced myself I didn't really need to know how to fold a fitted sheet anyway; what's wrong with a good old ballied-up sheet shoved deep into the back of your cupboard where no one can see your shame? Oh, how wrong I was. ... I sheet you not, of all my new adulting knowledge, the ability to fold a fitted sheet is one of my most treasured skills. There is no experience that has given me as much pride and satisfaction as making a perfect square out of that unruly tangle of cloth and elastic. Adulty AF.

- Lay your sheet out on a flat surface, grab the bottom corners and turn them inside out. Tuck these into the top corners, aligning the seams to create a rectangle.
- Fold your rectangle in half, with the elastic edges tucked inside themselves.
- Fold in half again so you have a square sheet, and smooth down to remove wrinkles.
- Fold sheet into thirds. Done. In four easy steps you've become an adult.

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HOUSEHOLD

WASH YOUR CLOTHES WITHOUT RUINING THEM

Being an adult ruins so many things: the ability to drink without feeling like you're going to die the next day; the use of naeppience as an excuse for stupidity; and most of all, the enjoyment of being a filthy mess without judgement. Let's face it: even people who aren't trash humans still spill shit all over themselves from time to time, and it's an unspoken rule of the universe that all white shirts are destined to be ruined before their time. To my mind, one of the most precious abilities of those whimsical adults who are just too grown-up for their own good is the capacity to throw even the most stained garment in the wash and have it reappear looking fresher than ever. Us mere mortals can only dream of having such abilities, but these tips will help you get a little closer to that godly level of skill.

- Delicate bags: These mesh bags cost about \$2 and are endlessly useful. Stuff them with your bras, stockings and those undies you save for special occasions to avoid destroying all these pretty things that cost so very much.
- Wash your clothes inside out: This sounds stupid, but it means any wear and tear that occurs in the wash cycle will only happen to the inside of your garments, so just like you, your clothes will be able to maintain a clean facade that ensures no one will know how ruined they are on the inside.
- Use the gentle cycle on your washing machine... even if you don't think you need to. Realistically, what are you washing that needs to be spun around at 100km/h? You're dirty, but you're not that dirty.
- Read the care labels: Although mainly considered

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HOUSEHOLD

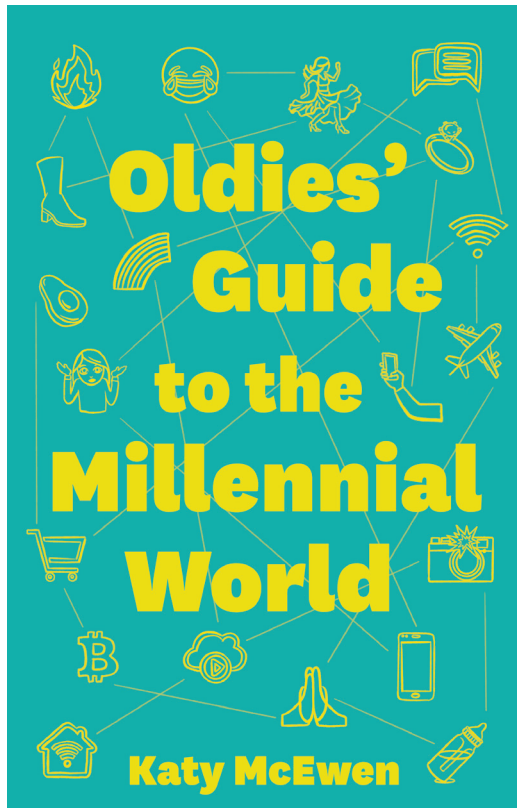
Oil stains, e.g. salad dressing or from spitting (frying pans)	Sprinkle with salt and let sit before washing.
Protein stains, e.g. vomit, sweat and blood	Alkaline stain removers, like ammonia. Pro tip: Hot water makes protein set, so always use cold water for these.
Combination stains, e.g. sauces and make-up	Rinse with cold water; then gently rub detergent on the stain.
Grease stains	Soak in cool water with detergent for a minimum of 30 minutes; then wash.
Mud stains	Let the mud dry then brush it off. Soak in warm water with 1 teaspoon dish detergent and 1 tablespoon white vinegar. Rinse with cold water.
Coffee	For fresh stains, rinse immediately with cold water. Rub with water and detergent, then soak for 30 minutes.
Alcohol	Sprunge the stain with a small amount of water mixed with dish detergent or white vinegar.

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HOUSEHOLD

OLDIES' GUIDE TO THE MILLENNIAL WORLD

Katy McEwen



Ever felt like you're completely out of touch with the evolving world?

Unable to tell your 'Lots of Love' from your 'Laugh Out Loud'?

Are you in a complete daze when it comes to streaming, swiping left, LGBTQAI+ and cryptocurrency?

This is the book for you.

All these things the millennial generation take for granted are now within your reach thanks to the helpful guide to the banter of the modern age.

'Remember when we cried as kids and our parents said, "I'll give you something to cry about"? We thought they were going to hit us but instead they destroyed the housing market, quadrupled college tuition, and melted the ice caps.'
Imagine@Funny_Imagine on Twitter

Katy McEwen is a baby boomer surrounded by millennials. She grew up in the UK and has spent her life around books, including working in a bookshop and various publishing companies before moving to Australia.

Married with three millennial children she is constantly trying to understand, she decided that there were more than likely others who might like to be let into those secrets too, so put together the Oldies' Guide to the Millennial World (with some help from her kids and workmates!).

With Topics Including:

The World Wide Web, Smartphones, Facebook, Instagram, Twitter, Memes, Reddit, Echo Chambers, YouTube, Streaming, The Cloud, The Internet of Things, Smart Homes, Online Privacy, Google, Big Data, Amazon, Online Shopping, Fashion, Bitcoin, LinkedIn, Self-brand, WhatsApp, Tinder, Relationships, The Rainbow - LGBTQAI+, Marriage, Religion, Politics, Drugs, Feminism, Housing, The New Sharing Economy, Climate Change, Education, Working Life, Travel, Language, Visual Language, Gen Z

Page Size: 198 mm x 128 mm

Extent: 250 pages Full Colour

Rights Held: World



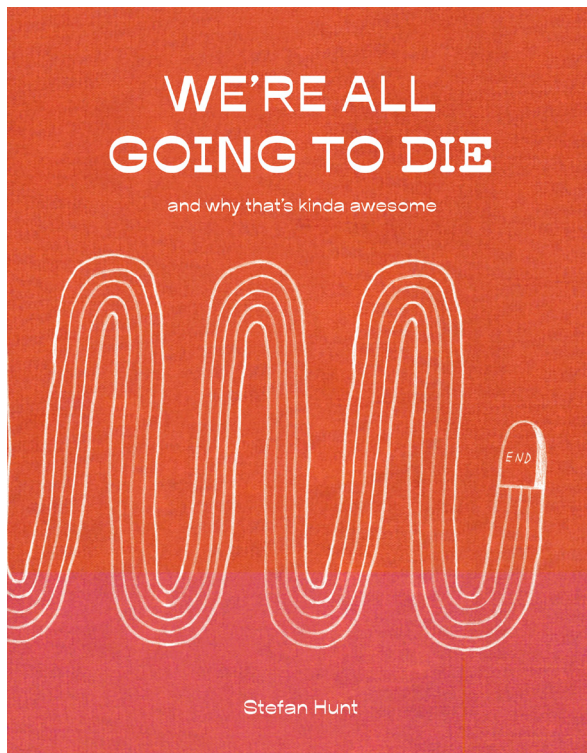
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Generations seem to be a big deal. Not sure you want to be defined by your year of birth? Aren't we all unique? Yes, of course. Then again, how do you explain kale, quinoa and marinated avocado to someone who grew up on grilled lamb chops and frozen peas?	
There's no doubt that world events, developments in technology, and economic and social shifts affect a person's world view, tastes, attitudes and expectations. There are people called demographers who study all that. The consensus is that we can usually relate to individuals born around the same time as us as we have shared influences, and these become a kind of shared language – even if we have different personalities, politics and private experiences.	
"MILLENNIALS ARE THE "KEEP YOUR OPTIONS OPEN" GENERATION BECAUSE THEY'VE HAD TO BE."	
<i>Hugh Mackay, social researcher and writer</i>	
The trick is learning how to communicate with people who <i>are</i> ' born around the same time as us.	
In this era of rapid change, it's easy to feel out of touch with how people of different generations speak, and to understand their attitudes and values.	
Introduction	8

<i>Older's Guide to the Millennial World</i> is a quick reference for anyone who's feeling a little out of date with it all and wants a simple crash course.	
The <i>Magnum Dictionary</i> defines 'generation' as 'the whole body of individuals born about the same time'. Somehow different generations have acquired nicknames for reference. These naming conventions probably started with the Baby Boomer phenomenon, with the surge of births at the end of the Second World War. There was then a clear and dramatic drop in the birth rate in 1964.	
Broadly speaking, people born between 1965 and 1979 came to be known as Generation X, and those born between 1980 and 1995 came to be known as Generation Y, or more colloquially, Millennials.	
This is an exciting group. Growing up with a constantly changing array of technology at their fingertips, Millennials have had to devise new ways of relating to each other – and coping with the burden of 24/7 connectivity. According to Patrick Steinhilber, Millennials have 'an urgent, enthusiastic desire to find new solutions to the world's most pressing problems.' It's definitely worth the effort to figure out what they're speaking about and what they have to say.	
'REMEMBER WHEN WE CRIED AS KIDS AND OUR PARENTS SAID, "I'LL GIVE YOU SOMETHING TO CRY ABOUT"? WE THOUGHT THEY WERE GOING TO HIT US BUT INSTEAD THEY DESTROYED THE HOUSING MARKET, QUADRUPLLED COLLEGE TUITION, AND MELTED THE ICE CAPS.'	
<i>Imagine @Funny, imagine on Twitter</i>	
Older's Guide to the Millennial World	Introduction

TECHNOLOGY	
The World Wide Web	
THE bedrock on which the Millennials' digital world is built was being created at the same time they were. Since the 1960s, researchers and government departments had been refining ways to communicate by computer, linking computers to networks through an 'internet'. In 1989, computer scientist Tim Berners-Lee developed a system whereby his computer could look up publicly available information on other people's computers, which he named the World Wide Web (this is the origin of the www in web addresses).	
Similar ideas were being explored by other software engineers at that time, but the advantage of Berners-Lee's method was that it was quick, simple and free. Around the world, people began publishing information they wanted to share, and using the internet to surf the web – to follow their noses and click on all sorts of websites.	
While for Baby Boomers and Gen-Xers, using the web involved considerable learning, Millennials grew up with it, which is why they were dubbed 'digital natives'.	
FUN FACT	
THE WORLD WIDE WEB WAS ALMOST CALLED 'INFORMATION MESH' OR 'THE INFORMATION MINE' OR 'MINE OF INFORMATION'.	
TECHNOLOGY	16

It was the Apple iPhone that paved the way and was responsible for the main cultural transition, although the free-to-use Android operating system has since gained a large share of the smartphone market.	
FUN FACT	
SMARTPHONES DO ALMOST NO PROCESSING: INTERNET CONNECTIVITY ALLOWS FOR PROCESSING TO OCCUR ELSEWHERE AND THEN FOR THE DATA TO BE DELIVERED BACK TO THE PHONE – WHICH ALSO SAVES BATTERY POWER.	
With the widespread adoption of the smartphone, the majority of users are accustomed to being connected to the internet 24/7. In turn, this has driven the expansion of platforms and apps like Facebook and Instagram.	
The symbiosis of the smartphone and the internet has been transformative. In a generation, teenagers went from having to be at home on a static phone line in order to contact a friend to being able to pull a smartphone out of their pocket and respond immediately. This instant connection, irrespective of location or time of day, means that the default of a Millennial is to be online constantly and available at all times.	
'I FEEL ABOUT MY PHONE THE WAY HORROR-MOVIE VENTRILOQUISTS FEEL ABOUT THEIR DUMMIES: IT'S SMARTER THAN ME, BETTER THAN ME, AND I WILL KILL ANYONE WHO COMES BETWEEN US.'	
<i>Colson Whitehead, The Noble Hustle: Poker, Beef Jerky & Death</i>	
Older's Guide to the Millennial World	Technology



10 out of 10 people reading this will die.

Stefan Hunt was a successful film director, travelling around the world capturing beautiful stories and making new friends, a life one can only dream about. Then, at the age of 27, he became riddled with an anxiety which left him paralysed with fear and questioning his purpose. On the advice of a friend he decided to put pen to paper in search of relief, and out tumbled the five words which began a poem that led to his major epiphany: *We're All Going to Die*. Far from being a morbid thought, Hunt felt reassurance and inspiration when he accidentally stumbled across life's only guarantee.

Written and illustrated by Hunt, *We're All Going to Die* takes on the immense task of exploring the meaning of life in the form of a Dr Seuss-esque book for adults. Pairing eloquent prose with whimsical illustrations, this picture book follows a conversation between fear and death asking you to look at the 'what ifs', the 'why nots' and the 'oh wells' that might flash before your eyes if Death were to pay you a visit. The result is a simple message: Fear Less and Live More.

Stefan Hunt is a writer and filmmaker collaborating with the biggest global brands, directing multi-award-winning documentaries, commercials, music videos and TV series.

*His most ambitious creative project to date is *We're All Going to Die*, which also consisted of short-film and multimedia art festival in Sydney, aimed at empowering an audience to 'fear less and live more'.*

He currently lives in New York City.



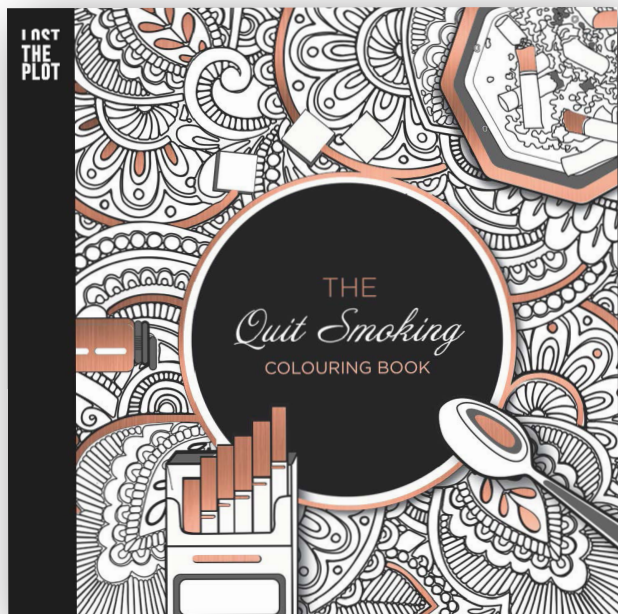
Page Size: 7 inches x 9 inches

Extent: 72 pages Full Colour

Rights Held: World (exc North America)



A newcomer to the craze that just won't die



The Quit Smoking Colouring Book is equal parts disgusting, insulting, offensive and confronting.

Why smoke when you can while-away the time colouring in these beautiful zen-style doodles by artist Yjulia Gramotneva.

'Delightful' illustrations to colour in; like tongue cancer or a beautifully detailed hole in the throat.

Along with humorously impolite prose, *The Quit Smoking Colouring Book* is also littered with confronting facts, like how smoking can waste 7200 hours in five years.

It is also filled with inspiring information and delightful poetry, for example:

*'If your teeth are quite brown and smell like a bum,
If you're down in the dumps 'bout your bloody gums,
If you're sick of your mouth looking like an ass,
Then tell the next ciggie, "Thanks, but I'll pass.'*

The Quit Smoking Colouring Book is the perfect gift for that friend or loved one that just won't give up the death sticks. A funny take on a perilously unfunny situation.

Designed by up-and-coming Australian artist Aga Makowiecka. This book cover is printed on a matt stock with stunning copper-coloured metallic foil to accent the intricate illustrations.

Page Size: 234 mm x 234 mm

Extent: 84 pages

Rights Held: World



Dating in the 21st century is *rough*

From bad pick-up lines to death threats and awkward sex-capades, #single is a hilarious snapshot of some of the most ridiculous real-life online dating conversations.

This book is a must read if you match any of the below criteria:

- You are currently online dating
- You have online dated
- You will online date in your future
- You are a smug couple
- You worry your child is a spinster/bachelor for life
- You like to laugh
- You are a Jewish mother
- You like to breathe and live and stuff

#single is based on the popular blog TinderTuesday.com with 20,000 weekly visitors and a large Instagram following of 70,000+. The top 10 countries' visitors are from, in order:

- | | |
|-------------------|----------------|
| 1. Australia | 6. Ireland |
| 2. Canada | 7. Brazil |
| 3. United Kingdom | 8. Germany |
| 4. United States | 9. Netherlands |
| 5. New Zealand | 10. Hong Kong |

#single is designed by up-and-coming Australian artist Anthony Skujins.

Page Size: 198mm x 128mm

Extent: 168 pages

Rights Held: World

"The perfect book to shove in the face of anyone who has ever asked 'Why are you still single?'"

- My next door neighbour, Fran

"Definitely giving this to all my friends who have (or, are) suffering through online dating"

- Everyone I've ever met

Let's ask the experts sexperts...

Sex tips for chicks by gay dudes!

Ever wondered:

- When hand jobs became uncool?
- How to give the perfect blow job?
- Where a guy should blow his load?

You are not alone.

So we went directly to the experts on everything 'man-junk' to bust some myths, get some tips and learn a lot more.

Just the Tip is a funny, dirty, light-hearted yet informative book full of sex tips for women, inspired by advice from an international panel of gay men in their twenties to thirties (aka the "sexperts").

The target audience is women 20-60 (predominantly 20-40). However, the tips have relevance for a gay audience, and also apply to a heterosexual male audience.

Featuring many tips from mild to wild, a nice take-home message from the book is that at the end of the day everything comes back to the importance of chemistry.

Nothing is off limits. This book covers a range of basic, interesting and taboo topics, including:

- | | |
|-------------|-----------------|
| • Etiquette | • The Perineum |
| • Kissing | • Butt Play |
| • Spooning | • Sex |
| • The Penis | • Anal Sex |
| • Hand Jobs | • Play Time |
| • Balls | • Compatibility |
| • Blow Jobs | |

Just the Tip is designed by up-and-coming Australian artist Aaron Barnes (Madebya).

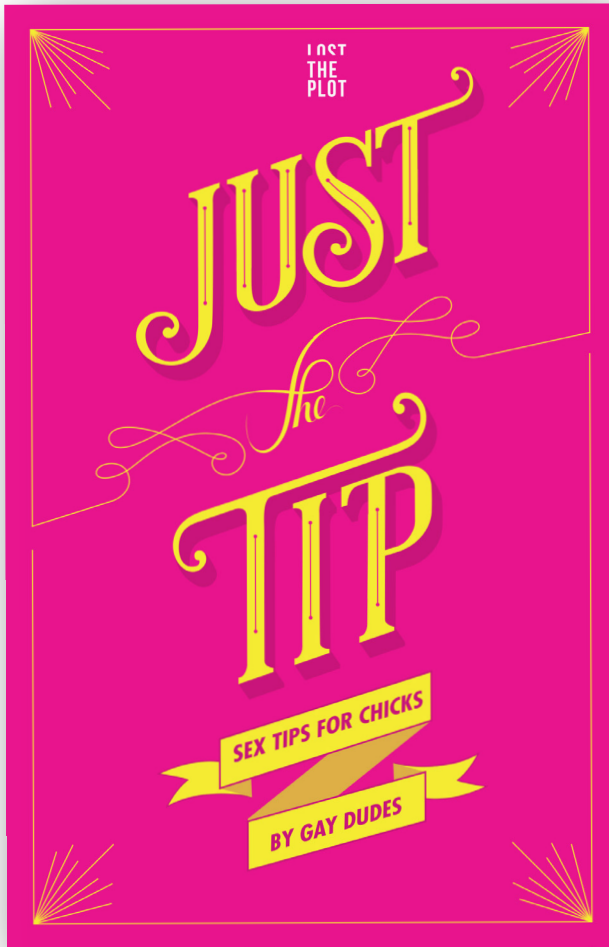
Page Size: 198mm x 128mm

Extent: 216 pages

Rights Held: World

This must-have book is the perfect spontaneous purchase.

It is an informative read, and a truly great gift for a friend
(or a hilariously cruel gift for an ex-lover).



Children's and YA titles



Get ready to go on a wonderful journey of discovery that will make you say No Way! Learn all about space, humans, earth, science, animals and maths, with the help your trusty robot sidekick.

Did you know...

Uranus is leaking gas into space?

The average yawn goes for six seconds?

The fact that there are over three trillion trees on earth?

Bicycles ride themselves?!

This beautifully designed children's book is filled to the brim with facts, games and questions that will teach you all the wildest and weirdest things about the world around you!

Dan is a designer, illustrator and writer who runs a design agency, Studio Marshall. For over 20 years he has worked with a diverse group of clients including the Sydney Opera House, The Australian Museum, One Laptop Per Child, The Hunger Project, Facebook and Coca Cola.

Dan's books stem from his passion for graphic design, communicating information visually and his deep curiosity and include Mind Blown and No Way!

Publication: September 2021

ISBN: 9780648677024

Page Size: 247 x 184mm

Extent: 64pp

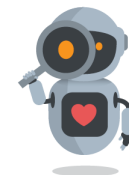
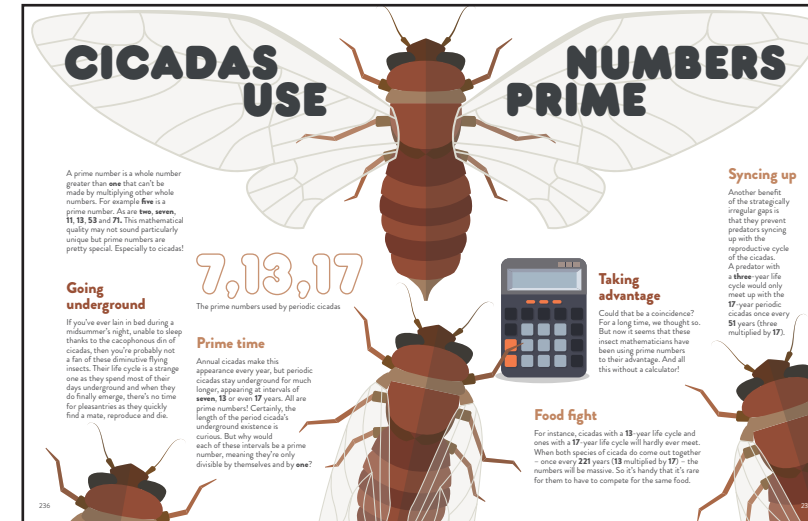
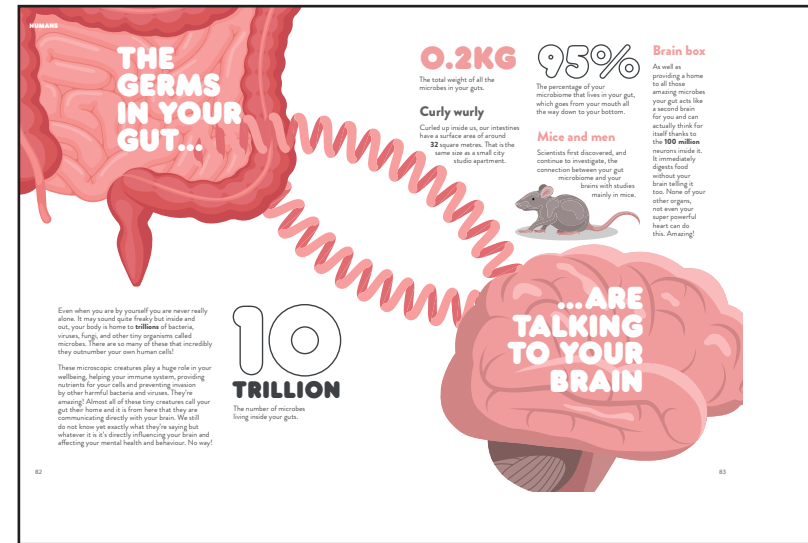
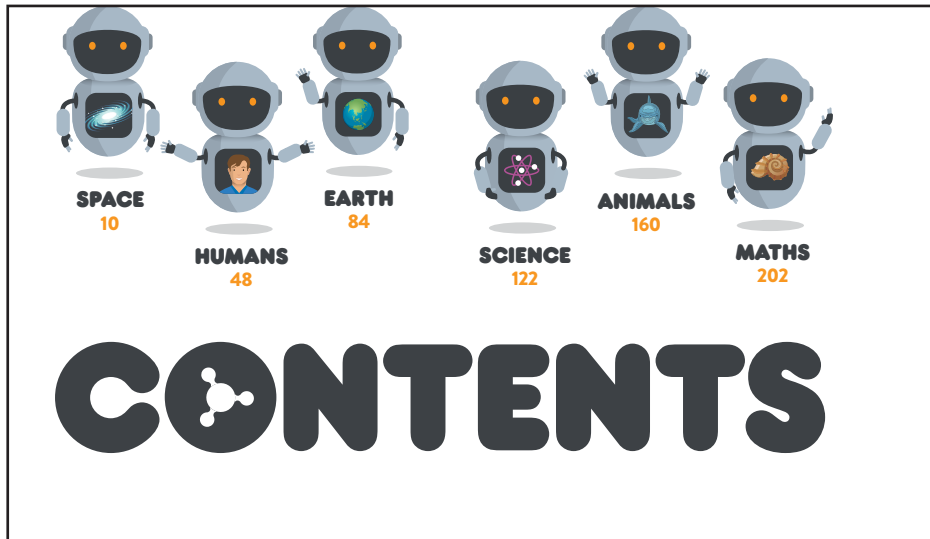
Rights Held: World

Rights Sold: German (Loewe)



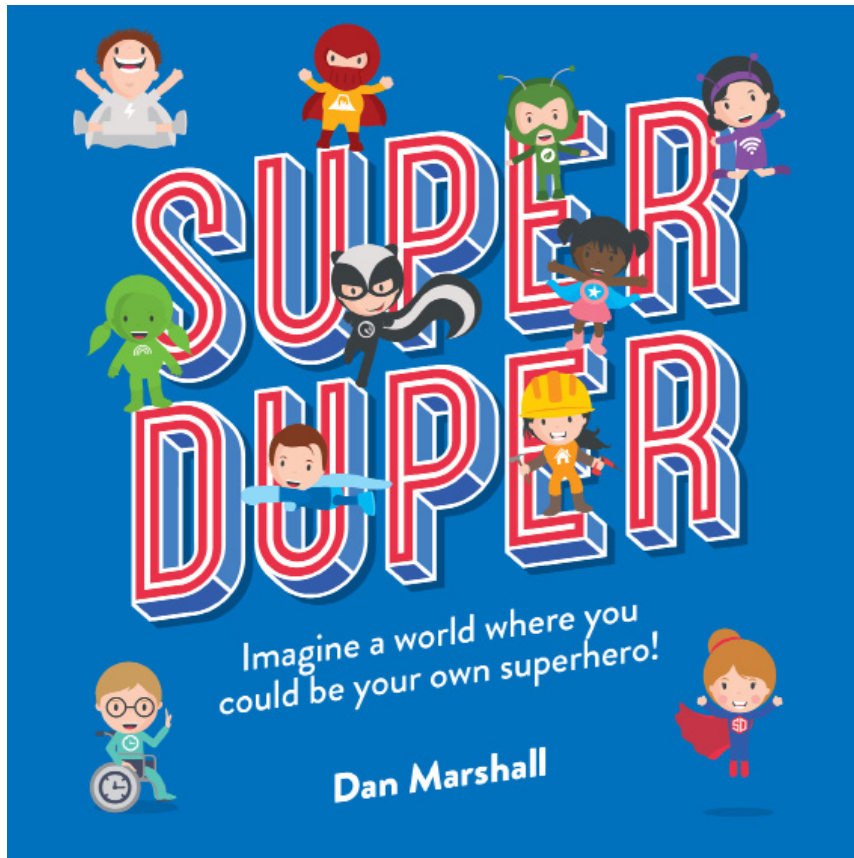
From the same author:





INST

SUPER DUPER Dan Marshall



If you could choose any superpower, what would it be?

How would you change the world if you could stop time?

What if you could shoot glitter from your fingers?

Would you rather have the power to cough up candy or to grow vegetables to feed the world?

The sky's the limit with imagination – what will you do with yours?

Join super-duper superhero Cooper as she travels the world and meets heroes just like you and me!

Age 4+

Dan is a designer, illustrator and writer who runs a design agency, Studio Marshall.

For over 20 years he has worked with a diverse group of clients, including the Sydney Opera House, The Australian Museum, One Laptop Per Child, The Hunger Project, Facebook and Coca Cola.

Dan's first book, Mind Blown, was born from his deep curiosity about the incredibly strange place that is our universe and his passion for communicating information visually.

He has also published the children's titles No Way! and Look Book.

Publication: April 2022

ISBN: 9780648987451

Page Size: 200mm x 200mm

Extent: 68 pages Full Colour

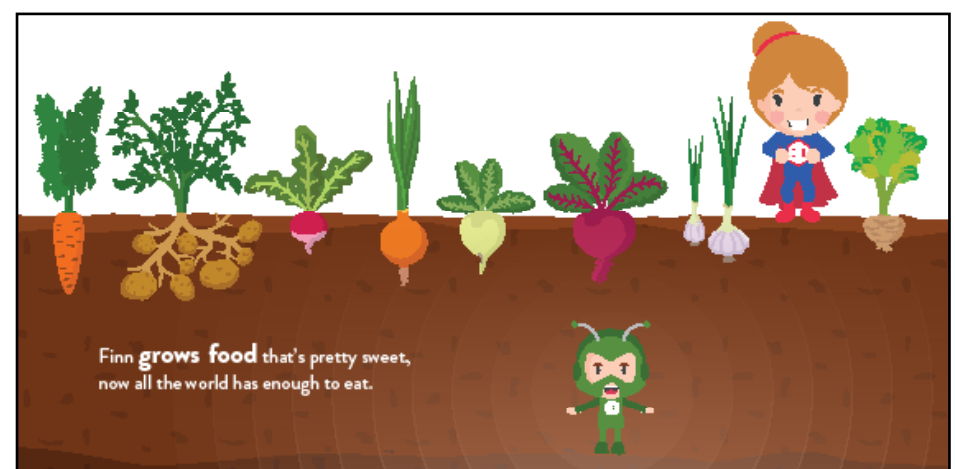
Rights: World



THE PLOT

INST

SUPER DUPER Dan Marshall



THE PLOT

LOST THE PLOT is an imprint of PANTERA PRESS
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