



FRANKFURTER
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CONTEC MEXICO

SHARING INNOVATION

The new generation of
children's content

November 15th, 2021
IBBY Mexico
Mexico City

November 16th & 17th, 2021
Centro Cultural de España
Mexico City

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MONDAY, NOVEMBER 15th

IBBY Mexico

3:00 pm Registration

3:30 - 4:30 pm Keynote

From the idea to the publishing project

How to present illustration projects to publishers and agents

In the book industry worldwide, rights agents, authors and publishers are constantly looking for new talent able to create projects that fit into a distinctive feature of a publishing house. In this encounter, Paula Peretti will share with young artists, authors and illustrators some useful ideas and key points that are good to keep in mind when presenting a picture book project to a publisher or a literary agency.

Paula Peretti, Peretti Agency, Germany

5:00 - 6:30 pm Seminar/ Workshop

Let's illustrate!

Workshop on illustration techniques

In this workshop, Katja Spitzer and Olga Capdevila share their working methods with the young artists and illustrators. Participants will also have the chance to listen to both of their experiences around the children's book industry and other possible working fields.

Katja Spitzer, Illustrator, Germany

Olga Capdevila, Illustrator, Spain

TUESDAY, NOVEMBER 16th

Centro Cultural de España

The Children's Book Compass: A New Generation of Books

The Children's book industry is getting more relevant than ever. In times when we face a new way of doing things, this genre opens new possibilities in terms of formats, topics and interactions with other creative industries, so publishers can experiment in order to face the upcoming challenges.

What is the status of the children's book industry in Mexico, Spain and Germany? How do art, education and reading strategies come together in this genre? What are the perspectives of the new generation of people involved in children's content? These among other questions will be held into discussion on the first day of the summit.

10:00 am Registration

10:45 am Welcome

David Ruiz López-Prisuelos, Centro Cultural de España, Mexico

Juan Arzoz, IBBY, Mexico

Marifé Boix García, Frankfurter Buchmesse, Germany

11:00 - 11:30 am Keynote

New narrative networks: Hilo de Aracne

The collection of Libros UNAM "Hilo de Aracne" is a narrative network for the youth of our time. This collection seeks to make the reading community experience the pleasure of reading from fictional horizons where all journeys of the imagination have a guaranteed ticket.

Socorro Venegas, UNAM, Mexico

11:30 am – 12:30 pm Round table

Maps, territories and encounters for the children book market

The branch of children's books has been significantly growing worldwide. Three participants of that universe (an agent, a promoter and an author) share their visions about the publishing industry related to the young readers: what are those things in common and those differences they have with their colleagues from other places.

Paula Peretti, Peretti Agency, Germany

Magali Homs, Tantágora, Spain

Maria Baranda, writer, Mexico

Moderator: Geney Beltrán, Fundación para las Letras Mexicanas, Mexico

12:30 pm Coffee Break

1:00 – 2:00 pm Round Table

Challenges of the contemporary children's literature

Children's books have become a channel to approach young children not only for entertaining purposes, but also to stimulate critical knowledge and the community perspective. For some decades now, publishers, writers and artists have been working on topics related to diversity, migration and accessibility. In this round table, our speakers will share their thoughts about the challenges implied in approaching specific audiences to incorporate them into the children book universe.

Mariela Nagle, Mundo Azul, Germany

Mónica Bergna, Alboroto, Mexico

Moderator: Alicia Espinosa de los Monteros, IBBY Mexico

2:00 pm Lunch

3:30 pm Presentation for publishers

Co-editions

How to prepare co-edition projects for international markets.

Speaker: Paula Peretti

4:15 pm Presentation for booksellers

Books not only for children

How to make a sales pitch of picture books.

Speaker: Mariela Nagle

5:00 pm Presentation for illustrators

Presentation of the work of both artists.

Olga Capdevila and Katja Spitzer

6:00 – 7:30 pm Meet the experts

Informal conversations

Mariela Nagle

Mundo Azul, Germany

Paula Peretti

Peretti Agency, Germany

Katja Spitzer

illustrator, Germany

Verona Meier

Flat White Byte, Germany

Olga Capdevila

illustrator, Spain

Magali Homs

Tantágora, Spain

Marcos Almada Rivero

Author and audiovisual producer, Mexico

Mariana Alcántara

illustrator, México

Alicia Espinosa de los Monteros

IBBY, Mexico

Socorro Venegas

UNAM, Mexico

Mónica Bergna

Alboroto, Mexico

WEDNESDAY, NOVEMBER 17th

Centro Cultural de España

Time for the senses: the future is multi-sensitive

The reading experience, a multisensorial issue when it comes to talk about picture books, has taken a new dimension with the new ways of reading that flourished with digital channels. On the third day of the summit, we bring together projects and professionals related to new business models and children's content. This involves multichannel possibilities, transmedia narratives and co-working projects with other creative industries.

10:00 am Registration

10:30 - 11:00 am Key Note / Case study

Developing books for children into apps

Adaptation of content to other formats like apps or games without losing the essence of the book. Enriching the content with entertainment and edutainment tools that make the content more attractive to younger audiences. Case Study: presentation of the app based on the award winning picture book by Nadia Budde "Teary Tiger Toasts Tomatoes".

Verona Meier, Flat White Byte, Germany

11:00 am - 12:00 pm Round Table

Visual storytelling: the contemporary language of picture books

When talking about picture books, the narrative sequence and rhythm, as well as the shape in which a text is conceptualized, are intimately linked with the drawing technique chosen for a particular project. Illustrators from different contexts share their ideas referring to their job, objectives and perspectives related to their status as artists dedicated to produce materials oriented to children's audiences.

Katja Spitzer, Illustrator, Germany

Olga Capdevila, Illustrator, Spain

Mariana Alcántara, Illustrator, Mexico

Moderator: Mariela Nagle, Mundo Azul, Germany

12:00 pm Coffee Break

12:30 - 1:00 pm Keynote

New talents for the sector: a pending task

In current times, the book industry is living a moment in which it is reorienting ideas to include new talents to reach new audiences, mainly in formats that are able to combine traditional platforms with digital channels. Magalí Homs shares her experiences in creating programs focused on incorporating young illustrators to the modern book chain.

Magalí Homs, Tantàgora, Spain

1:00 - 2:00 pm Round Table

The new frontiers for picture books

Digital environments have drastically changed the experience of approaching a picture book. Nowadays, the chances of enjoying them goes far beyond the paper. In this round table, our speakers will share their ideas related to the possibilities that transmedia narratives and digital devices bring to this type of books.

Verona Meier, Flat White Byte, Germany

Magalí Homs, Tantàgora, Spain

Marcos Almada Rivero, author and audiovisual producer, Mexico

Moderator: Gina Jaramillo, Chilango, Mexico

2:00 pm Lunch

3:30 -4:00 pm Keynote**When drawings come alive**

Animation movies in Mexico have some tradition already, but in the past few years the format has caught an increasing interest. In our new normal, a place where our daily life is always fixed to a screen, the imagination of two creative industries, books and cinema, can come together to find new ways to keep telling our stories. This will be the topic of this talk with a representative of one of the most relevant animation projects in Mexico.

Angélica Lares, El Taller del Chucho, Mexico

4:00 - 5:00 pm Round table**The transmedia route**

Creative industries interact with each other to create bounds that bring new ways to tell stories intended to enrich both creators and audiences. Three speakers deeply involved in the movie industry process share their ideas about the route to walk to transform an idea that was born in a book to an audio-visual project.

N.N., Mexico

Karla Castañeda, Animation director, Mexico

Alexandra Castellanos, Casiopea Studio, Mexico

Moderator: Fernando Moreno, Ibero 90.9, Mexico

5:00 - 6:30 pm Networking / Coctel**Meeting between publishers, producers and audio-visual content creators**

Previous registration

6:30 pm Closure of the Summit

SPEAKERS



Alexandra Castellanos

Graduated in Visual Communication from the Faculty of Arts and Design at National Autonomous University of Mexico (UNAM). From 2011 to 2013 she has collaborated with Diezmedia Colectivo, an organization whose purpose is to promote visual arts. In 2013 she co-founded the animation studio Casiopea. She has directed the short films "Adentro", "Afuera" and "Poliangular".



Alicia Espinosa

Communication expert, cultural manager and expert on children's and young people's literature. She is currently responsible for coordinating the "Reader Committee" at IBBY México. She worked on cultural and educational projects as manager at Fundación SM México for seven years. She was president of the Children's and Young People's Committee at the Mexican Chamber of the Publishing Industry between 2018-2020. She worked as deputy director for Publishing Promotion at CONACULTA's General Directorate of Publications. She was in charge of cultural activities at International Children's and Young People's Bookfair (31th, 32th and 33th edition) and has worked on the coordination of different Mexican delegations at national and international book fairs. She also created content for "Once Niños" (Once TV, Mexico) for eight years.



Angélica Lares

Producer, communications expert and cultural manager. Current director of Taller del Chucho, an animation studio focused on the audiovisual production with international quality, emphasis on the stop motion technique. The studio is currently producing part of Guillermo del Toro's feature film, "Pinocchio". She was director of the Industry sector at Guadalajara International Film Festival. She has worked as a speaker and a teacher in different projects. She has been a jury member at the Santiago de Chile SANFIC Festival and Viña International Film Festival, among others.



David Ruiz López-Prisuelos

He studied Civil Engineering at Polytechnic University of Catalonia (UPC). He is currently Director of the Cultural Center of Spain in Mexico.



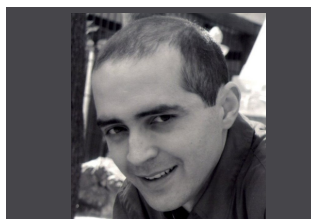
Fernando Moreno

He holds a bachelor's and Master's degree in Communication from the Iberoamericana University.

He is a full-time academic and coordinator of the advertising area of the Communication Department of the Iberoamericana University since 2002. He is professor at the same university since 1994 has taught different subjects, such as Cinematographic Language and Film Production, among others.

He is a regular contributor to Ibero 90.9 Radio and has directed and hosted the program "El Cine y..." for more than 12 years.

SPEAKERS



Geney Beltrán

Editor, narrator, translator and essayist. He studied Spanish Language and Hispanic Literature at UNAM and English Literature at Victoria College (University of Toronto). He has worked as a cultural journalist, teacher and columnist in Culiacán and as a translator, research assistant and librarian in Mexico City. He was a literary editor at the Mexican publishing house Fondo de Cultura Económica from 2005 to 2006.



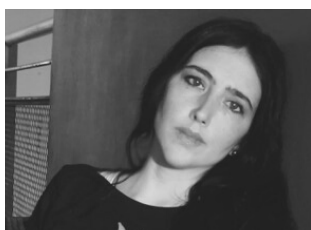
Gina Jaramillo

Art historian. Since 2020 she has directed Chilango. Co-founder of Orion Kids Mx bookstore, specialized in free childhoods; part of the collective "Niñeces Presentes", a space open to reflection on education, inclusion and exchange of ideas, where the main protagonists are girls and boys. She is curator and content developer of the International Meeting of Free, Diverse and Creative Childhoods and Youths at UNAM. In 2019 she participated in TED Talk with the speech "Women in Mexican Art History".



Juan Arzoz

He was president at the Cámara Nacional de la Industria Editorial Mexicana (CANIEM, National Chamber of the Mexican Publishing Industry) between 2007-2010. Among his main achievements was the enactment of a new law for Reading and Book Promotion, as well as agreements between Caniem and Fedex and the aim to foster Mexican books abroad. During his tenure, Mexico participated as a guest of honor in different Book Fairs (France, Colombia and India). He also participated in publishing activities in several Mexican regions (Zacatecas, Chiapas) and at the Frankfurter Buchmesse in Germany.



Karla Castañeda

Communications graduate, she has worked in several stop motion productions. Her debut as a director was in 2007 with the worldwide award-winning short film "Jacinta". She is now finishing the post-production details of her third stop motion animated short film, called "A Midnight Lullaby". She is currently co-writing with Guillermo del Toro his first stop motion animated film produced by himself. Castañeda is part of the advisory committee of "El Taller de Chucho". Since 2018 she is part of the Free The Bid International platform for the promotion of women filmmakers in the world.



Katja Spitzer

Katja Spitzer is a Berlin based illustrator. She studied Art History and illustration in Leipzig (Germany) and Lucerne (Switzerland) and graduated in 2009. Her diploma "Quodlibet" was published by Nobrow Press London in 2011. Since then she has been working for several publishing houses in the UK and Germany, including Nobrow Press, Prestel, Hanser, Flying Eye Books and Laurence King Publishing. She has illustrated more than 30 books for adults and children. In 2015 she edited "Das Beste von Allem" (The best of everything) together with Jutta Bauer. "Das Beste von Allem" is a collection of items, drawn by more than 60 famous illustrators. Katja's latest books were chosen for the White Raven List of the best books of the year 2021.

SPEAKERS



Magali Homs

Magali Homs studied Interior Design at Elisava Barcelona School of Design and Engineering and TV and cinema production at IDEP. She received her master's degree in ephemeral architecture from University of Barcelona (UAB). She has worked as cultural manager, magazine editor at "190g" and interior designer. For the past 9 years she has been the head of "Tantàgora", an association dedicated for over 25 years to the promotion of oral and written literature for children and young adults. She is the director of the FLIC Festival and also an occasional teacher and exhibitor curator.



Marcos Almada Rivero

Marcos grew up in Cuernavaca, Morelos. He studied Communication at Iberoamericana University (Mexico City). At the beginning of his career he worked as an art teacher and afterwards started writing and illustrating children's literature. His first book was "La dentadura de mi abuelo" ("My grandfather's teeth"). With his work "¿Qué le han hecho a nuestro techo?" ("What have they done to our roof?") he won the Concurso Invencciones Award 2011 in the category of picture books. Beyond the scope of the literary field, he has developed and collaborated with many different audiovisual projects. He is currently working on two new picture books.



María Baranda

Poet, narrator and translator. She won the Efraín Huerta National Poetry Prize 1995 with her work "Los memoriosos" and the National Poetry Award Aguascalientes in 2003, among other acknowledgments. She was ambassador of Children's and Young People's Literature of the FILIJ 2017. She was part of the National Fund for Culture and the Arts (FONCA) in its Young Creators (poetry) programs in 1990 and 1995; and FONCA/Rockefeller (essay) in 1997. Her books have been published in Belgium, Canada, the United States, England and China, and his poems have been translated into several languages.



Mariana Alcántara

Mariana Alcántara (Mexico City, 1991) graduated as an Industrial Designer from the Universidad Nacional Autónoma de México (National Autonomous University of Mexico, UNAM) and specialized in Illustration at the Faculty of Arts and Design at UNAM. Since 2015 she has been dedicated to illustrating and writing children's books. She is also professor at Faculty of Arts and Design at UNAM. Her work is characterized by the use of collage techniques, a palette of few colours and a subtle sense of humour. Her work has been awarded with prizes in Mexico, United Arab Emirates and Spain. Her book "Nadadores" ("The Swimmers", Alboroto Ediciones) was selected by the online platform dPICTUS as one of the 100 outstanding picturebooks / autumn 2020.

SPEAKERS



Mariela Nagle

Mariela Nagle is a consultant, curator and researcher, specialised in picture books and children literature around the world. She runs the international children's bookstore "mundo azul" in Berlin, Germany since 2007. She gives seminars and lectures in schools, universities and social and cultural institutions in Europe, Latin America and Asia. She currently works for Frankfurt Kids (Frankfurt Book Fair), for the State Museums of Berlin as a researcher and curator and for the German government programme 360° focused on diversity in institutions, among other projects. Mariela Nagle was a jury member at the Bologna Ragazzi Award (2018) and the National German Children Literature Award (2018).



Marifé Boix García

Marifé Boix García is Vice-President Business Development Southern Europe and Latin America at Frankfurter Buchmesse GmbH. Since 2012, she has been organizing CONTEC conferences in different Latinamerican countries, an encounter among publishing and innovation professionals. From 2013 to 2019 she launched the International Convention of University Presses, a forum aimed to discuss the latest trends in academic and university publishing at each year's Frankfurt Book Fair. She is responsible for the two publisher's grant programmes of Frankfurt, Invitation and Fellowship Programme. She was in charge of Catalan Culture as guest of honour in 2007, Argentina in 2010, Brazil in 2013, and is currently working with the responsible institutions of Spain, who will be guest of honour in Frankfurt in 2022.



Mónica Bergna

Founder and director of Alboroto Ediciones, a Mexican publishing house specialised in picture books in which social issues are explored. She was awarded in 2020 with the Bologna Prize for the Best Children's Publishers of the Year (BOP) in the category Central and South America. Mónica Bergna has been working in publishing for more than 25 years, including 18 of them at Ediciones Tecolote, nominated four times for the BOP.



Olga Capdevila

Olga Capdevila (Malla, 1986) works as an illustrator and creative director. She graduated in Arts, Design and Illustration.

Since 2012 she works as a freelance illustrator and also on her own projects, with the aim to explore transversality and fulfil her desire for books and experimentation. She has worked for the Barcelona City Council, The New Yorker, Netflix, Filmin, or El País.

She has published several books (Blackie Books, Comanegra ...) and her work has been recognized with different prizes such as National Prize for the best published book in 2017 or the Grand Laus 2020 which recognizes innovative projects in the field of graphic design and visual communication in Spain.

SPEAKERS



Paula Peretti

After studying in Bonn, Madrid and Paris she graduated as PhD in Linguistics and entered publishing in 1993. For 25 years she worked as editor and later as editorial director for children's and juvenile literature in publishing houses in Germany (Patmos, Sauerländer, Boje/Baumhaus). In 2017 she founded Peretti Literary Agency in Cologne, specializing in projects, authors and illustrators for young readers; the Agency also handles translation rights from the US, Canada, UK and Australia into the German speaking market.



Socorro Venegas

Socorro Venegas studied Social Communication at UAM Xochimilco, a master's degree in Literature at Centro de Investigación y Docencia en Humanidades de Morelos and a postgraduate degree in Cultural Policies and Cultural Management. She lives in Cuernavaca. She has been deputy director and director at Escuela de Escritores Ricardo Garibay, as well as deputy general director of Book and Reading Promotion at the National Council for Culture and Arts. She is responsible for the Fondo de Cultura Económica's collections of books for children and young people.



Verona Meier

Verona Meier is a media and film producer who works in Berlin and Oslo. She graduated in film production at the University of Television and Film in Munich, studied interactive media and film at NYU's Tisch School in New York and explored the film industry in Hong Kong before working in film production for over fifteen years. She was involved in more than 15 feature films, most of them international co-productions. "Teary Tiger Toasts Tomatoes" is her first interactive app for children and her second collaboration with renown German picture book writer and designer Nadia Budde.

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