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FACES OF MALLORCA

On the most miserable November evening, with torrential rain hammering on the roof, the distillery Bodegas Sua u, Es Pont D'Inca, was packed and buzzing with those eager to endorse the launch of the beautifully illustrated book *Faces of Mallorca*.

It was a hard uphill struggle, and lesser mortals would have given up. But Mark Edwards and Steffi Schulz were driven by a vision. A dream to encapsulate the essence of Majorca through photographs and stories of its people. Indeed, sheer perseverance and against all odds, knocking on doors and pulling in favours saw this project suddenly take off, and then take on a life of its own.

Its success, and pride of each person within its pages was evident. Indeed, most of the 'Faces' highlighting the di-

versity of Majorcans attended, including the dynamic Carmen Serra, President of Grupo Serra (my boss) and the debonair traveller Esteban Mercer. Unfortunately, famous tennis coach Toni Nadal couldn't make it, but wrote the foreword stating: 'We all have a story to tell, and *Faces of Mallorca* tells ours beautifully'. Tourism Minister for Majorca, Andreu Serra endorsed the venture saying it 'takes us back to the roots of the island and its people. It shows us the most up to date Majorca, it's most famous personalities and the ordinary people who make up our beautiful society. It is a magnificent piece of work as it conveys the future that awaits us.' Tony Wheeler, Founder of the Lonely Planet summed it up: '*Faces of Mallorca* beautifully transports you into island life through stunning images and moving stories of its people. It illustrates that the people having the biggest love affair with the island are the Majorcans themselves.'

A wonderful Christmas gift to grace any coffee table, available in all bookshops around the island.



Team *Faces of Mallorca* with Mark and Steffi