

# Publishing Spanish Writers in English

**Place:** King Juan Carlos I Center of New York University

**Date:** Wednesday, March 11, 2015

**Time:** 9:00am – 5:00pm

The conference will gather US book publishers and editors, Spanish professionals, magazine editors, literary critics and agents who deal with Spanish writers for an American readership, together with a select group of institutions offering grants and subsidies from either side of the language divide such as PEN, the NEA and The Spanish Ministry of Culture. This one-day, highly targeted event will explore relevant issues in publishing Spanish writers in the US, and engage a vibrant transatlantic conversation focused on identifying problems, presenting grant programs and promotion awards, and considering new approaches for framing much-needed support.

Pertinent questions will be addressed, such as: Is there a growing appetite among Anglophone readers for Spanish writing? What are the trends in Spanish-language fiction and non-fiction? What are the benefits of splitting rights between the US and the UK? What role do magazines play in establishing new voices in the US? What do reviewers look for in a foreign writer, how do magazines choose what to publish, must it be translated ahead of time and does the reviewer need to have a context of the tradition?

And from editors: What tips the scale in favor of publishing a Spanish writer? What are the principal setbacks when translating? Is there a problem with the business model? Is there a different focus for commercial versus literary writers and how does it affect the role of the translator? Is it hard to get review space for translated fiction? Do blogs or digital magazines make up for that? Where does the most pertinent information on Spanish writing come from: Prizes? Cultural journalism? Agents?

The King Juan Carlos Center at NYU welcomes US professionals who have already published or worked with Spanish-language writers, as well as those who would like to do so in the future, for a frank discussion on how to open an American readership to the burgeoning talent in the contemporary Spanish literary scene. By engaging with each other and networking, we hope to gather the facts, the figures and the much needed information that will help forge new and more suitable initiatives.

Additionally, we offer relevant, state of the market figures on the Spanish publishing sector, information on co-official languages in Spain, and a review of the new editorial and rights map. In short, the conference's mission is to foster the ongoing transatlantic exchange between Spain and America, and pave new literary passageways between languages and traditions.

## PROGRAM

- 9:00 – 9:30am Opening Comments
- 9:30 – 10:00am The Transatlantic Publishing Conversation in Market Terms: Market size, trends, digital publishing, problems in the market, piracy and legislation, copyright defense, reading habits and how having transnational languages affect publishing.
- Paz Gaspar**, Former Director Cultural Area, Grupo Planeta  
**Tina Jordan**, Vice President, American Association of Publishers  
*Moderating Guillermo Corral*
- 10:00 – 10:15am Questions and Answers
- 10:15 – 10:30am Coffee break*
- 10:30 – 11:00am Literary Fiction: What are some examples of successes and failures? What are the difficulties in publishing Spanish writers for an Anglophone audience? Is it hard to get review space? Is it hard to promote? Do you prefer splitting rights UK / US? Does a translator's name add value?
- Morgan Entrekin**, President & Publisher, Grove Atlantic  
**Barbara Epler**, President & Publisher, New Directions  
**Jonathan Galassi**, President & Publisher, Farrar Straus & Giroux  
*Moderating Valerie Miles*
- 11:00 – 11:15am Questions and Answers
- 11:15 – 12:00pm Grants and Support: Institutions on both sides of the Atlantic explain their programs and support. How are decisions made for awarding grants? Are there new trends in patronage and sponsorship?
- Margaret B. Carson**, Pen Translation Committee  
**Isabel Ruiz de Elvira Serra**, Subdirección General de Promoción del Libro, la Lectura y las Letras Españolas  
**Ainhoa Sánchez**, Acción Cultural Española  
**Amy Stolls**, National Endowment for the Arts  
*Moderating Cristina Ruiz*
- 12:00 – 12:15pm Questions and Answers
- 12:15 – 1:15pm Lunch in situ*



- 1:15 – 1:45pm The Rights Divide: Is translation from the Spanish in the US on the rise? What are the benefits of splitting rights between the US and the UK? What about the Latin American and Spanish divide? Is there a trend for offering full translations when submitting manuscripts internationally? Where can an editor find relevant information?
- Elizabeth Kerr**, Editor, Foreign Rights Director, W. W. Norton  
**Chad Post**, Director, Open Letter  
**Anna Soler-Pont**, Owner, Pontas Literary and Film Agency  
*Moderating Ira Silverberg*
- 1:45 – 2:00pm Questions and Answers
- 2:00 – 2:15pm Trends in Contemporary Spanish Fiction and Non-fiction
- Valerie Miles**
- 2:15 – 2:30pm ICEX, New Spanish Books
- Ignacio Dominguez Doncel**
- 2:30 – 2:45 pm Coffee break*
- 2:45 – 3:30pm Magazines and Reviews: Can magazines break out Spanish voices in translation? How do they choose the material to publish? What are they looking for in Spanish writing? How do they receive material? Does a reviewer need to know tradition or should a book be able to stand alone?
- Willing Davidson**, The New Yorker  
**Edwin Frank**, The New York Review of Books  
**Larry Rohter**, The New York Times  
**Lorin Stein**, The Paris Review  
*Moderating Valerie Miles*
- 3:30 – 3:45pm Questions and Answers
- 3:45 – 4:30pm Commercial Success: What do American readers expect from Spanish writing? Which genres work from the Spanish? What are the difficulties in selling-in to booksellers, distributors? How important is it that a writer be able to speak English for promotion? What is the role of a translator in commercial fiction?
- Johana Castillo**, Vice President, Atria  
**Laura Perciasepe**, Editor, River Head  
**Alexis Washam**, Editor, Crown Publishing  
**Sarah Bowlin**, Editor, Henry Holt  
*Moderating Paz Gaspar*

4:30 - 4:45pm Questions and Answers

4:45pm Closing Remarks

6:30-8:30pm *Reception at the Residence of the Consul General of Spain in New York*



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