



Professional Day Oko do Sveta
5. 9. 2024
Oskar Nedbal Theatre
Divadelní 218/2 Tábor, Czech Republic
Report



Entering the professional day / Copyright Baobab



Tereza Horvathova, the organizer of the pro day / Copyright Baobab

9:00-10:30

Panel discussion of small publishers

The panel discussion focused on introducing how small publishers work. The guests talked about the obstacles and challenges they have to overcome in their work, and strategies to promote their books. About how it is difficult to compete with large publishers who print books cheaper and can invest more money in marketing. One of the strategies was to focus on a variety of communication channels: communicating with readers on social media, through blogs and podcasts, through collaboration with libraries and schools, creating cultural event like Tabbok festival, etc. Part of the discussion was devoted to what benefits a small publisher can bring by collaborating with librarians, and what librarians, in turn, can gain by collaborating with a small publisher. Publisher MeMo pointed out that this day enables librarians to get to know the project leaders, the different points of view and the specific features of the publishers.

The aim of these publishers is to take a step aside and seek out authors and illustrators who have a specific view of the world, who look at reality from a different angle.

This round table was an invitation to work together between libraries who are not used to being networked in the Czech Republic, which is the whole point of l'oeil du monde.

Guests of the discussion were Paolo Canton (IT), founder of the Topipittori publishing house, Christine Morault (FR), founder of the MeMo publishing house, which is behind the whole project *Oko do sveta*, Tereza Horváthová (CZ), founder of the Baobab publishing house, which organized the Czech edition of the project *Oko do sveta*, and Alīse Nīgale (LV), one of the founders of the publishing house *Liels un mazs*. Moderated by book blogger and lecturer of courses for librarians Petra Schwarzová Žallmannová.



The first round-table with members of *l'oeil du monde* / Copyright ODM

10:45-11:30

Presentation of the work of the *Bridges to Books* project, Dlouhá punčocha bookstore and lecturer Nina Rutová

The aim of this session was to present examples of good practice in working with librarians, teachers and children.

Bridges to Books is a project that aims to shape librarians and teachers. To orient them in the current production of books for children, to show them how to work with books at school or in the library. The aim is to help librarians and teachers recognize a good book and teach them how to present a book to children. *Bridges to Books* organizes seminars and courses. This project demonstrates the importance of cultural mediation in the purchase of a book, and there is a form of militancy in supporting this ecosystem of independent books.

The founder of the Long Stockings Bookshop in Brno also presented her strategies on how to work with children and spoke about the events organised by the bookshop focusing on children's picture books.

Finally, Nina Rutová, a long-time lecturer of courses for librarians who teaches how to work with books during reading sessions, spoke about her work. She is a leading figure in the educational approach to children's books, with a particular emphasis on reading aloud as a method of transmitting books.

This round-table discussion also highlighted the realities of the book trade in the Czech Republic and the difficulty of being an independent bookshop without belonging to a distribution network.

The guests of this session were: Marika Zadembská (CZ), Veronika Peslerová (CZ) and Petra Schwarzová Žallmannová (CZ) for Bridges to Books, Zuzana Streichsbierová (CZ) for Dlouhá Punčocha bookshop and Nina Rutová (CZ). Moderated by librarian and promoter of children's reading Edita Vaníčková.



Members of Bridges to book presenting the project / Copyright Baobab



Nina Rutova at the right presenting her work / Copyright Baobab

11:30-12:15

Books move the city: examples of good practice in institutional work

This panel discussion brought together representatives of the Třinec Library, the Hamelin Association of Bologna and Magdalena Kłos-Posiadło, founder of the Polish publishing house Wydawnictwo Wytwórnia. While the previous discussion showcased the work of individuals, here the discussion focused on how larger institutions can help book culture. The Třinec Library organises the annual Čtefest festival aimed at promoting and encouraging reading. Hamelin is an Italian association for the promotion of culture and for working with cultural audiences, working with children and adolescents in the field of literature, comics and illustration. Hamelin organises reading and comics workshops for schools, conferences, exhibitions and educational projects. Magdalena Kłos-Posiadło is the co-organiser of the Mały Koneser children's book festival and fair in Warsaw. How do they manage to reach the audience? How do they build a stable network of visitors? What can a larger institution bring in terms of promoting quality children's books?

The 3 speakers spoke about their experience of the l'oeil du monde project and the professional enrichment it had brought them, particularly in promoting books to different audiences (teachers, refugees, etc.). This has enabled librarians to introduce languages and new cultures to audiences and to create a new working environment between publishers and libraries, thanks to new and privileged cooperation and connections, an unprecedented and very strong commitment for libraries.

The debate was attended by Marika Zadembská (CZ) from the Library Třinec, Giordana Piccinini, Ilaria Tontardini, Emilio Varrà (IT) from the Hamelin Association and Magdalena Kłos-Posiadło from the Mały Koneser Festival. The moderator was publisher and organizer of the Tabook Small Publishers Festival Tereza Horváthová (CZ).



The round-table speakers / Copyright Baobab

13:30-15:30

Workshops with Czech and foreign authors (held simultaneously for smaller groups of participants)

The aim of the workshops was a practical demonstration of working with children's picture books in a library or school classroom environment. The participants were divided into smaller groups and worked with individual tutors.

The well-known dancer and choreographer Barbora Látalová (CZ), co-author of a dance performance on the theme of the book by Czech author Tereza Říčanová Kráva, focused on how to strengthen the experience of the book through movement, especially for children who do not yet read or have difficulty keeping their attention while reading.

Renowned illustrator and author Kitty Crowther (BE), winner of the ALMA (Astrid Lindgren Memorial Award), showed how to create a safe, relaxed atmosphere in reading sessions and how to transfer this into the reading itself.

Two young illustrators and authors of picture books for children, Jakub Plachý (CZ) and Andrea Antinori (IT), presented their books and showed how to use them in reading lessons at school or in the library.

- Barbora Látalová: A book can also dance. Can children move in the library? How can movement enhance the experience of a book?



Workshop with Barbora Latova (in blue) / Copyright Baobab

- Kitty Crowther: You have to get good at reading. Think and move, think and laugh.



Workshop with Kitty Crowther / Copyright Baobab

- Andrea Antinori, Jakub Plachý: Wind, lemurs, mountains, sun and other beasts. How to read and narrate picture books.



Jakub Plachy presenting his book / Copyright Baobab

13:30-15:30

Parallel to the workshops, a meeting of small publishers took place, where Czech and foreign publishers had the opportunity to present their work to each other and make new contacts.



European publishers meeting / Copyright Baobab

16:00-17:30

Guided tours of 11 exhibitions (exhibitions and displays) that were organized on the occasion of the Tabook Festival of Small Publishers in Tábor (South Bohemia). The authors of the exhibited works took part in the tour and spoke about their work.

- Paul Cox (FR): Miscellanea #1 and Miscellanea #2
- Mariachiara Di Giorgio (IT).
- Illustrators 'and Typographers 'Amalgamed Union (students of the University of Applied Arts in Prague)
- Hana Puchová (CZ).
- Hidden Places - symposium (Jakub Čapka, Rebecca Grey, Eva Havlová, Matěj Kolesa, Julie Kyrýljuk, Sára Paldánová, Marko Rapant, Livia Suchá)
- Jakub Dolenský (CZ).
- Xaoville: illustrations and graphic works by Xao (CZ) and Titivil (IT)

- EtchingRoom1 (UA): intaglio prints and mosaic mural (photogravure and mosaic)
- Michaela Kukovičová (CZ).
- Barbora Müllerová (CZ), Daniela Olejníková (SK), Klára Zahradková (CZ): Generatio sponetanea
- Dagmar Urbánková (Cz): Tablecloth pattern



Paul Cox exhibition / Copyright David Peltan

18:00-18:30

Opening of the exhibition Eye to the World

The exhibition Eye on the World presents the work of 12 small independent publishers from around the world.

A buen paso (ESP), Bakame (RWA), Baobab (CZ), Jaimimage (South Korea), Magikon (NOR), MeMo (FR), One stroke (JAP), Petra Ediciones (MEX), Planeta Tangerina (PRT), Tara Books (IND), Topipittori (IT), Wydawnictwo Wytwórnia (PL)



Oko do Sveta exhibition / Copyright Lukas Blaha