

Guided Tour and Seminar on Book Production aimed at University Students and Libraries

Kinokuniya Company Ltd (Chairman and CEO Masashi Takai) will hold an educational tour and seminar aimed at university students and librarians, in cosponsorship with the *Shomotsu Fukken* (book revitalisation) Association of 10 Companies and Nikkei Printing Inc. Both events will take place at Nikkei Printing's Graphic Garden in Itabashi-ku, Tokyo. The guided tour, held on site at an actual printing and book binding facilities, will have as its theme, "Book production behind the scenes: how are books made, and how do they reach the reader?" The seminar will introduce speakers from academic publishers with, "Book production: behind the scenes at a publisher" as its theme.

Kinokuniya has previously organised 'book hunting' events and seminars at Tokyo International Book Fair, as well as holding seminars related to publishing at universities, aimed at university students and librarians. These events have been well received by attendees.

This coming Friday 17 June, with the cooperation of the *Shomotsu Fukken* Association and Nikkei Printing Inc., we will hold a guided tour and seminar at Nikkei Printing's Graphic Garden, which will take participants through the journey of how one individual book comes into being. Our chosen topic is, "Book production behind the scenes: how are books made, and how do they reach the reader?" With the above we are offering the rare opportunity to take a look at the side of publishing that most people do not get the chance to see.

Theme: Book production behind the scenes: how are books made, and how do they reach the reader?

Date and Time: 17 June 2016 (Friday), 1PM – 5PM

Location: Nippon Printing Inc. Graphic Garden
(3-7-16 Funado, Itabashi-ku: 10 minute walk from Ukima-Funado Station, JR Saikyō Line)

Organisers: Kinokuniya Company Ltd., *Shomotsu Fukken* Association of 10 Companies, Nippon Printing Inc.

* The event will be conducted in Japanese.

Programme:

Part One:

Guided Tour – "Book production: behind the scenes at a printing and book binding firm"

Learn from Nikkei Printing staff through visiting their production facilities and listening to lectures. Participants can experience the book manufacturing process first-hand, and get to know how an individual book 'comes into being', through the efforts of not only publishers, but also those involved in printing, book binding, advertising, and sales (bookstores etc.)

Part Two:**Seminar - “Book production: behind the scenes at a publisher”**

Along with introducing the actual place where books are made - from their planning to production - in the form of a seminar by editors, we will present talks given by current editors and sales representatives that focus on the ‘behind the scenes’ of publishing, including sales promotion and product management.

Chairperson: Hidetoshi Koyama (Executive Director of Hakusuisha)

Panelists: Mika Komatsu (Chief Editor at University of Tokyo Press)
Kazumi Kanke (Deputy Manager of Foreign Language Textbooks Section,
Hakusuisha Editorial Department)

70 people are expected to participate, with the majority students and librarians coming from universities within the Tokyo metropolitan area.

It is often said that with each generation young people are becoming less and less interested in reading: we hope to combat this by working towards the revitalisation of university libraries, along with stimulating students’ interest in reading by giving them the opportunity to discover the ‘power and charm’ of books – supported by academic publishers, bookstores and printing companies.

Shomotsu Fukken

Association of 10 Companies <https://www.kinokuniya.co.jp/c/fukken2016>

Hakusuisha	http://www.hakusuisha.co.jp/
Hosei University Press	http://www.h-up.com/
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Nikkei Printing Inc.	http://www.nik-prt.co.jp/

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