

**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

Scot Stedman - 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 La 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, Akin Ozgur, and Senol Obru – 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 Gudiničius - 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 Šuminas - 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)