By the Book4
Curation: A perspective on the book industry
Villa Finaly, Florence 21 to 23 June 2017

Organizers:
Benoît Berthou (University Paris 13 Sorbonne Paris Cité)
Miha Kovač (University of Ljubljana)
Angus Phillips (Oxford International Centre for Publishing Studies)

Wednesday, 21 June

14.30 - 16.00 Pedagogical propositions – chair Benoît Berthou
Beverley Tarquini - Publishing education – the value of MA degrees in publishing
Daniel Boswell - The publisher’s apprentice: degree apprenticeships in the UK
Alison Baverstock - Can the pre-arrival shared reading of a single book benefit the transition of new students to university? A case study across two institutions

16.00 - 16.30 Brexit tea break

16.30 - 18.00 Co-constructing pedagogy: industry as curation partners – chair Angus Phillips
Mary Ann Kernan - Higher education, employability and the Teaching Excellence Framework: City’s BA English and the broader potential of publishing
Frania Hall - Combining industry guest events and live publishing projects to explore entrepreneurship
Scott Steedman - Learning by Scenario: 35 Years of the SFU MPub book project course

Thursday 22 June

9.30 - 10.30 Keynote: open access for scholarly books – chair Angus Phillips
Sam Bruinsma, Senior Vice-President Business Development, Brill Publishing, Leiden

10.30 - 11.00 Coffee break
11.00 - 12.30 Parallel sessions

a. Shops, windows, shelves: practising curation – chair Rose Leighton

Ann Steiner - Select, display and sell: curating practices in the bookstore
Eben Muse - Curating for readers: independent bookstores
Claudio P. Franco - Digital shop windows: analogies, typologies and the presentation of digital forms of the book by publishers and other producers

b. Reading: collecting, connecting, curating – chair Miha Kovač

Jim Collins - The reader as curator, or how do we read - and curate - Colson Whitehead’s The Underground Railroad?
Franjo Pehar and Zoran Velagić – The development of the ebook market in Croatia: 2013-2017
Nick Canty - An analysis of how the British book publishing industry uses social media

12.30 - 13.30 Lunch

13.30-15.00 Questioning curation: risks and obsolescence – chair Adriaan van der Weel

Anna Maria Tammaro - Digital curator: 21st century competencies development
Sara Karrholm The Connected Author
Anna Faherty - Curator danger! How embracing curation could be a backward step for publishers

15.00-16.30 Parallel sessions

c. Building publishing: new media territories – chair Miha Kovač

Anatu Mahama - Institutions for book development and publishing in Ghana: is it time to review and restructure?
Beth Le Roux - Curation and scarcity: re-examining the ‘book famine’ in African publishing
Lucy Ry-Kottoh - Ebooks in Ghana: publishers’ level of adoption of digital technologies

d. Editorial sectors in Europe: publishing perspectives – chair Frania Hall

Yonca Cingoz and Ebru Senol – The growth of the publishing sector and the potential for publishing education in Turkey
Pamela Shultz Nybacka and Erik Wikberg - Art books connecting worlds through aesthetic play: the Swedish art book scene
16.30 - 17.00 Brexit tea break

17.00 - 18.00 Europub issues

18.00 - Benoit’s aperitif

Friday 23 June

9.30 - 10.30 Keynote: Curation – chair Miha Kovač
Michael Bhaskar, Co-Founder of the digital publisher Canelo, London

10.30 - 11.00 Coffee break

11.00 - 12.30 Curating for publishing: content issues - chair Melanie Ramdarshan Bold
Chris Jennings - The final version? iterative publishing
Alastair Hodge - Editing: philosophy, policy, and praxis
Arunas Gudinavičius - Publishing an ebook in EPUB format as a key assignment in digital publishing

12.30 - 13.30 lunch

13.30 - 15.00 Curation: a professional identity for publishing? – chair Elena Macevičiute
Melanie Ramdarshan Bold - Independent publishing and the future of the novel
Everdien Rietstap - The contribution of the Dutch editor on the realization of books
Pamela Shultz Nybacka - Literature and regional society

15.00 - 16.30 Parallel sessions

e. Publishing: technological and geographical approaches – chair Franjo Pehar
Rose Leighton - Curating learning materials in a hybrid reader
Miriam Johnson - The rise of the citizen author
Andrius Šūminas - Publishing brand extension possibilities: a case study from Lithuania of the children’s book brand Kake Make
f. Publishing academics: new models, new issues for knowledge – chair Adriaan van der Weel

Elena Macevičiute and Tom Wilson - The development of the Swedish scholarly e-monograph

Christoph Bläsi - A certain type of academic publisher will not lose its relevance: do we observe new forms of curation here?

Avril Gray - Publication of pedagogical research via staff/student collaboration: a new model for a university press

16.30 – 17.30 Brexit tea break followed by closing session:

Benoît Berthou (University Paris 13 Sorbonne Paris Cité)
Miha Kovač (University of Ljubljana)
Angus Phillips (Oxford International Centre for Publishing Studies)