

LITERATURE

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International Literature Forum on Audience Development

*Aberystwyth 2016*

**PROGRAMME**

# Croeso – Welcome



Dear Forum Delegate,

A very warm welcome to Aberystwyth and our International Literature Forum on Audience Development - croeso cynnes, as we say in Wales! I hope that you will enjoy your visit and find the debates and discussions both stimulating and informative.

As part of our landmark Literary Europe Live project, we have brought together speakers and panellists from across Europe and beyond to contribute their unique perspective and knowledge. Over the next two days, they will guide, inspire and provoke as we focus our attention on developing audiences for translated literature and tackle some of the key issues facing our industry today.

What do we mean by audience development? Who are the existing and potential audiences for international literature today? How and why do people engage with writing from other cultures? What barriers are there to engaging audiences and how can we dismantle them or overarch them? Is there a magic formula for maximizing attention for literature in translation? How can innovation in international literature programming and audience development be fostered and promoted? How can digital technology help us reach new audiences meaningfully?

These are just some of the questions and concerns we'll be discussing over the coming days and I look forward to a focused and fruitful debate. We'll be publishing the outcomes of the debates in an official Forum Report which we hope will provide you - and our sector in general - with a useful toolkit for developing audiences for the future.

As with our past conferences, we see this event as a valuable networking opportunity and a chance to make new connections which can lead to new projects and collaborations.

Last but not least, this is also an occasion to celebrate LAF's 15th anniversary and look back at our many achievements to date.

I'd like to thank the Creative Europe Programme of the European Union and Aberystwyth University for their continued support, as well as Arts Council Wales and Creative Europe Desk UK - Wales for making this Forum possible.

**Alexandra Büchler**  
Director, Literature Across Frontiers

# FRIDAY 15 APRIL 2016

## Daytime Programme

Venue: Aberystwyth Arts Centre, Penglais Campus, Aberystwyth University, SY23 3DE.

When?	What?	Where?
09:00	Registration & Coffee	Main Foyer
10:00	<p><b>Welcome Speeches</b></p> <p>Alexandra Büchler Director, Literature Across Frontiers</p> <p>Prof. Sarah Prescott Director of the Institute of Literature, Languages and Creative Arts, Aberystwyth University</p>	Cinema
10:10	<p><b>Plenary Session 1</b> <b>Keynote:</b> Sjørn (Writer) <b>Small World, World Literature</b></p>	Cinema
10:30	<p><b>Plenary Panel Discussion</b> <b>Inspiring Audiences Across Europe and Beyond</b> What do we mean by audience development and who are the audiences we work with? Does the concept differ from country to country? The speakers' views reflect a broad experience spanning several regions across Europe and beyond. <b>Mika Buljevic</b> (Booksa) <b>Ilke Froyen</b> (Passa Porta House and Festival) <b>Cristina Fuentes</b> (Hay Festival) <b>Dan Gorman</b> (Shubbak Festival) <b>Ted Hodgkinson</b> (Southbank Centre) <b>Chair: Jon Gower</b> (Writer and Broadcaster)</p>	Cinema
11:30	<b>Coffee</b>	Upstairs Bar
12:00	<p><b>Breakout Sessions Part 1</b> Discussing audiences and outlining the challenges and structural barriers to engaging the public in live, print and digital international literature. What works? Sign up for one of three workshops and discuss the challenges you face at one of the following stages of the process of programming for the public.</p> <p><b>Workshop 1A: Audience-focused programming</b> How do we select literary creators that offer both good quality and culturally diverse work and still attract audiences? How do we consult and engage audiences in our programming and how do we get meaningful feedback? What are the common pitfalls in selecting international writers? How do we balance well-known with lesser-known writing? <b>Speakers:</b> <b>Kate Griffin</b> (Writers' Centre Norwich) <b>Karla Pudar</b> (European Festival of the Short Story) <b>Sophie Wardell</b> (Free Word Centre) <b>Facilitator: Peggy Hughes</b> (Literary Dundee) <b>Reporter: Carys Ifan</b> (Literature Across Frontiers)</p> <p><b>Workshop 1B: Broadening &amp; Diversifying Audiences</b> How do we develop and diversify audiences for international writing? What structural barriers may prevent meaningful engagement with audiences in our field? How can we change our approach to programming and organising to better connect with audiences who do not have automatic access to international literary culture? How can our audiences lead us? What could socially-engaged and audience-informed international literature programming look like? How can we measure quality of engagement as opposed to quantity? Who are 'we' and who are those we are trying to 'engage'?</p> <p style="text-align: right;">...continued</p>	<p>Creative Unit</p> <p>Round Studio</p>

## FRIDAY 15 APRIL 2016

### Daytime Programme

Venue: Aberystwyth Arts Centre, Penglais Campus, Aberystwyth University, SY23 3DE.

When?	What?	Where?
12:00	<p><b>Speakers:</b>            Antoine Cassar (Inizjamed)            Jonathan Ruppin (Orson &amp; Co Publishers)            Ryan van Winkle (Highlight Arts)  <b>Facilitator: Jennifer Williams</b> (Scottish Poetry Library)  <b>Reporter: Nia Davies</b> (Literature Across Frontiers)</p>	
12.00	<p><b>Workshop 1C: Expanding readership for translated literature</b>            Reading is, by definition, an intimate experience. How do we promote books and writing in translation to reach readers, as opposed to live audiences?            Are reading development agencies covering the field of translated literature and what can we learn from their approaches to general reading development? What has been the role of e-publishing in extending readership for translated literature? Has the proliferation of online magazines publishing translated literature and offering free content led to growing readership?            Are online reviews and blogs filling the gap left by shrinking print review space?            And what can publishers and translators themselves do to reach readers?  <b>Speakers:</b>            Ruth Martin (Translator)            Diogo Coelho (Booktailors)            Tony Ward (Arc Publications)  <b>Facilitator: Susan Curtis-Kojakovic</b> (Istros Books)  <b>Reporter: Mika Buljevic</b> (Booksa)</p>	
13:00	<b>Lunch</b>	Upstairs Bar
14:15	<p><b>Plenary Session 2</b>  <b>Keynote:</b> Vinutha Mallya (Kaavi Literary Agency and Publishing Next conference)  <b>Turning the Tide: Literary exchange between Europe and the Indian subcontinent</b></p>	Cinema
14:30	<p><b>Plenary Panel Debate 2</b>  <b>Ideas, Ideas, Ideas</b>            A fast-moving showcase session highlighting examples of innovative projects, programming approaches and effective audience development practices.  <b>Alexandra Büchler</b> (Literature Across Frontiers)  <b>Dan Butler</b> (NESTA / Digital Innovation Fund for the Arts in Wales)  <b>Nia Davies</b> (Poetry Wales / Literature Across Frontiers)  <b>Richard Davies</b> (Parthian Books)  <b>Erica Jarnes</b> (English PEN)  <b>Christiane Lange</b> (Literaturwerksatt)  <b>Canan Marasligil</b> (Translation City)  <b>Aleksandra Olszewska</b> (Biuro Literackie)  <b>Jonathan Ruppin</b> (Orson &amp; Co Publishers)  <b>Katrin Thomaneck</b> (Finnegan's List)  <b>Jennifer Williams</b> (Scottish Poetry Library)  <b>Ryan van Winkle</b> (Highlight Arts)  <b>Meike Ziervogel</b> (Peirene Press)  <b>Chair: Alexandra Büchler</b> (Literature Across Frontiers)</p>	Cinema
16:00	<p><b>Breakout Session Part 2</b>  <b>Evaluating 'Audience Development'</b>            Taking the discussion further. A chance to delve deeper into the question of what audience development is, to gather detail, to establish best practice, to look ahead and to tackle the core issues. Choose one of the following three workshops:</p>	

...continued

## FRIDAY 15 APRIL 2016

### Daytime Programme

Venue: Aberystwyth Arts Centre, Penglais Campus, Aberystwyth University, SY23 3DE.

When?	What?	Where?
16:00	<p><b>Workshop 2A</b>  <b>Working across art forms and harnessing digital innovation</b>            "Spreading the word" has been exponentially facilitated by digital innovation, with numerous projects based on digital communications using websites, apps and new approaches to networking. But have the possibilities of the digital been exploited successfully for the benefit of developing diverse audiences for diverse literature? What can we learn from other art forms and fields? How can we make digital innovation work for us? Is the support currently in place sufficient for the technologically fluid world we work in?</p> <p><b>Speakers:</b>            Birgit Hatlehol (Oslo Poesifilm)            Erica Jarnes (English PEN)            Canan Marasligil (Translation City)  <b>Facilitator: Dan Butler</b> (NESTA, Digital Innovation Fund for the Arts in Wales)  <b>Reporter: Caroline Stockford</b> (Wales PEN Cymru)</p>	Creative Unit
16:00	<p><b>Workshop 2B</b>  <b>Audience development policies at home and abroad</b>            Audience development has become the number one priority for arts-funding bodies and public benefit an overriding concern. What are the implications for organisations and projects in the literature field? How does the audience development agenda relate to broader concerns about access to arts and culture, professional development needs and definitions of artistic excellence? How do organisations evaluate audience engagement and social impact in a way that can be useful to policy-makers and funders while being meaningful to them in their own practice on the ground? How do we work with audiences locally and internationally, and what are the approaches to audience development at local, national and EU level?</p> <p><b>Speakers:</b>            Ingevig Astad (European Commission)            Katie Haines (Creative Europe Desk - UK, British Council)            Emma Langley (Arts Council England, via video)            Stephanie Saint (Creative Scotland)            Nicola Morgan (Wales Arts International / Arts Council of Wales)  <b>Facilitator: Elin Haf Gruffydd Jones</b> (Aberystwyth University)  <b>Reporter: David Lopez-del Amo</b> (Sinicus Literary Agency)</p>	Round Studio
16:00	<p><b>Workshop 2C</b>  <b>Academia and arts practice</b>            Academia interfaces with the arts in many ways: not only is higher education where future creative talent is nurtured and academics can also be arts practitioners, but universities can be prime incubators for interdisciplinary, collaborative projects. The introduction of creative writing courses in curricula and the recognition of arts practice as a valid vehicle for academic research have brought the two worlds even closer. Academia also interfaces with the world of arts in the field of cultural management and policy development. What are the links between academia and literary arts practice today and how can we make this connection work for international literature audience development?</p> <p><b>Speakers:</b>            Marion Löffler (University of Wales)            Bruno Sibona (Aberystwyth University)            Zoë Skoulding (Bangor University)  <b>Facilitator: Andrea Hammel</b> (Aberystwyth University)  <b>Reporter: Robyn Marsack</b> (Scottish Poetry Library)</p>	Cinema
17:00	<p><b>New Voices from Europe Announcement</b>            Literary Europe Live reveals its selection of 10 emerging European literary creators whose work will be given special promotion in the coming year.            Drinks reception to follow.</p>	Upstairs Bar

## FRIDAY 15 APRIL 2016

### Evening Programme

Venue: National Library of Wales, Penglais Road, Aberystwyth, SY23 3BU

When?	What?	Where?
19:00	<b>Supper</b>	Council Room
20:30	<b>Plenary Session 3</b> <b>O'r Lleol i'r Llwyfan Mwy / Making the Local International</b> <b>Fflur Dafydd</b> speaks about adapting her book – a noir thriller set in the iconic National Library of Wales - for the big screen and an international audience, with exclusive preview clips of the film <i>Y Llyfrgell (The Library Suicides)</i> due for release in September 2016. She will be joined by fellow author <b>Caryl Lewis</b> whose novel <i>Martha, Jac a Sianco</i> was turned into a feature film and who has also adapted scripts for the ground-breaking crime drama <i>Hinterland / Y Gwyll</i> produced in Welsh and English. <b>Chair:</b> Ifor ap Glyn (National Poet of Wales)	Y Drwm
22:00	<b>End</b>	

Some of our Forum sessions will be streamed live and we'll be filming others to share with a wider audience at a later date. We'll also be taking still photographs which we can use for promotion and archive purposes.

@MakingLitTravel #LiteraryEuropeLive

## SATURDAY 16 APRIL 2016

### Daytime Programme

Venue: Old College, King Street, Aberystwyth, SY23 2AX

When?	What?	Where?
09:30	<p><b>Plenary Session 4</b>  <b>Audience Development Resources</b></p> <p>A plenary session to create a takeaway menu of future visions, ideas, toolkits and resources for audience development to be included in the Forum Report, with summaries of Friday's plenaries, reports back from breakout sessions, questions and comments from the floor.</p> <p><b>Reporters:</b> Alexandra Büchler (Literature Across Frontiers), Carys Ifan (Literature Across Frontiers), Nia Davies (Literature Across Frontiers/Poetry Wales), Miljenka Buljevic (Booksa), Caroline Stockford (Translator), David Lopez-del Amo (Sinicus)  <b>Chair:</b> Robyn Marsack (Scottish Poetry Library)</p>	The Old Hall
11:00	<p><b>Coffee</b></p>	The Quad
11:30	<p><b>Plenary Session 5</b>  <b>Keynote:</b> Patrick McGuinness (Writer)  <b>Other People's Countries: Tales of Literary &amp; Cultural Belonging</b></p> <p>Presented by Prof. M. Wynn Thomas (Learned Society of Wales)  Sponsored by the Learned Society of Wales</p>	The Old Hall
12:30	<p><b>Wine Reception</b></p> <p>Sponsored by the Learned Society of Wales</p>	The Quad
13:00	<p><b>Buffet Lunch</b></p>	Seddon Room
14:15	<p><b>Creative Europe and Other International Opportunities</b></p> <p>A chance to find out more about Creative Europe's Culture sub-programme which supports the cultural and creative sectors and funds mainly collaborative projects and initiatives across all art forms, including funding opportunities for international work in the arts.</p> <p><b>Speakers:</b>  Ingveig Astad (European Commission, Creative Europe Programme - Culture)  Nicola Morgan (ACW / Wales Arts International)  Harriet Williams (British Council)  <b>Chair:</b> Katie Haines (Creative Europe Desk UK / British Council)</p>	The Old Hall
15:45	<p><b>Welsh Afternoon Tea</b></p> <p>Sponsored by Parthian Europa Carnivale &amp; The Library of Wales</p>	The Quad
16:15	<p><b>Plenary Session 6</b>  <b>Keynote:</b> Jo Glanville (English PEN)  <b>The Price of Freedom of Speech</b></p> <p>English PEN Director Jo Glanville delivers a keynote speech addressing the ever more pressing issue of freedom of speech - one of the main principles upheld by the PEN Charter which guides and unifies PEN Centres established in more than 100 countries around the world. Her speech marks the first AGM of Wales PEN Cymru, following a year of activities in Wales and abroad. The speech will be followed by a video message from the Diyarbakir-based Kurdish publisher <i>Lal Lales</i> who is working with Literature Across Frontiers and our partner the Diyarbakir Art Centre on a project which will introduce the unknown Kurdish literary scene in Turkey to an international public.</p> <p><b>Chair:</b> Owen Sheers (Writer / Co-Chair Wales PEN Cymru)</p>	The Old Hall
17:30	<p><b>Networking Reception</b></p> <p>Sponsored by Creative Europe Desk – UK</p>	Seddon Room
19:00	<p><b>Forum Celebration Dinner</b></p> <p>As we bring our Forum to a close, we also mark the 15th anniversary of Literature Across Frontiers with good food and dancing.</p> <p><b>Music:</b> DJ Sgilti Ysgafn Droed</p>	Belle Vue

## List of Delegates

Profiles and pictures of our keynote speakers, panellists and workshop leaders can be found on our website:  
[www.lit-across-frontiers.org](http://www.lit-across-frontiers.org)

Name	Organisation or Job Title
Ágnes Füle	Petőfi Literary Museum, Hungary
Aleksandra Olszewska	Biuro Literackie, Poland
Alexandra Büchler	Director, Literature Across Frontiers
Alys Conran	Writer & Lecturer in Creative Writing at Bangor University
Andrea Hammel	Reader in German, Department of Modern Languages, Aberystwyth University
Angela Jarman	Editor, Arc Publications
Angelina Radakovic	Exhibitions & Programme Co-ordinator, The Mosaic Rooms, A.M. Qattan Foundation
Anna Marjatta Milsom	Translator of Spanish, based in Ecuador
Antoine Cassar	Poet & Translator, Inizjamed, Malta
Ashley Rhys Evans	Student & Event Assistant, Aberystwyth University
Bethan Dalton	Student & Event Assistant, Aberystwyth University
Birgit Hatlehol	Founder and Festival Director of Oslo international poetry festival, Oslo Poesifilm
Bobby Nayar	Writer & Publisher of Limehouse Books UK
Branwen Davies	Playwright and Literary Assistant, Wales
Bruno Sibona	Translator & Lecturer in French, Department of Modern Languages, Aberystwyth University
Canan Marasligil	Freelance Writer, translator and curator based in Amsterdam
Carl Sealeaf	Co-Founder of Pangaea Poetry, London
Caroline Stockford	Poet & Translator of Turkish poetry and literature into English and Welsh
Caryl Lewis	Novelist and scriptwriter, Wales
Carys Ifan	Literary Europe Live Project Co-ordinator, Literature Across Frontiers
Christiane Lange	Literaturwerkstatt Berlin & Zebra Poetry Film Festival
Cristina Fuentes La Roche	International Director, Hay Festival, Wales
Dan Butler	Digital Innovation Fund for Wales, NESTA
Dan Gorman	Director, Shubbak Festival
David Lopez-del Amo	Director, Sinicus Literary Agency, China
Diogo Coelho	Head of Events Production, Booktailors publishing consultancy, Portugal
Elena Schmitz	Head of Programmes, Literature Wales



## List of Delegates

Name	Organisation or Job Title
Elin Arfon	Student & Event Assistant, Aberystwyth University
Elin Haf Gruffydd Jones	Director, Mercator Institute for Media, Languages & Culture, Aberystwyth University
Erica Jarnes	Head of Writers in Translation Programme, English PEN
Esther Prytherch	Project Officer, Literature Across Frontiers
Fflur Dafydd	Novelist, screenwriter, singer and co-chair of Wales PEN Cymru
Harriet Williams	Literature Programme Manager, British Council
Ifor ap Glyn	National Poet of Wales and TV Producer
Ilke Froyen	General Director, Passa Porta House & Festival Director Passa Porta Festival of Literature in Brussels
Inga Bodnarjuka	Cultural Manager, Latvia
Ingveig Astad	Programme Manager for the Creative Europe programme at the European Commission
Jennifer Williams	Poet and Programme Manager at the Scottish Poetry Library
Jo Glanville	Director, English PEN
Jon Gower	Writer & Broadcaster, Wales
Jonathan Ruppin	Founder, English PEN Translated Literature Book Club; Literary Director at Orson & Co digital publishers
Karla Pudar	Freelance Curator and Festival Organiser, Festival of the European Short Story, Croatia
Kate Griffin	Associate Programme Director, Writers' Centre Norwich
Katie Haines	Marketing and Communications Lead of Creative Europe Desk UK, British Council
Katrin Thomaneck	Editor Finnegans List and freelance translator of literary texts and social science articles
Lise Back Hansen	Head of Programming, The Royal Library, Copenhagen
Lleucu Haf	Student & Event Assistant, Aberystwyth University
M Wynn Thomas	Holder of the Emyr Humphreys Chair of Welsh Writing in English at Swansea University and Founding Fellow of the Learned Society of Wales
Maria Zygogianni	Marketing Officer, Parthian Books
Marion Loeffler	Centre for Advanced Welsh & Celtic Studies, University of Wales
Martina Fekonja	Acting Programme Director of the Vilenica International Literary Festival
Meike Ziervogel	Novelist and Founder of Peirene Press
Menna Elfyn	Award-winning poet and playwright who writes in Welsh and English
Meryl Cailloux	Parthian Books

## List of Delegates

Name	Organisation or Job Title
Miljenka Buljevic	Co-founder of Kulturtreger, manager of Booksa, Croatia, member of the Eurozine Editorial Board
Nannon Evans	Student & Event Assistant, Aberystwyth University
Naomi Nicholas	Student & Event Assistant, Aberystwyth University
Ned Thomas	Wales Literature Exchange and President, Mercator Institute, Aberystwyth University
Nia Davies	Poet and Literary Curator, Communications Manager at LAF, Editor Poetry Wales
Nicola Morgan	Head of Wales Arts International
Owen Sheers	Novelist, poet, playwright and co-chair of Wales PEN Cymru
Patrick McGuinness	Novelist, poet, non-fiction writer and Fellow of St Anne's College, Oxford University
Peggy Hughes	Director, Literary Dundee
Piero Fratini	Selection Co-ordinator, Creative Europe Programme, European Commission
Rebecca Gould	Head of Arts, British Council Wales
Richard Davies	Co-founder Parthian Books and commercial director of the Library of Wales series
Robyn Marsack	Director, Scottish Poetry Library
Ruth Martin	Translator of fiction & non-fiction to German; Translators' Association committee; Emerging Translators Network
Ryan Van Winkle	Poet, live artist, podcaster and critic; member of Highlight Arts
Sally Baker	Director, Wales PEN Cymru
Sarah Prescott	Professor of English and Director of the Institute of Literature, Languages & Creative Arts, Aberystwyth University Languages and Creative Arts,
Sjón	Icelandic novelist, poet, librettist and lyricist
Sophie Wardell	Programme Producer, Free Word Centre, London
Stephanie Saint	Literature Officer, Creative Scotland
Susan Curtis-Kojakovic	Founding director of Istros Books
Ted Hodgkinson	Senior Programmer for Literature and Spoken Word at Southbank Centre, London
Tony Ward	Managing Editor / Director Arc Publications
Vinutha Mallya	Editor, publishing-industry journalist and consultant based in Bangalore; co-founder of Kaavi Literary Agency; advisor to Publishing Next conference
Zoë Skoulding	Poet and Reader in the School of English Literature at Bangor University

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Cyd-ariennir gan Raglen Ewrop Greadigol  
yr Undeb Ewropeaidd  
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Cyngor Celfyddydau Cymru  
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PARTHIAN

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