

Book Culture in Buenos Aires - Growing Readerships

Monday 17th June 2019, 9.30 am – 5pm

50 George Square, Edinburgh, EH8 9LH Screening Room G.04

09.30 – 10.00 COFFEE AND WELCOME

10.00 – 10.30 The Book Industry in Claudia Piñeiro's *Betibú* (Ligia Bezerra, Arizona State University)

10.45 – 11.15 Bestsellers and Betrayal: Satirizing the Book Industry in Claudia Piñeiro's 'La muerte y la canoa' and 'Bendito aire de Buenos Aires' (Fiona Mackintosh, University of Edinburgh)

11.30 – 12.00 New Ways of Reading and Understanding: Claudia Piñeiro on Disability and the Female Body (Patricia Varas, Willamette University)

12.15 – 13.30 LUNCH

13.45 – 14.30 Argentina's *Billiken* (founded 1919): From Children's Magazines and Books to Post-Print Culture (Lauren Rea, University of Sheffield, AHRC Leadership Fellow; and Euhén Matarozzo, Director of *Billiken*, Editorial Atlántida, Argentina)

14.45 – 15.15 Growing Readerships for Argentinian (and Latin American) Fiction in English Translation (Carolina Orloff, Director of Charco Press, Edinburgh)

15.30-16.00 TEA

16.00 – 17.00 KEYNOTE SPEAKER (in Spanish): Claudia Piñeiro



Jorge Royan, 'Puestos de libros en Tribunales' / 'Used book stalls at the front of the Palace of Tribunales', [CC BY-SA 3.0](https://creativecommons.org/licenses/by-sa/3.0/)