

DOSSIER

Edital

BARCELONA

**Annual Publishers'
and Editors' Forum**
“A Journey to 2030”

Pompeu Fabra University
Barcelona School of Management
5, 6 and 7 July 2017

www.editabarcelona.com

Contents

Philosophy and objectives page 3

Key aspects of the project page 3

Forum of Latin American scope

Revolution in the sector

Horizon 2030

The organisers page 5

The Catalan Guild of Publishers and Editors

Pompeu Fabra University

Programme page 6

Practical information page 10

Organised by page 11

Philosophy and objectives

For the second consecutive year, this meeting of debate on the main current challenges, opportunities and problems of the publishing sector takes place in Barcelona, the international publishing capital in the Spanish and Catalan languages and one of the cities of world reference in the publishing sector, recently reasserted by its designation as UNESCO City of Literature. The Edita Barcelona Forum, organised by the Catalan Guild of Publishers and Editors and Pompeu Fabra University through its Master in Publishing and Editing of the UPF Barcelona School of Management is sponsored by Barcelona City Council and has the collaboration of the Association of Catalan Language Publishers and Editors of CEDRO, the Department of Culture at the Government of Catalonia, the Spanish Ministry of Education, Culture and Sport and the Spanish Federation of Guilds of Publishers and Editors.

Key aspects of the project



Forum of Latin American scope

The Edita Barcelona Forum is a platform to annually debate the main challenges facing the publishing sector from a global perspective and a professional and practical approach. It aims at fostering the exchange of ideas and personal relations between all the professionals in the world of publishing and the specialised academic world and at consolidating the role of Barcelona as the international capital of books and publishing.



Revolution in the sector

Over the last five centuries the book sector has experienced a permanent transformation. However, the change underway is a real revolution. Technology advances, particularly in the digital field, the new forms of reading or the changes in the field of distribution are paving a way that is full of great expectations and uncertainties in equal measure. The Edita Barcelona Forum is an ideal and attractive framework for professionals to share all these experiences.

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30

Horizon 2030

What will the world of books be like by 2030? What and how will children read? What will the new technologies bring to reading? What trends will there be in the field of fiction? Will piracy have been stopped? What will bookshops offer? What will the differences be between the European and American and Latin American markets? This year the Edita Barcelona Forum reviews these and other forward-looking issues in the sector with renowned figures in the international publishing world and with the contribution of major writers such as Eduardo Mendoza, who will open the sessions.

The organisers

The Catalan Guild of Publishers and Editors

Institution that embodies five centuries of Barcelona's publishing tradition. It embraces more than 200 publishing companies with 48.3% of the total Spanish publishing business volume. It is particularly representative in fields such as literature, with a market share of 80%, books for children and young people (65%), educational books (77%), dictionaries, encyclopaedias or comics (75%).

Around 25 publishing houses in the guild have over 120 subsidiaries or branches in approximately thirty countries in Europe, Asia and America.

Committed to the improvement and development of the sector, the Guild currently supports a wide range of professional and cultural activities.

Pompeu Fabra University

Pompeu Fabra University's prestigious Master in Publishing and Editing is now in its 20th year. This master is one of the major international references for training in the profession and has become one of Barcelona's hallmarks in the field of publishing leadership. In this period, it has trained several generations of professionals who are today responsible for publishing projects in Catalonia, Spain, Latin America and Europe. Notable among the institutions and companies that regularly contribute to it are the Catalan Guild of Publishers and Editors, the Grupo Planeta, the Penguin Random House group, Anagrama, CEDRO, La Central, RBA, Google, Cayfosa or the Guadalajara International Book Fair (Mexico), the most important fair of the sector in Spanish, and the Frankfurt Book Fair, the most important in the world.



**Máster en Edición de la
Universitat Pompeu Fabra**

Programme

Annual Publishers' Forum: "A Journey to 2030"

What is happening in the publishing sector and the world of books today? And what will happen in the near future, for example by 2030? In the 2nd Edita Barcelona Forum, professionals and experts debate its present and future, with special emphasis on the most positive and useful experiences that are showing the way.

Forum co-direction

Javier Aparicio Maydeu, Patrici Tixis Padrosa and Sergio Vila-Sanjuán Robert

Session leader

Toni Iturbe, journalist and writer

Wednesday, 5 July 2017

Barcelona City Hall (Saló de Cent)

- 6.30 pm** **Presentation**, by **Patrici Tixis Padrosa**,
President of the Catalan Guild of Publishers and Editors
- Welcome**, by **Pelegri Viader**, Vice-rector and deputy rector
of Pompeu Fabra University
- Official opening**, by **Jaume Collboni**,
Deputy Mayor at Barcelona City Council
- Lecture
A LIFE WITH PUBLISHERS AND EDITORS
Eduardo Mendoza, writer

Thursday, 6 July 2017

Pompeu Fabra University. Barcelona School of Management (C. Balmes, 132-134)

MORNING

- 9 am** Registration
- 9.30 am** Greetings and opening lecture
PUBLISHING: THE NEVERENDING CROSSROAD
Javier Aparicio Maydeu, creator and director of the Master in Publishing and Editing of the UPF Barcelona School of Management, professor and delegate of Culture at Pompeu Fabra University. Co-director of the Edita Barcelona Forum
- 10.15 am** Institutional welcome, by **Santi Vila**, Minister for Business and Knowledge at the Government of Catalonia

ROUNDTABLES

- 10.45 - 11.45 am** **I'M 12 YEARS AND I'VE STOPPED READING**
Iolanda Batallé (*La Galera*), **Sebas G. Mouret** (booktuber), **Gemma Lienas** (writer and editor) and **Care Santos** (writer)
 Educators agree: 12 years is a dangerous age for boys and girls, even the most enthusiastic readers. How can we encourage them to continue with this pastime?
- 12 noon - 1 pm** **WRITER / EDITOR DIALOGUES**
Javier Cercas / **Daniel Fernández**
 The writer of *Soldiers of Salamis* talks to the President of the Spanish Federation of Guilds of Publishers and Editors. Two contrasting views on the process leading from a writer's imagination to the presence of a book in a reader's hands.
- 1.15 - 2.15 pm** **A JOURNEY TO 2030. A LATIN AMERICAN PROS**
José Calafell (*Grupo Planeta, América Latina*), **Oriol Castanys** (*Anagrama*), **Ilya Pérdigo** (*Editorial Alrevés*) and **Consuelo Sáizar** (*University of Cambridge*)
 The large expanding market for the Spanish publishing sector. But also a panorama with notable uncertainties. How can we confront them?
- 2.15 pm** End of morning session
-

AFTERNOON
4 - 5 pm WHY DOES A BOOK SELL?

Juan Cerezo (*Tusquets Editores*),
Marcos Chicot (writer), **Ester Pujol** (editor)
 and **Núria Tey** (*Plaza & Janés*)

Debate on how some promotional strategies are particularly suited to launching a book, illustrated with cases of success due to diverse starting points (a controversial issue, a particularly imaginative campaign).

5.15 - 6.15 pm BOOKSHOPS IN EUROPE

Maarten Asscher (*Athenaeum Boekhandel*, Amsterdam),
James Daunt (*Daunt Books & Waterstones*, London),
Antonio Ramirez (*Libreria La Central*, Barcelona) and
Nicolas Vivès (*Librairie Ombres Blanches*, Toulouse)

The vitality of European culture is not possible without healthy bookshops. Different experiences illustrate the complexity of sustaining quality bookshops in increasingly more complex contexts.

(English and French language)

6.30 - 7.15 pm THE MOST RECENT DEVELOPMENTS? AUGMENTED REALITY, ALGORITHMS AND OTHER TRENDS

Marisol López (director of the *Digital Area at the ICEC*),
Pere Roset (*Aumenta Solutions*) and
Marc Santandreu (*Tekstum*)

Technology at the service of the reader. The latest experiences introduced by the experts who are developing them.

7.30 - 8.30 pm A JOURNEY TO 2030. DISTRIBUTION PROSPECTS

Patxi Beascoa (*Penguin Random House*),
Mónica Díaz (*UDL*), **Arantza Larrauri** (*Librandia*)
 and **Joachim Schulte*** (*Arvato SCM Solutions*)

One of today's key issues, often surrounded by controversy. The different positions enter into dialogue within the Edita Barcelona Forum. This roundtable complements the one held by the Master in Publishing and Editing of the UPF Barcelona School of Management on the same topic.

**(English language)*

8.30 pm End of afternoon session

10 pm Cultural event **CINEMES VERDI** (Carrer Verdi, 32)
(Limited capacity. Edita Forum 2017 accreditation required to enter the cinema)

Friday, 7 July 2017

Pompeu Fabra University. Barcelona School of Management (C. Balmes, 132-134)

MORNING

9 - 9.45 am A JOURNEY TO 2030. A FRENCH PROSPECT

Teresa Cremisi (editor and writer)

The former emblematic managing editor of **Gallimard** or **Flammarion** sums up her experiences, reviews the present and offers a future diagnosis.

(French language)

10 - 11 am NEW TRENDS IN FICTION

Jordi Muñoz (*Escola d'Esriptura de l'Ateneu Barcelonès*),
Aniol Rafel (*Edicions del Periscopi*), **Elena Ramírez** (*Seix Barral*)
and **Pilar Reyes** (*Alfaguara*)

Fiction is the most successful publishing genre. What is changing in it?
What new territories please and capture the reader?

11.15 am - FROM THE BOOK TO THE SCREEN

12.15 pm **Agustín Díaz Yanes** (screenwriter, film director and writer),
Mikel Lejarza (*Atresmedia Cine*),
and **Xavier Marcé** (economist and cultural manager)

The rising market of television and cinema literary adaptations. What makes
a novel easy to adapt?

12.30 - 1.30 pm PROMOTING READING AND THE FIGHT AGAINST PIRACY: EFFICACY OR SMOKE?

Valentí Oviedo (Manager of the *Culture Institute of Barcelona*),
Marta Rivera de la Cruz (President of the *Commission on
Culture at the Spanish Parliament*),

Óscar Sáenz de Santa María (Director General of *Cultural
Industries and Books at the Spanish Ministry of Education,
Culture and Sport*) and

Joaquim Torrent (Director General of *Creation and Cultural
Enterprises at the Department of Culture, Government of
Catalonia*)

1.45 pm ASSESSMENT OF THE CONFERENCE,

by **Sergio Vila-Sanjuán Robert**, culture journalist and
publishing historian. Co-director of the Edita Barcelona Forum

2 pm **Institutional closing**, by **Fernando Benzo**,
Secretary of State for Culture

Practical information

Organisation

Catalan Guild of Publishers and Editors -
Pompeu Fabra University

Place

Official opening (5 July 2017):

Barcelona City Hall

Debates and roundtables (6 and 7 July 2017)

Pompeu Fabra University.

Barcelona School of Management

Carrer Balmes, 132-134, Barcelona

2017 Forum dates

Wednesday 5 July to Friday 7 July at midday

Held

Annually

Opening session

Wednesday 5 July, at Barcelona City Hall

Closing session

Friday 7 July, at midday, at Pompeu Fabra University

Speakers

Professionals from the publishing and editing world

Attendance

Free entry, prior [registration essential](#)

Attendance diploma

Information

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