

# **CARTONERA PUBLISHERS CONFERENCE: 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 America Latina* that will take place on October 8<sup>th</sup>-9<sup>th</sup>, 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. This conference will also introduce the *Cartonera* community to fellow faculty members, graduate students, undergraduate students, and the Madison community at large. The conference will occur during the Wisconsin Book Fest (October 7<sup>th</sup>- 11<sup>th</sup>) and involve the first reunion of editors from eight *cartonera* publishing houses from various countries: Eloísa Cartonera from Argentina, Sarita Cartonera from Peru, Yerba Mala Cartonera and Mandrágora Cartonera from Bolivia, La Cartonera from Mexico, Dulcinéia Catadora from Brazil, Animita Cartonera from Chile, and Yiyi Jambo from Paraguay.

On the morning of the first day of the conference there will be a public exhibition of each *Cartonera* publishing house's work along with the editor's presentations of the manifestos detailing the unique work and context of their respective *Cartonera* publishing projects. This will allow each of the *Cartonera* Publishers to share their methods and specific circumstances with the Madison community as well as provide the members of the *Cartoneras* with their first opportunity of being together collectively as a group of *Cartonera* publishers.

In the afternoon there will be presentations of academic papers about *cartonera* publishing written by faculty, staff, graduate, and undergraduate students in different disciplines from UW-Madison and elsewhere. This will serve to highlight the innovative research being done in relation to the *Cartonera* projects and detail the importance of these revolutionary publishing houses. Later in the afternoon there will be a large exhibition for the *Cartonera* books where the public will be free to buy, trade, and interact with the books and the publishers.

The second day of the conference, will offer workshops at the Madison's Children Museum, Goodman Atwood Community Center, WI Book Festival. These workshops will allow *Cartonera* publishers to relay the pedagogy they have developed specifically to address literacy issues and to foster and strengthen students' interest and interaction with books. In addition to these workshops for the Madison community, there will be also be ones offered to the UW-Madison community with professors from the Art Department about bookmaking and printmaking.

## **PARTNERS AND SPONSORS:**

- UW-Madison, GLS
- Parallel Press
- Friends of the Library
- Latin American, Caribbean and Iberian Studies
- School of Library and Information Studies
- Art Department
- Global Studies
- International Studies
- Silver Buckle Press
- WI Book Festival
- Madison Children's Museum
- Cyril B. Nave Grant
- Anonymous Fund

## **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.*

## **CARTONERA BOOKS AT UW-MADISON:**

*At UW-Madison we hold the largest collection in the country of this type of publications. Latin American libraries are not showing much interest in cartonera books, and only a few USA universities such as Harvard and Indiana University are building their own collections. Undergraduate and graduate students from the departments of Spanish and Portuguese, and Library and Information Studies have been working with the Ibero-American Collection and UW Digital Collections on an open source electronic database.*

# MUSA CARTONERA: THE PRIMER OF LATIN AMERICAN CARTONERA PUBLISHERS

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

## EXPLANATION OF THE BOOK

The anticipated result of the *cartonera* conference is the book *Musa Cartonera: the Primer of Latin American Cartonera Publishers*. This book will document the unique circumstances of the conference itself with a cover designed in collaboration with conference participants. Each *cartonera* publishing house will design their own title page, introducing their entry. All of them will contribute a manifesto detailing the distinct circumstances of their publishing house and the philosophy behind their work. They will have up to thirteen pages for this and any other text they would like to include in the book. All will also have two color page spreads for photographs and graphics.

As the conference will provide an unprecedented opportunity for all of the *cartoneras* to gather together, this book will also be an

unprecedented publication of their manifestos together. The book will include a prologue explaining the *Cartonera* Project at Memorial Library, and a thorough introductory essay explaining the origins and evolution of the *cartonera* publishers.

In addition to the content provided by the *cartoneras*, students and faculty from varied academic disciplines will together contribute four original essays about the *Cartonera* phenomenon. These contributors are working in the visual arts, literature, environmental studies, sociology, and library studies. They collectively provide a multidisciplinary perspective of these revolutionary publishing houses. Furthermore, this book will mark the *cartonera* phenomenon's entrance into the North American academia.



June 3, 2008, *Página 12* devoted its entire cultural section to the *cartonera* publisher phenomenon.

*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.*

## DETAILS AND CONTENTS OF THE BOOK

### EDITION:

1,000 copies: UW-Madison will give 100 copies to each of the eight *cartonera* publishers and will keep 200. After the conference, the book will be available to download when new copies need to be printed from the online *Cartonera* Publishers Database.

**CONTENTS:** The book will have two components, one in print and one digital.

1. Printed part: All texts in Spanish with English translations. 200 estimated pages.
  - Prologue: Nature and origins of the *cartonera* project at UW-Madison.
  - Introduction “*Cartonera* Cartography”
  - Eight entries, one for each *cartonera*, with manifesto, photographs and art.
2. Digital part: CD
  - Academic essays.
  - Comprehensive bibliography of all titles published by each *cartonera*.
  - Bibliography of articles published about *cartonera* publishers.



Feb. 28, 2009, *La Nación* published an article on the *cartoneras* mentioning UW-Madison's conference.

March 23, 2009, *Univision.com* article on *cartoneras* also mentions UW's conference.