

## **Second Publishing School by Frankfurt Book Fair and Garage Museum of Contemporary Art**

**May 15 – 17 2018**  
**Garage Education Centre**

*Frankfurt Book Fair represented by the German Book Information Center in Moscow and Garage Museum of Contemporary Art invite visitors to the second school for publishing professionals.*

The program includes lectures by German experts in book sales, marketing, publishing management, translation, and design, as well as discussions with leading Russian authors, editors, critics, graphic designers, and translators.

Two films will be screened as part of the school: Vadim Jendreyko's documentary *The Woman with the 5 Elephants* (2009), devoted to the life of renowned Dostoyevsky translator Svetlana Geier, and the road movie *The Last Bookshop of the World* (2017) by Finnish director Rax Rinnekangas.

On Friday, May 18 – the first day of Garage Art Book Fair – Martin Jack, Senior Sales Manager at the international rights agency IPR License will give a seminar as part of the programme for professionals.

### **About the speakers**

**Gabriella Hoffmann** has been with Gräfe & Unzer since 1999. She started her career at the publishing house as a volunteer in product marketing and grew to become a manager working with its key clients. After some time as an independent marketing consultant she worked for *Süddeutsche Zeitung* as a manager for their *Books and Audiobooks*-programme in 2005. She returned to Gräfe & Unzer to head its Licenses and B2B-department and currently works as the publisher's Director for International Sales and Content Solutions. Gräfe & Unzer is one of Germany's leading publishers specializing in reference books and popular science. It is part of Ganske Publishing Group.

**Andreas Rötzer** headed Matthes & Seitz in 2004, right after completing his dissertation. One of his first decisions was to move the publisher's headquarters to Berlin. After a significant diversification of its portfolio, Matthes & Seitz today publishes a wide-ranging list of popular science and literary fiction, including the series *The Joyful Wisdom*. In 2013, it launched the outstanding series *Natural Sciences* in collaboration with designer and columnist Judith Schalansky. In 2017, the German journal BuchMarkt named Rötzer the 'Publisher of the Year'.

**Rosemarie Tietze** studied Dramatics, Slavic and German philology in Cologne, Vienna and Munich and trained at the Russian Institute of Theatre Arts (GITIS). She teaches literary translation and translation didactics at the Institute for Slavic Philology in Munich and has

initiated and headed the Deutscher Übersetzerfonds – a foundation for German translators of fiction. She is a recipient of many literary prizes, including a translation prize from the German Academy for Language and Literature. She specializes in fiction and drama and has translated works by Vladimir Nabokov, Boris Pasternak, Vasily Aksyonov, Andrei Bitov, Gaito Gazdanov, Boris Zhitkov, and Lyudmila Petrushevskaya, but is best known for her translations of Leo Tolstoy. She has written many articles and spoken about Russian culture and translation on radio and television.

**Holger Liebs**, journalist, art historian and critic, is an expert in the contemporary art market. A successful independent journalist, in 2001 he became editor of the art section at *Süddeutsche Zeitung's* literary supplement. From 2010 to 2016 he was the editor-in-chief at the magazine *Monopol*. He currently works as programme director for Hatje Cantz – a publisher specializing in art books.

### **Schedule:**

***Tuesday, May 15***  
**10:00-18:30**

#### **Applied Literature: Searching for Content in B2B**

This talk is devoted to cooperations with businesses outside of publishing and will be most interesting to publishers specializing in applied literature such as popular science and reference books. Drawing on her own experience in publishing, the speaker will discuss various aspects of collaborating with other business sectors: These companies could become your clients, who consume or distribute your publications, or they could even be partners, who contribute content and funding. Which option do you prefer?

*Speaker:* **Gabriella Hoffmann**, Director for International Sales and Content Solutions, Gräfe und Unzer, Munich

#### **Building a Publisher's Portfolio**

Which publications are currently in demand today? What types of literature should small independent publishers focus on to find their place on the complex and challenging current market? Which projects are most likely to bring profit? How often should publishers review their portfolio and how should they plan their work? The speaker will discuss these and related questions in his talk about the potential of niche markets and risks in publishing.

*Speaker:* **Andreas Rötzer**, Director, Matthes & Seitz, Berlin

***Wednesday, May 16***  
**10:00-18:30**

#### **Translator and Editor: Scope of Cooperation**

How can one make sure a collaboration does not turn into a minefield? What qualities are required of a translator and an editor to produce a masterpiece? What are the most common sources of misunderstanding and what is the secret of successful collaboration? Where does one's professional scope of responsibility end? Can great literature also be popular? To discuss these questions, Frankfurt Book Fair has invited one of Germany's best-known translators specializing in Russian authors.

*Speaker:* **Rosemarie Tietze**, literary translator

### **The Translator as a Guide to the World of Foreign Literature**

A translator will usually not only have a professional linguistic know-how but also a good understanding of the literary scene in countries whose literature he or she translates. Can a translator thus play the role of a literary agent, taking on the job that has become so rare in contemporary Russia? Can the publisher value and make good use of the translator's knowledge? Do publishers see translators as mediators and if they don't, why not? What can translators offer publishers apart from translations and how can they be useful in choosing works to translate? The speaker will look into how translators and publishers can develop the scope of their cooperation.

*Speaker: Rosemarie Tietze, literary translator*

*The talk will be followed by a discussion with Russian experts.*

**Thursday, May 17**

**10:00-18:30**

### **How does Book Design work?**

This discussion invites representatives of two German publishers, who are known for their outstanding book design and whose titles have been awarded Germany's prize 'Die Schönsten Deutschen Bücher' not only once. The speakers will focus on the role of design in the promotion of books and its meaning for the consumer. At which stage should the designer join the work on a publishing project? Should publishers prioritize creativity and the quality of production over the cost? How can one produce beautiful books that will also attain a wide circulation and be affordable for most readers?

*Speakers: Holger Liebs, Programme Director for Hatje Cantz, Berlin; Andreas Rötzer, Director, Matthes & Seitz, Berlin*

### **How Does Design Affect the Sales of Books?**

Do investments in book design pay off? How important is design when it comes to intellectual goods and how can it help promote books? Can publishers create a loyal readership through signature design and forming the reader's tactile habits? Russian specialists in book design are invited to a discussion with German experts.

**Admission is free with advance registration.**