

CARTONERA PUBLISHERS: RECYCLING LATIN AMERICAN BOOKSCAPES MADISON, WI, OCTOBER 8-9, 2009

The University of Wisconsin-Madison is organizing the conference *Cartonera Publishers: Recycling Latin American Bookscapes*; *Libros cartoneros: Reciclando el paisaje editorial en América Latina* that will take place on October 8th-9th, 2009 at the University of Wisconsin-Madison. The purpose of this conference is to bring together the community of scholars, and members of the different *Cartonera* publishing projects that are all related to the revolutionary publishing initiative that started in Argentina in 2003 and that has now spread throughout Latin America. It will take place during the Wisconsin Book Fest and will involve the first reunion of editors from eight *cartonera* publishing houses from: Argentina, Peru, Bolivia, Mexico, Brazil, Chile, and Paraguay.

CARTONERAS IN A NUTSHELL:

The *cartonera* publishing phenomenon began in Buenos Aires in 2003 and was spearheaded by writers and artists who were interested in reconfiguring the conditions in which literary art is produced and consumed. They came up with a progressive new publishing model that challenges and contests the neo-liberal political and economic hegemony. Several *cartonera* projects have established social and educational elements to their program and are using the creation of the *cartonera* books to redefine the relationship between “the book” and the public.

PROGRAM:

NOTE: All presentations will be given mostly in Spanish and a couple in Portuguese. There will be a translator present during the questions and answer period at the end of each session.

Day 1: Thursday October 8, 2009

9:00am - 9:15am **Morning coffee.** Location: Memorial Library, Room 116.

9:15am - 9:30am **Welcome by Ksenija Bilbija, Director of Latin American Caribbean and Iberian Studies, and Paloma Celis Carbajal, Bibliographer for Ibero-American Studies Collection.** Location: Memorial Library, Room 126.

9:30am - 10:00am **Inauguration and opening remarks by Guido Podestá, Associate Dean of International Studies, and Ken Frazier, Director of the General Library System.** Location: *Memorial Library, Room 126.*

10:00am-12:00pm **Session 1: Presentations of Cartonera Publishers projects. Presenters: Eloísa Cartonera, Sarita Cartonera and Javier Barilaro.** Moderator: Ksenija Bilbija. Location: *Memorial Library, Room 126.* NOTE: There will be 30 min. for each presentation plus 30 min. for questions and answers.

12:00pm-2:00pm **Lunch Break**

(Program continues in back of page)



PARTNERS AND SPONSORS:

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AKADEMIA CARTONERA: A PRIMER OF LATIN AMERICAN CARTONERA PUBLISHERS

PUBLICATION FOR “*CARTONERA PUBLISHERS: RECYCLING LATIN AMERICAN BOOKSCAPES*” CONFERENCE
(MADISON, OCTOBER 8-9, 2009)

EXPLANATION OF THE BOOK

Akademia Cartonera: A Primer of Latin American Cartonera Publishers, is the anticipated result of the conference entitled “Cartonera Publishers: Recycling Latin American Bookscapes” which will be held on the 8th and 9th of October at the University of Wisconsin-Madison. The goal of this publication is to document the example set by these publishers in the cultural, publishing and literary realms. This book has been the fruit of a collective labor not only on the part of those people who contributed the included nineteen texts, but also the volunteers who have helped in the translation and editing of this manuscript.

This work will include eight manifestos written by the eight cartonera publishing houses that will be attending the conference, a prologue explaining the reason for this book, a retelling of the founding of some of these publishers, an introduction, nine academic essays, an inventory of cartonera titles, a bibliography and various images. The objective of this book is to take a snapshot in time documenting the existence of these publishers.



For more information go to:

Cartonera Conference Website:
www.library.wisc.edu/cartoneras/

Face Book Group: “Libros Cartoneros: Reciclando el paisaje editorial en América Latina”

E-mail:
iberoam@library.wisc.edu

PROGRAM (CONTINUATION)

NOTE: All presentations will be given mostly in Spanish and a couple in Portuguese. There will be a translator present during the questions and answer period at the end of each session.

Day 1: Thursday October 8, 2009 (continuation)

2:00pm-4:00pm **Session 2: Continuation of Presentations of Cartonera Publishers projects. Presenters: Yerba Mala Cartonera, Animita Cartonera, Mandrágora Cartonera.** Moderator: Craig Epplin. Location: *Memorial Library, Room 126.* NOTE: There will be 30 min. for each presentation plus 30 min. for questions and answers.

4:00pm-4:30pm **Coffee Break**

4:30pm-6:30pm **Session 3: Continuation of Presentations of Cartonera Publishers projects. Presenters: Dulcinéia Catadora, Yiyi Jambo, La Cartonera.** Moderator: Paloma Celis Carbajal. Location: *Memorial Library, Room 126.* NOTE: There will be 30 min. for each presentation plus 30 min. for questions and answers.

6:30pm-7:30pm **Exhibition of Cartonera books and space for sale and exchange of materials.** Location: *Memorial Library, Room 116*

Day 2: Friday October 9, 2009

8:00pm-9:00pm **Presentation of the book *Akademia Cartonera: A Primer of Latin American Cartonera Publishers* at the Wisconsin Book Festival**
Location: *Overture Center, 201 State Street*

