



# *Reading* MÉXICO

---

BookExpo America 2013

Global Market Forum

May 29 - June 1, NYC, USA





## BOOKEXPO AMERICA: MEXICO'S SCHEDULED ACTIVITIES

WEDNESDAY, MAY 29

### Global Market Forum Javits Center

- 9:30 a.m. to 9:40 a.m. **Opening Remarks**
- 9:40 a.m. to 10:30 a.m. **Overview of the Mexican Publishing Industry.**  
Ignacio Echeverría of CANIEM (National Chamber of the Mexican Publishing Industry) and Marisol Schulz (General Director of the Guadalajara International Book Fair and LéaLA, the Spanish-language book fair of Los Angeles) will discuss the current state of publishing in Mexico. They will be joined by Tom Allen (American Association of Publishers) and Roberto Banchik Rothschild (Random House Mondadori).
- 10:40 a.m. to 11:30 a.m. **Alternative and Independent Presses.**  
Editors Marcelo Uribe (Ediciones Era), Diego Rabasa (Sexto Piso), and Guillermo Quijas (Almadía) will discuss the panorama of independent publishing in Mexico. Chad Post of Open Letter Books, as well as representatives from Graywolf Press and Cinco Puntos, will join them.
- 11:40 a.m. to 12:30 p.m. **Language and Other Borders**  
Julio Trujillo, Editorial and Production Director of Conaculta's Publications Department (DGP), will converse with David Unger, the US representative of the Guadalajara International Book Fair, about cross-national programs and Mexico's ambition to reach the US market. They will be accompanied by David Burleigh (Overdrive) and a representative from Farrar, Straus and Giroux.
- 1:30 p.m. to 2:20 p.m. **Following the Book Chain.**  
Nina Álvarez Icaza (Fondo de Cultura Económica), Cristóbal Pera (Random House México), and José Calafell of Grupo Planeta will engage in a dialogue about the whole process of the book chain, from publishing to selling. Amanda Schilling of Barnes & Noble and Craig Lupinacci of Ingram will join them, along with Chris Kenneally from the Copyright Clearance Center.
- 2:30 to 3:20 p.m. **Digital Publishing Projects**  
Gustavo Flores of Conaculta, Mexico's National Council for the Arts, and Maurits Montañez of Manuvo, creator of applications and digital experiences, will discuss e-books and other aspects of publishing in the digital age. Pieter Swinkels (Kobo) and a representative from the International Digital Publishing Forum will accompany them.
- 3:30 p.m. to 4:20 p.m. **Children's and Young Adult Literature in Mexico.**  
Patricia Van Rhijn (CIDCLI) and Karen Coeman (Conaculta) will talk about the children's literature scene in Mexico. They will be joined by Pablo de la Vega (Indent Literary Agency) and Teresa Mlawer (Teresa Mlawer Publishing Solutions).





- 4:30 p.m to 5:00 p.m. **Match-making.**  
In an open forum that encourages the exchange of experience and informal conversations, five Mexican presses will speak for five minutes each about their respective initiatives.

## MoMA

- 4:30 p.m to 6:00 p.m. **Unsung Spaces: 1970s Artists' Books In and Out of Mexico**  
The 1970s in Mexico was a remarkable period that saw the emergence of various conceptual artists and collectives, as well as diverse forms of artistic distribution, ranging from mail art to artists' books. Artist Felipe Ehrenberg, a seminal figure whose multidisciplinary practice has influenced younger generations of artists, will examine this period together with curator Mauricio Marcín. They will be joined by MoMA's C-MAP Mellon Fellow Zanna Gilbert and Pablo Helguera, Director of Adult and Academic Programs.

## Americas Society

- 6:00 p.m. to 8:00 p.m. **Inaugural Cocktail**  
The General Consul of Mexico in New York Carlos M. Sada; the President of Conaculta, Rafael Tovar y de Teresa; and Marisol Schulz, Director of the Guadalajara International Book Fair, will deliver brief remarks as we celebrate the beginning of Mexico's participation in BEA. Invitation only.

## THURSDAY, MAY 30

### Javits Center: BEA Main Stage

- 9:15 a.m. **Opening Remarks.**  
By Steven Rosato (B.E.A. Director) and Rafael Tovar y de Teresa (President of Conaculta)
- 9:30 a.m. to 10:00 a.m. **Talk on Roberto Bolaño.**  
Acclaimed writer Juan Villoro will discuss Roberto Bolaño as a case study in the chain of production, distribution, translation, and sales success.

### Javits Center: Mexico Stand

- 12:00 p.m. to 2:00 p.m. **Poetry Reading.**  
Poets Julio Trujillo, Marcelo Uribe and Ezequiel Zaidenweg will read selections of their work.

### The New Museum of Contemporary Art

- 4:30 p.m to 6:00 p.m. **Almost Unbound: Publishing Art Books in Mexico Today.**  
Editor Sara Schulz of Alias Editorial, visual artist Abraham Cruzvillegas, and curator Mauricio Marcín will discuss the phenomenon of contemporary art books and their context in the literary world.





### Orozco Room: The New School

- 6:00 p.m. to 8:00 p.m. **Mexico and New York: A Tale of Two Cities.**  
Mexican historian Enrique Krauze and American journalist Pete Hamill, presented by Julio Trujillo, will discuss the realities and identities of Mexico City and New York City, as well as the relationships between the two.

### General Consulate of Mexico in New York

- 8:30 p.m. to 10:00 p.m. **Exhibition Opening: *Diccionario para armar*.**  
The Mexican Consulate will inaugurate the art exhibition *Diccionario para armar*, a series of vibrant illustrations, taken from the book of the same title, that explore particular words and the stories they tell – each with a life of its own. A cocktail will follow.

## FRIDAY, MAY 31

### Javits Center: Stage Principal BEA\*

- 9:30 a.m. to 10:00 a.m. **An Interview with Alma Guillermoprieto: A Singular Journalist.**  
Novelist Valeria Luiselli will interview Alma Guillermoprieto, celebrated Mexican journalist, about her work and professional trajectory.

### Javits Center: Mexico Stand\*

- 12:00 p.m. to 2:00 p.m. **Fiction Reading.**  
Novelists Álvaro Enrigue, Valeria Luiselli, Carmen Boullosa, and Naeif Yehya will read selections of their work.

### CUNY: Graduate Center

- 5:00 p.m. to 6:30 p.m. **The Art of Journalism.**  
Lauded journalists Juan Villoro and Alma Guillermoprieto – presented by Andrea Aguilar, correspondent for *El Pais* – will engage in a dialogue about their work and the world of journalism.

### McNally Jackson Bookstore

- 7:00 p.m. **Fiction Reading.**  
In the wonderful McNally Bookstore – and moderated by its owner, Javier Molea – the writers Naeif Yehya and Elisa Corona will read excerpts from their work.





## Instituto Cervantes

- 7:30 p.m. to 9:30 p.m. **Exhibition Opening: Manuel Álvarez Bravo: Portraits of Mexico.**

Photos by the beloved Manuel Álvarez Bravo (1902-2002), the most crucial figure in Latin American photography of the 20th century, will be inaugurated; some of these photos have never before been displayed in New York. A cocktail will follow.

## SATURDAY, JUNE 1

### Javits Center: Mexico Stand

- 11:00 a.m. **Museum Stores and Art Books.**  
Representatives from NYC museum stores that sell art books will visit the Mexico stand and discuss this niche of the bookselling industry.
- 12:00 p.m. to 2:00 p.m. **Readings by Alma Guillermoprieto and Juan Villoro.**  
These two celebrated writers will read selections from their work in Mexico's stand. Following the readings, they will engage in dialogue with the public.  
12:00 p.m. to 1:00 p.m. - Alma Guillermoprieto  
1:00 p.m. to 2:00 p.m. - Juan Villoro

### Crosby Street Screening Room

- 5:00 p.m. to 7:00 p.m. **Film Screening.**  
*Las paredes hablan* (directed by Antonio Zavala), a film based on the eponymous novel by Carmen Boullosa, will be screened. The author will present the film, afterwards, there will be a brief question-and-answer session with Boullosa and the film critic Phillip Lopale. Invitation only.

### McNally Jackson Bookstore

- 7:00 p.m. to 8:30. **Novelists in Dialogue.**  
A conversation between novelists Álvaro Enrigue and José Manuel Prieto, moderated by radio host and writer Elvira Liceaga. This event will be held in Spanish.

### Casa Mezcal

- 8:30 p.m. **Closing (and Tacos!)**  
Mexico will conclude its participation in BookExpo America with – what else? – a proper celebration. Editor Déborah Holtz of Trilce Ediciones, accompanied by a skilled taco chef (and by plenty of tacos), will present *La Tacopieda: Enciclopedia del Taco* at a cocktail in the celebrated Casa Mezcal. Invitation only.

