

# By the Book5

## Publishing in a changing media environment

### New products, new organizations and new research models

Villa Finaly, Florence, 13 to 15 June 2018

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

Wednesday 13 June

#### 9:45 Opening

Benoît Berthou, Miha Kovač, Angus Phillips

#### 10:00-11:00 Keynote

‘Supporting publishing innovation: a book incubator in Paris’

Yann Chapin, Fontaine O Livres

11.00-11.30 *Coffee break*

#### 11:30-12:30 Parallel sessions

##### a. Editing in the digital age – chair Angus Phillips

Chris Jennings, ‘Out of the reading flow: footnotes, endnotes and supplementary content’

Mary Ann Kernan, ‘Shakespearean publishing in the digital era’

##### b. Collaboration and innovation – chair Miha Kovač

Oswin Tickler, ‘Chanced Arm: Side projects, students and changing models for collaboration’

Jeanne-Louise Moys, ‘Developing undergraduate students’ professional publishing skills and insights through collaboration and live briefs’

12:30-13:30 *Lunch*

#### 13:30-15:00 Parallel sessions

##### c. The book and innovation – chair Chris Jennings

Arūnas Gudiničius, ‘The challenge of creating a book cover for a bestseller’

Alessandro Bigardi, ‘Innovating through design: the work of the US cover designer Chip Kidd’

Toke Riis Ebbesens, ‘On the use of books and bibliobjects in social media’

##### d. Tomorrow’s publishing programme? – chair Angus Phillips

Jie Xu and Jiayun Wang, ‘Master’s publishing education in China: the case of Wuhan University’

Anna Maria Tammaro, ‘Teaching a course in digital publishing at the University of Parma’

Sarah Franklin, ‘Creating the inclusive employee: what academia can do to promote a diverse workforce’

15:00-15:30 *Brexit tea break*

### **15:30-16:30 Roundtable 1**

‘What is a Book?’

Adriaan van der Weel, Angus Phillips, Rüdiger Wischenbart, and Miha Kovač

## **Thursday 14 June**

### **9:30-10:30 Keynote**

‘New and Real: how changing consumer habits and declining markets have changed the traditional publishing model’

Rüdiger Wischenbart, Wischenbart Consulting

*10:30-11:00 Coffee break*

### **11:00-12:00 Parallel sessions**

#### **e. The business of books – chair Frania Hall**

Anna Klamet, ‘The Future is unwritten: digitization and its influence on the strategies of the book publishing business in small nations in Europe’

Phillip Shaw, ‘The impact of technology change upon the value of publishing assets’

#### **f. Curation and innovation – chair Alexis Weedon**

Anna Kiernan, ‘Distributed authorship, literary critics and cultural curators in a socially networked age’

Rose Leighton and Didi Griffioen, ‘Selecting and structuring knowledge in an age of content abundance: curation from a teaching perspective’

*12:00-13:00 Lunch*

### **13:00-14:30 Parallel sessions**

#### **g. New publishing media – chair Leander Reeves**

Alexis Weedon, ‘Media storytelling: definition, characteristics and origins’

Anne Coddington, ‘Zine cultures, publishing, creative entrepreneurship, identity’

Frانيا Hall, ‘Collaborating across creative cultures: a case study into a cross-disciplinary, digital collaboration’

#### **h. Culture and commerce: a book industry duality? – chair Avril Gray**

Stevie Marsden, ‘Positioning Publishing Studies in the cultural economy’

Eben Muse, ‘Bookstore fantasies’

Ernst-Peter Biesalski and Heiko Hartmann, ‘HarperCollins paperbacks in Germany: a student project at HTWK’

*14:30-15:00 Brexit tea break*

### **15:00-16:00 Parallel sessions**

#### **i. Academic innovations – chair Heiko Hartmann**

Jean-Louis Soubret, ‘What can the association of design thinking and digital humanities generate for academic publishing?’

Christina Neuwirth, ‘Publishing studies research off the page: A case study of innovative doctoral research on gender equality, writing, publishing, and literary prizes’

**j. Consumption and circulation – chair Miha Kovač**

Andrius Suminas, ‘The landscape of media consumption In Lithuania: the analysis of book reading habits’  
Ondřej Vimr and Bobby Stuijtzand, ‘Mapping literary flows and publishing networks’

**16:00-17:00 Europub meeting**

*17.30 Aperitif*

**Friday 15 June**

**9:30-10:30 Keynote**

‘Brains and books: how to align the book with the way in which our brains process written information’  
Niels Peter Thomas, Chief Book Strategist at Springer Nature

*10:30-11:00 Coffee break*

**11:00-12:30 Parallel sessions**

**k. Networks and nations – chair Andrius Suminas**

Lisbet Worsoe-Schmidt, ‘New players in the Danish book world: the challenges for the sociology of literature’

Rita Faire, ‘Children’s picture book publishing in the small nations of Europe’

Cemran Oder, ‘The publishing field in Turkey’

**l. Censorship and exclusion – chair Mary Ann Kernan**

Bella Ostromoukhova, ‘Independent book publishing in Russia in the digital changing context’

Avril Gray, ‘A book is more important than food: collaboration with Streetreads, a charity working with homeless readers in Edinburgh’

*12:30-13:30 Lunch*

**13:30-15:15 Plenary session**

**Authorship and the future – chair Adriaan van der Weel**

Renata Zamida, ‘Ebooks as an opportunity to preserve language vitality’

Miriam Johnson, ‘The role of gender in writing in digitally social communities’

Will Smith, ‘Success and the Scottish indie author’

Leander Reeves, ‘The death of the author’

*15:15-15:45 Brexit tea break*

**15:45-16:45 Roundtable 2**

‘Libraries as publishers’

Anna Maria Tamaro, Maria Cassella, Pep Torn with Fulvio Guatelli (FUP) and Luisa Gaggini (Casalini Torrossa)

**16:45 Closing session**

Benoît Berthou, Miha Kovač, Angus Phillips

**17.00 Close of conference**