
The "Book Fair" phenomenon, understood as an event, a meeting point and negotiation space, is shaped by the interactions among the actors of the book market: from publishers, distributors, literary agents or booksellers, to librarians, authors and also the members of cultural institutions. Their practices, performed in the context of book fairs, create several rituals. Indeed, in Constantino Bértolo’s words -the former literary director of the Caballo de Troya line at Penguin Random House-, the community of actors of the literary marketplace behaves like a "stamp collecting tribe" (tribu de filatélicos)[1]: a powerful metaphor that not only suggest the death foretold of this community, but also -according to their numerous journeys, always going from book fair to book fair- its semi-nomadic character.

In light of such an ironic but relevant testimonies describing what publishing industry actually is, a socio-anthropological approach for studying Book Fairs phenomena and their actors remains crucial. Through fieldwork and qualitative interviews, this project seeks a detailed and intimate understanding of those practices within the Spanish Book Industry and in the context of the Ibero-American Book Market. Everything analysed, however, at International Book Fairs in the growth of the so-called Global Market.

Specific Objectives:

- Mapping the interactions between Spanish Book Markets and International Markets within Book Fairs.
- Understanding Book Fairs as field configuring events through rituals and practices.
- Understanding the role and goals of those actors of the publishing field through practices performed in Book Fairs.
- Understanding Media and Aesthetic strategies in relation to the (self) representations of those actors attending Book Fairs.
- Analysing political and cultural strategies of the members of the Official Institutions attached to the Spanish publishing field present in Book Fairs.
- Measuring the influence of the field of power within the publishing field.
- Measuring the influence of the cultural industries within Book Fairs.

[1]"Panorama de la industria editorial en España y Argentina" (LIBER, Madrid, 4.10.2017 (Min. 46:50)), available in the project archive at Europa-Universität Flensburg.

Selective Bibliography

- Dujovne, Alejandro; Sorá, Gustavo (2011): "Un hecho de política cultural:

Interviews

Frankfurt International Book Fair

> Interview with Carina Pons (Balcells Literary Agency) on 11th October 2017 at Frankfurt Book Fair (Fernando García Naharro).
> Interview with Virginia López Ballesteros (Virginia López Ballesteros Literary Agency) on 11th October 2017 at Frankfurt Book Fair (Fernando García Naharro).
> Interview with Damián Tabarovsky (Mardulce Editora) on 11th October 2017 at Frankfurt Book Fair (Matteo Anastasio and Fernando García Naharro).
> Interview with Silvia González and Julià Florit (Institut Ramon Llull) on 12th October 2017 at Frankfurt Book Fair (Fernando García Naharro).
> Interview with Piluca Vega (Página Tres Literary Agency) on 12th October 2017 at Frankfurt Book Fair (Fernando García Naharro).
> Interview with Antonia Kerrigan (Antonia Kerrigan Literary Agency) on 12th October 2017 at Frankfurt Book Fair (Fernando García Naharro).
> Interview with Mónica R. Antunes (Sant Jordi Associados Literary Agency) on 13th October 2017 at Frankfurt Book Fair (Fernando García Naharro).
> Interview with Pau Centella (Silvia Bastos Literary Agency) on 13th October 2017 at Frankfurt Book Fair (Fernando García Naharro).
> Interview with Juergen Boos (Director and CEO of Frankfurt Book Fair) on 2nd July 2018 in Hamburg (Marco Bosshard, Luise Hertwig, Matteo Anastasio and Fernando García Naharro).
> Interview with Simone Bühler (Head of the Guest of Honour programme at the Frankfurt Book Fair) on 4th July 2018 in Frankfurt (Luise Hertwig, Matteo Anastasio and Fernando García Naharro).
> Interview with Peter Weidhass (Former CEO of Frankfurt Book Fair) on 3rd July 2018 in Mainz (Luise Hertwig, Matteo Anastasio and Fernando García Naharro).
> Interview with Michi Strausfeld (Editorial Suhrkamp, Editorial Siruela) on 12th September 2018 in Berlin (Fernando García Naharro).
> Interview with Andres Amorós (Curator of the Spanish exhibition in Frankfurt Book Fair 1991) on 20th December 2018 in Madrid (Fernando García Naharro).

Liber Internacional Book Fair

> Interview with Ana Maria Cabanelles (Heliasta, Claridad, unaLuna) on 4th October 2017 at LIBER Madrid (Fernando García Naharro & Marco Bosshard).
> Interview with José Juan Fernández (Editorial Losada) on 5th October 2017 at LIBER Madrid (Fernando García Naharro).
> Interview with Adriana Catarain (SBS Libreria Internacional) on 5th October 2017 at LIBER Madrid (Fernando García Naharro).
> Interview with Fernando Fagnani (Edhasa Argentina) on 6th October 2017 at LIBER Madrid (Fernando García Naharro).
> Interview with Jorge Gutierrez (Comercial Director Buenos Aires Book Fair) on 6th October 2017 at LIBER Madrid (Fernando García Naharro).
Interview with Mónica González (Narcea Ediciones) on 6th October 2017 at LIBER Madrid (Fernando García Naharro).
Interview with Gabriel Walduheter (Distribuidora Walduheter) on 6th October 2017 at LIBER Madrid (Fernando García Naharro).
Interview with José Ignacio Padilla (Iberoamericana-Vervuert) on 2nd November 2017 at Iberoamericana Bookstore (Madrid) (Fernando García Naharro).

Guadalajara International Book Fair

Interview with David Unger (US rep for the Guadalajara International Book Fair (FIL)), Armando de Santiago (FIL Exhibitors Coordinator) and Marisol Schulz (FIL Director) on 13th October 2017 at Frankfurt Book Fair (Fernando García Naharro).
Interview with Belén Llera (Director of Libraries, Archives and Museums of Madrid. City Council of Madrid) on 27th July 2017 in Madrid (Fernando García Naharro).
Interview with Miguel Garza (Mexican builder of the Madrid Pavilion in FIL Guadalajara 2017) on 26th November 2017 at FIL Guadalajara (Fernando García Naharro & Matteo Anastasio).
Interview with Pepo Paz Saz (Editorial Bartleby) on 27th November 2017 at FIL Guadalajara (Fernando García Naharro).
Interview with Hernán López Winnie (Ediciones Godot) on 27th November 2017 at FIL Guadalajara (Fernando García Naharro).
Interview with Alejandro Barahona (Panoplia de Libros (La Panoplia Export S.L.) on 28th November 2017 at FIL Guadalajara (Fernando García Naharro).
Interview with Jacobo Ribero (Radio M21. City Council of Madrid) on 28th November 2017 at FIL Guadalajara (Fernando García Naharro).
Interview with Wendolin Perla (Penguin Random House) on 29th November 2017 at FIL Guadalajara (Fernando García Naharro).
Interview with Rubén Padilla (Professionals Coordinator at Guadalajara International Book Fair) on 30th November 2017 at FIL Guadalajara (Fernando García Naharro).
Interview with Juan Casamayor (Páginas de Espuma) on 1st December 2017 at FIL Guadalajara (Fernando García Naharro).
Interview with Laura Niembro, Content director of the Guadalajara International Book Fair, on 3rd December 2017 at FIL Guadalajara (Matteo Anastasio, Freja Cervantes, Luise Hertwig and Fernando García Naharro).
Interview with Melina Flores (responsible for the Guest of Honour at the Guadalajara International Book Fair) on 6th December 2017 at FIL Guadalajara (Fernando García Naharro).
Interview with Margarita Sierra (former director of the Guadalajara International Book Fair) on 7th December 2017 at FIL Guadalajara (Fernando García Naharro).
Interview with Carlos García Gual (curator of the Spanish exhibition in FIL Guadalajara 2000) on 19th December 2018 in Madrid (Fernando García Naharro).

Madrid Book Fair

Interview with International Book Fairs Directors from America (Marisol Schulz (Guadalajara International Book Fair) Oche Califa (Buenos Aires Book Fair) José Carlos Alvarino (Lima International Book Fair) at Madrid Book Fair 2017 (Fernando García Naharro, Luise Hertwig, Matteo Anastasio).
Interview with Pedro Berhan da Costa (Consejero Cultura Embajada Portugal en Madrid) on 6th July 2017 (by phone) (Fernando García Naharro).
Interview with Manuel Gil (Director Feria Libro Madrid) on 10th July 2017 (by phone) (Fernando García Naharro).