



# ASIAN FESTIVAL OF CHILDREN'S CONTENT 2016

## PROGRAMME

25 – 29 MAY 2016

NATIONAL LIBRARY BUILDING, SINGAPORE



*Asian Content for the World's Children*



Today



Hello Kareena, this is Shao Jun. I hear you were looking for an illustrator for your upcoming children's book? Do check out my showcase.

2.35pm

2.42pm



My session ends at 4.30pm too. Let's meet at lobby of NLB. See ya!

2.46pm

Hi Shao Jun, thanks for connecting with me. Your showcase is impressive! When will you be free for a chat? My workshop ends at 4.30pm.



# Networking at your fingertips



**AFCC 2016**

*For iPhones only*

Amidst the sea of delegates, find and connect with the people who matter to you.



View profiles of delegates near you and start the conversation with the in-built chat feature



Display your best work using Showcase



Post notices on the Notice Board to seek collaborations



Set reminders for your favourite events



Download on the  
**App Store**



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Official Digital Partner of AFCC

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FESTIVAL

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25  
MAY

Wednesday

26  
MAY

Thursday

27  
MAY

Friday

28  
MAY

Saturday

29  
MAY

Sunday

# ABOUT AFCC 2016

*The Asian Festival of Children's Content (AFCC) is a one-of-a-kind festival that aims to promote and celebrate the creation, development, and appreciation of quality Asian content for children.*

The National Book Development Council of Singapore (NBDCS) has been organising the Asian Children's Writers & Illustrators Conference since 2000. Leveraging on the success of this conference, it has since expanded to become a premier regional event that brings together esteemed local and international talents including writers, illustrators, editors, publishers, distributors, as well as parents and children.

Now in its 6th year running, NBDCS is committed to expanding AFCC to boost its capacity, outreach and overall impact. At its maximum potential, AFCC can influence and impact the educational growth and development of approximately two billion children in Asia.



## PROGRAMME COMMITTEE

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Executive Director: Mr R Ramachandran  
Festival Director: Mr Kenneth Quek  
Festival Manager: Ms Alycia Teo

### *Primary & Preschool Teachers Congress and Parents Forum*

Chairperson: Dr Chitra Shegar  
Members: Ms Pauline Mo  
Ms Geraldine Zuzarte  
Ms Sher-li Torrey  
Ms Marilyn Dasson

### *AFCC 2016 Writers & Illustrators Conference*

Chairperson: Dr Myra Garcés-Bacsal  
Members: Mr David Liew  
Mr Benjamin Farr  
Ms Raneetha Rajaratnam  
Ms Linda Lingard  
Ms Tina Narang  
Ms Kathleen Ahrens

### *AFCC 2016 Cross-Platform Summit*

Chairperson: Mr Marc Checkley  
Members: Ms Jacqueline Chan  
Ms Adeline Foo  
Mr Leslie Lee  
Mr Marco Sparmberg  
Ms Alison Norrington  
Ms Margaret Kerrison  
Mr Eric Huang

## ORGANISING COMMITTEE

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Chairman: Mr R Ramachandran  
Festival Director: Mr Kenneth Quek  
Book Illustrators Gallery (BIG) Curators:  
Mr David Liew  
Ms Susanna Goho-Quek  
Festival Manager: Ms Alycia Teo  
Manager – Awards: Mr Adan Jimenez  
Manager – AFCC Book Fair: Ms Celine Chow  
Manager – Country of Focus, Rights Exchange, Logistics:  
Mr Carlo Venson Peña  
Manager – Country of Focus, Partnerships & Sponsorships:  
Ms Mabel Lee  
Manager – BIG, Language Programmes, Portfolio Review:  
Ms Judi Ho  
Manager – Finance: Ms Vasantha Loga  
Manager – Catering: Ms Premadevi d/o Perumal  
PR, Media & Publicity: Ninemer  
Publication & Web Design: Octopus Ink



# BOARD OF ADVISORS



## CHAIRPERSON

### **Ms Claire Chiang**

Senior Vice President,  
Banyan Tree Holdings  
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Hong Kong

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National Book Development Council of Singapore  
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National Book Trust India  
India

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Children's Literature Specialist and President,  
Society for the Advancement of Children's  
Literature  
Indonesia

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President, Brunei Darussalam Library Association  
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### **Ms Sher-Li Torrey**

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Professor, University of California  
United States of America

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Vice President, Book Club, Education, and Trade,  
Scholastic Asia  
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Author and Professor, School of Literature at  
Hunan Normal University  
China

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CEO, Myanmar Book Centre, and  
Managing Director, Myanmar Book Aid and  
Preservation Foundation  
Myanmar

### **Ms Yuko Matsuoka Harris**

Chairperson, Say-zan-sha Publications Ltd  
Japan

# FOREWORD FROM THE GUEST-OF-HONOUR



*Books will always be the greatest gift we can give to our children. Besides igniting our children's imagination, reading is also an excellent way for ideas and values to pass from one person to another, from one generation to the next.*

The Asian Festival of Children's Content (AFCC) has been championing and celebrating the wonder of children's books, and those who create them, for seven years now. AFCC brings together writers, illustrators, media practitioners, teachers, and parents to explore and discuss not only how best to create content for children, but also how to introduce the content to them.

AFCC encourages participants to make new acquaintances and connections that will hopefully spark new works in the future. It's heartening to hear of partnerships arising from previous years bearing fruit as new works to be launched at AFCC. This year, there will be plenty of opportunities for delegates to make these kinds of connections in both informal and formal settings, like the pitching sessions, portfolio review, and the Rights Exchange.

This year, I am pleased to present the Scholastic Asian Book Award during the AFCC Opening Ceremony. Since 2011, Scholastic have published nine books from the three previous competitions, and I look forward to many more. My friend and colleague Mr Baey Yam Keng will present the Samsung KidsTime Authors' Award during the Celebrating Our Stars event. The Samsung KidsTime Authors' Award presents the best of published and unpublished picture books in ASEAN in digital apps format to give the works the wider audiences they deserve.

AFCC has much to offer every participant. I wish the Festival every success, this year and in years to come.

*Ms Low Yen Ling*  
**Parliamentary Secretary,  
Ministry of Education & Ministry of Trade and Industry**



# MESSAGE FROM THE CHAIRPERSON

*Welcome to the seventh edition of the Asian Festival of Children's Content (AFCC).*

With your support, the Festival is fast becoming the largest gathering of content creators, publishers and end-users of children's literature on this side of the region, opening doors for authors and illustrators, publishers and agents—both local and international alike—and linking them to young readers, parents, librarians and schools in South East Asia and beyond.

Fifteen years ago, the Asian Children's Writers and Illustrators Conference (ACWIC) was created to provide an avenue for content creators to share insights, improve professional skills and build networks within the industry. Almost two decades down the road, ACWIC has metamorphosed into AFCC, which not only welcomes the creators, but also includes cross-media professionals, parents, teachers, schools and other users of content.

We are honoured to have Japan as the Country of Focus for 2016. It is both timely and apt, with it being the 50th anniversary of Singapore-Japan bilateral relations, and the country having a longstanding history of children's literature that has been enjoyed by many of us.

For AFCC 2016, 20 Japanese speakers will join us at the conference to share their insights about the latest on children's literature in Japan, and hopefully, to inspire you to explore Asian content further. Also, as part of this collaboration, we are excited to launch a pair of bilingual books, written and illustrated by popular Singaporean and Japanese authors and illustrators, with translations provided by renowned translators from Japan.

Capping the partnership is an exhibition on the history of Japanese picturebooks, curated by our partners from the Chihiro Art Museum. Through these, we hope to gain a better understanding of Japanese literature, culture and influence to the writing community at large, while appreciating the uniqueness of Asian content in retrospect.

We send out a special thanks to Genting Singapore for their gracious support of our celebration of Japan Night, held at the S.E.A. Aquarium at Resorts World Sentosa, as well as their sponsorship of two bilingual books, written and illustrated by Singaporean and Japanese authors and illustrators.

To all our returning delegates, we hope your regular participation in AFCC burgeons into potential collaborations, which we can eventually launch at the Festival. For our first-time delegates, we hope that you will find the next five days an exciting opportunity to meet people who share similar passions, to gain new friends in the industry, and to learn more about children's literature from all over Asia.

May we continue to support this ever-evolving industry—as sellers, creators, readers—and in the process, help to build the future generation of book-lovers. Enjoy the Festival!

*Ms Claire Chiang*

Chairperson,

**National Book Development Council of Singapore**



# MESSAGE FROM CHIEF EXECUTIVE, NATIONAL LIBRARY BOARD



*The National Library Board is delighted to be the venue sponsor again for the Asian Festival of Children's Content (AFCC) 2016. It is appropriate that the NLB supports this festival given our long-term mission to encourage a nation of readers. And what better target audience than children and pre-teens? If it takes a village to raise a child, then we are more than happy to do our part in helping to nurture good reading habits.*

The world of children's literature is a magical one. Stories from Asia are rich in myth, history and tradition, and such books both stir the imagination and expose our children to different cultures from around the world. AFCC's first-ever exhibition has chosen to focus on the Land of the Rising Sun. "The History of Japanese Books: from *E-ingakyo* to *The Family of Fourteen*" which will be held at the National Library Building from 24 May to 10 July, presents the fascinating evolution of Japanese picture books over the last 1,300 years.

NLB is also pleased to host AFCC's annual "Celebrating Our Stars" – a special evening event that pays homage to the talents and achievements of Singapore authors, illustrators, publishers, distributors and other publishing professionals. Children's book publishing in Singapore would not be the vibrant scene it is today without the contributions of this special group of people. NLB stands firmly behind the National Book Development Council of Singapore in its ongoing mission to publish and promote quality Asian content.

Do look out for the launch of the National Reading Movement later this year when the NLB rolls out an ambitious five-year nationwide plan to promote reading across different age groups and segments of society.

We wish you a successful AFCC 2016.

*Elaine Ng*

**Chief Executive Officer  
National Library Board**



# MESSAGE FROM THE FESTIVAL DIRECTOR

*A warm welcome to this year's Asian Festival of Children's Content (AFCC). There are several new features at this year's festival and, as always, an exciting range of sessions for everyone from writers and illustrators to parents, teachers, and young readers.*



For AFCC 2016, we have some special programmes for illustrators. Speaking at the festival are illustrators such as Kazuo Iwamura, Calef Brown, and Naomi Kojima. Illustrators can also sign up for one-to-one consultations with professional illustrators at the Portfolio Review. We have also revived the online art contest, afccSKETCH, and have received 102 beautiful submissions. While you want to take a break from the conferences, relax and participate in our latest AFCC additions, Illustrationary, and Story Wall. Not to be missed is the Book Illustrators Gallery, featuring a wide range of work from illustrators around the world. For the first time, through a collaboration with Golden Baobab, there will be a display of competition winners from Africa. A highlight of the conference sessions this year is a Skype interview with Shaun Tan as he tells us about his award-winning works and career.

Addressing the business development aspect of AFCC, an important feature is the Rights Exchange, where you can meet with publishers and literary agents. Also be sure to visit the AFCC Book Fair, which has doubled in size with over 40 booths this year, showcasing the latest in children's books and content from ASEAN, India, China, Australia, and Japan.

I thank you for your continued support and participation in AFCC and I wish you an enriching and fruitful festival!

*Kenneth Quek*  
**Festival Director,  
Asian Festival of Children's Content**

# COUNTRY OF FOCUS: JAPAN

*This year, AFCC is pleased to feature Japan as the Country of Focus!*

## *Promoting children's reading in Japan*

The advent of the Internet and information media combined with other changes in children's learning environment since the 1990's has resulted in more and more children who do not read books, which is now seen as a major social issue.

Recognising that "children learn language, heighten sensitivity, enhance expressive power, expand imagination, and learn to live through the life more deeply by interacting with books", the Government designated 2000 as the National Year of Reading for Children, and the International Library of Children's Literature was founded as a branch library of the National Diet Library that same year. Also, in 2001, the "Law on the Promotion of Reading Activities for Children" was enacted.

Since then, nationwide activities to promote children's reading have developed at a rapid pace. Parents in more than half the cities and towns in Japan now present newborn babies with picture books by the Bookstart project. *Asa no Dokusho* (morning reading) programs, in which students and teachers read books together every morning, are very popular at schools. More and more public libraries have children's libraries, where activities for encouraging children to read are on the increase. And activities at museums of picture books such as the Chihiro Art Museum are expanding the range of people who love picture books.

## *A Brief History of Children's Literature in Japan*

At the end of the 19th century, Sazanami Iwaya (1870–1933) and Mimei Ogawa (1882–1961) became the founders and facilitators of children's literature in Japan. After World War II, long prose stories such as "*Daremo shiranai chiisana kuni*" by Satoru Sato (1928–) and "*Kokage no ie no kobitotachi*" by Inui Tomiko (1924–2002) were published in Japan. Much of the children's literature that is popular today was written in the 1960's and 1970's. For example, picture books such as "*Guri to Gura*" (1967) written by Eriko Nakagawa (1935–) and illustrated by Yuriko Omura (1941–), "*Suho no shiroi uma*" (1967) retold by Yuzo Otsuka (1921–) and illustrated by Suekichi Akaba (1910–1990), and stories from series like "*Zukko ke sanningumi*" by Masamoto Nasu (1942–) have found popularity with successive generations.



## COUNTRY PARTNER:

### **International Library of Children's Literature, National Diet Library**

The International Library of Children's Literature (ILCL) is the national library dedicated to children's literature and was established in the year 2000 as a branch of the National Diet Library. The ILCL collects about 400,000 volumes of Children's books and related books from all over the world. Both adults and children are enjoying reading and various events here.



International Library of Children's Literature

国立国会図書館 国際子ども図書館



📅 25 – 27 MAY

📍 Various locations in NLB

🗣️ Live English interpretation will be provided.



Top to bottom: Chihiro Art Museum Azumino;  
Chihiro Art Museum Tokyo.

#### SUPPORTING PARTNER:

##### Chihiro Art Museum

The Chihiro Art Museum is considered the world's first and largest art museum devoted to picture books. Established in 1977 to commemorate Chihiro Iwasaki (1918–1974), a Japanese artist renowned for her paintings and illustrations of children and flowers, it now has a collection of over 26,750 pieces created by 204 artists from 33 countries. The two museums (in Tokyo and Nagano) are operated by the Chihiro Iwasaki Memorial Foundation.

#### OTHER SUPPORTING PARTNERS:

Japan Association of Children's  
Book Publishers

Joshi University of Art & Design

School Library Association

#### Publication of children's books in recent years

Sales of both books and magazines in Japan have been declining for some time. But sales of children's books are an exception, as long-sellers remain very popular, and the number of new publications remain high, with about 4,500 children's books published during 2014.

In addition to long-time best-seller picture books, many new books are also published: sequels to classics such as *"Karasu no Panya-san"* (1973) by Kako Satoshi (1926–) and bestsellers such as *"100-kaidate no ie"* (2008) by Toshio Iwai (1962–), *"Ringo kamo shirenai"* (2013) by Shinsuke Yoshitake (1973–). Books for babies include the *"Darumasan"* series (2008–) by Hiroshi Kagakui (1955–2009) and famous books like *"Inai inai baa"* (1967) by Miyoko Matsutani (1926–2015).

Stories for elementary school pupils include a new series of *"Kaiketsu zorori"* (1987–) by Yutaka Hara (1953–) as well as books designated for book report competitions, which are held nationwide. Many books related to movies or TV dramas are published.

Books for teenagers include popular novels such as *"Natsu no Niwa—The Friends"* (2001) by Kazumi Yumoto (1959–), *"Batteri"* (1996) by Atsuko Asano (1954–). In addition, since 2000, a number of light-reading publications have been developed for characters and illustrations associated with manga and animé. Readership of these books has spread from teenagers to adults, and many TV animé and movies have been produced based on these works.

In 2014, Naoko Uehashi (1962–) known for series such as *"Seirei no moribito"* and *"Kemono no soja,"* won the Hans Christian Andersen Awards. Her stories have been developed into long series, and many readers are fascinated by the fantasy novels of Uehashi, who is also a cultural anthropologist. This award means that Japanese modern children's literature born in 1950's has spread across the world.

# COUNTRY OF FOCUS: SPEAKERS



## Akiko Beppu

Editorial Director

Akiko Beppu has edited a wide range of children's books, from baby books, picture books, middle grade to YA. As an editor, she believes in reading

everything that catches her eye, and buying, not borrowing, the books she wants to read.

Q Editing Books for Children



## Avery Fischer Udagawa

Translator

Avery Fischer Udagawa translated the MG novel *J-Boys: Kazuo's World*, Tokyo, 1965

by Shogo Oketani. Her work has appeared in *Kyoto Journal*, *Literary Mama* and *Tomo: Friendship Through Fiction—An Anthology of Japan Teen Stories*. She coordinates the SCBWI Japan Translation Group and is SCBWI International Translator Coordinator.

Q Japanese Children's Books in Translation

Q Understanding the Business of Translation



## Cathy Hirano

Translator

Cathy Hirano's translations include Yumoto Kazumi's *The Friends*, winner of the Mildred L. Batchelder Award in 1997, and Nahoko

Uehashi's *Moribito I and II*, winners of the Batchelder Award and the Batchelder Honor Award, respectively, in 2009-2010.

Q On Translation

Q [PANEL] Where are the Parents?



## Chihoko Tanaka

Section chief in charge of services for children, International Library of Children's Literature (JAPAN)

Chihoko Tanaka joined the International Library of Children's Literature

in 2006. As the chief of the Children's Services Section, she manages the browsing rooms for children and performs during Story Hours for Children and Nursery-Rhyme Hours for Toddlers.

Q Supporting Children's Reading Activities

Q [Activity] "Nursery Rhyme and Picture Book Hour for Infants and Toddlers" in the Japanese Library

Q [Activity] Let's Enjoy Japanese! – Japanese Story Hour



## Holly Thompson

Author

Holly Thompson writes fiction and poetry for children, teens and adults. A long-time resident of Japan, she teaches writing in Japan,

the U.S., and places in between, and serves as Co-Regional Advisor of SCBWI Japan.

Q Verse Novels Crossing Borders

Q Penning for the Preteen

Q Tackling Novel Revision: Techniques and Tips

Q [PANEL] First Pages: Writing Critique



## Izumi Satou

General Manager of Global Relationships, Bookstart Japan

Izumi Satou came across Bookstart in 1999 and got involved in the establishment

of Bookstart Japan. She engaged in the creation of local schemes which work well in Japanese social context. She is in charge of the international PR project which aims to share Bookstart experience with those who deliver similar programmes around the world.

Q Bookstart – Share books with your baby!



## Kazuo Iwamura

Author, Illustrator

Kazuo Iwamura's long-selling picture book series, *The Family of Fourteen*, has been loved and read by children around the world. In

1998, he opened the Iwamura Kazuo Ehon-no-Oka Picture Book Museum in Tochigi. His many awards and honours include the *Chevalier de l'Ordre des Arts et des Lettres* (Knight of the Order of Arts and Letters), which he received in 2014 from the French government.

Q My Works: On Picture Books and Nature



## Kiyomi Akita

Professor, Graduate School of Education at The University of Tokyo

Kiyomi Akita is the former president of Japan Reading Association. She got the award of Science

of Reading in 2014. She has been a council member of Bookstart Japan and a council member of the Characteristic Culture Promotion Organisation. She contributes to promote children's book reading activities in Japan.

Q Book Reading in Japan: Building up the Communities of Readers



## Kyoko Sakai

Chairperson, Doshinsha Publishing CO., The International Kamishibai Association of Japan

Kyoko Sakai started working at Doshinsha Publishing and was the

editor of picture books, including *The Adventure in the Closet* and *The Fourteen Forest Mice* series. In 1997 she became the president of the company. In 2001 she started the International Kamishibai Association of Japan (IKAJA). Currently she is the chairman of Doshinsha Publishing and the representative of IKAJA.

Q Crossing Borders: Kamishibai Culture and Its Universal Appeals



## Mariko Nagai

Poet, Author

Having grown up in Europe and America, Mariko Nagai has received the Pushcart Prizes both in poetry and fiction.

Author of books for both

children and adult, she is also a translator of Japanese modern poetry. She currently lives in Tokyo and is an Associate Professor of Temple University Japan Campus.

Q Children and Poetry: Thoughts and Words

Q [PANEL] #WeNeedDiverseBooks. Really!

Q [PANEL] Authors Debate: Where to Draw the Line? – Adult Content in YA and Children's Books

Q [Activity] AFCC 2016 Duelling Illustrators



## Michiko Matsukata

*Curator, Chihiro Art Museum*

Michiko Matsukata is working as the curator planning and preparing exhibitions as well as in charge of the museum library in Chihiro Art Museum (Azumino). The exhibitions she has curated include Yuri Norstein's Picture Book Making, Korean Contemporary Picture Book Artists, Polish Picture Book Artists, Totto-chan's square exhibition.

**Q Totto-chan and Chihiro Iwasaki**



## Miki Yamamoto

*Doctorate candidate, manga artist, illustrator*

Miki Yamamoto is a manga artist, a picture book artist, and an illustrator. She is a researcher of wordless picture books, a subject she is pursuing for her doctorate at Tsukuba University. Her manga, *How Are You*, was selected for the 19th Japan Media Arts Festival Jury Selection, and *Sunny Sunny Ann*, received the 17th Tezuka Osamu Cultural Prize Creative Award.

**Q The Japanese Manga Scene and Manga vs. Picture Books**



## Naomi Kojima

*Author, Illustrator*

Naomi Kojima is an author and illustrator of children's books. Born in Japan, Naomi spent her childhood years in the US. Her first picture books were published in New York, and now, also in Japan, France, and Sweden. Naomi lives in Tokyo.

**Q A Child's World in Japanese Picture Books**  
**✍ Portfolio Review**  
**✍ [PANEL] First Look: Illustration Critique**



## Satoko Yamano

*Singer*

Satoko Yamano is one of Japan's top singers of *Doyo* (traditional Japanese children's songs) and anime songs. She has recorded over 1,000 songs, including the opening theme for anime *Doraemon*. She has served as master of ceremonies and leading singer of a popular music program on the national educational television of Japan for many years.

**Q Songs and Picture Books**  
**👉 [Activity] Sing-along Concert with Japanese Stars**



## Tadahiko Motoyoshi

*Director General, International Library of Children's Literature (JAPAN)*

Tadahiko Motoyoshi joined the National Diet Library in 1986. He has been appointed Director General of the International Library of Children's Literature (ILCL) from April 2016, after working in various sections in its parent organisation the National Diet Library. With a wide range of work experience, he is ready to head the ILCL in the firm belief that reading has a significant impact on personality development.

**Q Supporting Children's Reading Activities**  
**Q [Activity] "Nursery Rhyme and Picture Book Hour for Infants and Toddlers" in the Japanese Library**  
**Q [Activity] Let's Enjoy Japanese! - Japanese Story Hour**



## Tetsu Shirai

*Director, NPO Bookstart Japan*

Tetsu Shirai joined Kodansha Ltd., in 1969 and built his career. In 2000, he joined the Board of Year of Reading for Children and learned about the Bookstart programme. He got involved in the establishment of Bookstart Japan and engaged in setting up a system to make the program sustainable with support from publishing industry.

**Q Bookstart - Share books with your baby!**



## Toshiki Shinzawa

*Singer, Songwriter*

Toshiki Shinzawa was a pre-school teacher before he started his career in music. He is a singer and songwriter, well known for his concerts, many CDs and songbooks. His popular *All the Children of the World* was selected for elementary school music textbooks in Japan, and has been covered by many artists. He is a lecturer at early education seminars, and a writer of children's books.

**Q Songs and Picture Books**  
**👉 [Activity] Sing-along Concert with Japanese Stars**



## Trevor Kew

*Author*

Trevor Kew is a Canadian writer whose novels for children revolve mostly around soccer and ice hockey. Trevor resides in Tokyo, Japan, and is currently writing approximately six different books set in Japan.

**Q From Outside In and Inside Out: Writing about a 'Foreign' Culture**  
**👤 Creative Writing in the Classroom: A Teacher-Writer's Perspective**



## Yuko Takesako

*Vice Director, Chihiro Art Museum, Azumino*

The Vice Director of the Chihiro Art Museum (Azumino), Yuko Takesako is also the Secretary General of Chihiro Iwasaki Memorial Foundation. She has introduced and promoted the life and works of Chihiro Iwasaki as well as supported the picture book culture in Asia, Europe, and U.S.A. Her books include *100 Picture Books for Children and Parents Selected by the Chihiro Art Museum* (co-author), Shigeru Hatsuyama.

**Q The History of Japanese Picture Books: From Einga-kyo to The Family of Fourteen**



## Yumiko Sakuma

*Professor, Editor, Translator, Writer*

Born in Tokyo, Yumiko Sakuma worked as an editor before becoming a freelance editor, translator, writer, and a professor of children's literature. She has translated more than 200 children's books into Japanese, and her work has received many awards including the Sankei Juvenile Literature Publishing Culture Award. She is also a researcher of African literature, and runs a project promoting African children's books in Japan.

**Q Japanese Children's Books: The Present and the Future (Children's Literature Lecture)**

**📍 Country of Focus**  
**✍ Writers & Illustrators Conference**  
**✍ Cross-Platform Summit**

**👤 Teachers Congress**  
**👤 Parents Forum**  
**👤 Masterclasses**

**🔄 Rights Exchange**  
**🗣 Language Programmes**  
**👤 Performances, Activities & Others**



# THE HISTORY OF JAPANESE BOOKS:

From *E-inagkyo* to *The Family of Fourteen*

📅 24 MAY – 10 JULY  
📍 Level 7, Promenade

*Wander into the wonderful world of Japanese picture books, and witness for yourself the country's rich history of narratives in the last 1,300 years.*



*First Graders with Satchels Walking in Single File, 1966, by Chihiro Iwasaki*

From the oldest illustrated manuscript in the 8th century to the contemporary picture books we see today, this unique exhibition traces the evolution of books in Japan through a fine collection of high quality reprints of historical documents and images.

Enjoy the artworks of 6 celebrated Japanese artists: Suekichi Akaba, Takeshi Motai, Yasuo Segawa, Shinta Cho, Chihiro Iwasaki and Kazuo Iwamura.

Curated by Chihiro Art Museum, the world's first museum dedicated to children's books, this exhibition allows visitors to delve into the rich and lesser-known history of illustrated books in Japan, and encourages them to learn of the characteristics and aesthetics of Japanese art and literature.

"The History of Japanese Picture Books: from *E-inagkyo* to *The Family of Fourteen*" is an exhibition jointly organised by the National Book Development Council of Singapore and Chihiro Art Museum. The first of its kind in Singapore, it is held in conjunction with SJ50 and the Asian Festival of Children's Content 2016 Country of Focus: Japan.



*Nara Ehon, Taishokan, early Edo Period*



*E-zasshi, Kodomo no Kuni, 1933*

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# FESTIVAL CALENDAR

25 May  
WEDNESDAY

26 May  
THURSDAY

27 May  
FRIDAY

WRITERS & ILLUSTRATORS CONFERENCE

COUNTRY OF FOCUS: JAPAN

CROSS-PLATFORM  
SUMMIT

RIGHTS EXCHANGE

CHILDREN'S  
LITERATURE LECTURE

AFCC BOOK FAIR

THE HISTORY OF JAPANESE PICTURE BOOKS EXHIBITION  
(24 MAY – 10 JUL)

BOOK LAUNCHES

PERFORMANCES & ACTIVITIES

BOOK ILLUSTRATORS GALLERY (14 MAY – 3 JUN)

CELEBRATING OUR  
STARS

JAPAN NIGHT

MAKAN & MINGLE



## PRE-FESTIVAL EVENTS:

14 – 15 May: Fun with Languages

24 May: Opening Ceremony and Award Presentation

28 May  
SATURDAY

29 May  
SUNDAY

TEACHERS CONGRESS

PARENTS FORUM

MASTERCLASSES

DAYTIME &  
TICKETED

AFCC BOOK FAIR

THE HISTORY OF JAPANESE PICTURE BOOKS EXHIBITION  
(24 MAY – 10 JUL)

BOOK LAUNCHES

PERFORMANCES &  
ACTIVITIES

DAYTIME &  
OPEN TO PUBLIC

BOOK ILLUSTRATORS GALLERY (14 MAY – 3 JUN)



YOUNG AUTHOR AWARD  
FINALE 2015/2016

NIGHT

# 25 MAY (WED)

	THE POD (L16)	POSSIBILITY (L5)	IMAGINATION (L5)	MULTI-PURPOSE (B1)
9 AM		<b>9:00 – 10:00AM</b> From Comics, Graphic Novels and Picture Books to Fusion Texts	<b>9:00 – 10:00AM</b> The-not-so-normal, Whimsical and Nonsensical World of Illustrations	
10 AM	<b>10:00 – 10:30AM</b> Tea Break			
11 AM		<b>10:30 – 11:30AM</b> [ PANEL ] If We Don't Support Authors and Illustrators, Who Will?	<b>10:30 – 11:30AM</b> The Irresistible Fantastical Supernatural: Writing a World that Beckons	<b>10:30 – 11:30AM</b> On Translation
	<b>11:30 – 11:45AM</b> Break for Room Change			
12 PM		<b>11:45AM – 12:45PM</b> [ PANEL ] The Editors Are Your Best Friend	<b>11:45AM – 12:45PM</b> [ PANEL ] Where are the Parents?	<b>11:45AM – 12:45PM</b> Gilgamesh Legend and Modern Encounters
1 PM	<b>12:45 – 2:00PM</b> Lunch			
2 PM	<b>2:00 – 4:15PM</b> Speed Pitching (Writing)	<b>2:00 – 3:00PM</b> [ PANEL ] Writing for YA: Have We Missed the Boat?	<b>2:00 – 3:00PM</b> Music in Learning	<b>2:00 – 3:00PM</b> [ PANEL ] What Makes a Book Award-worthy?
3 PM		<b>3:00 – 3:15PM</b> Break for Room Change		
		<b>3:15 – 4:15PM</b> Tackling Novel Revision: Techniques and Tips	<b>3:15 – 4:15PM</b> Illustrations, Poems and More Nonsense	<b>3:15 – 4:15PM</b> [ PANEL ] #WeNeedDiverseBooks. Really!
4 PM	<b>4:15 – 4:45PM</b> Tea Break			
5 PM		<b>4:45 – 6:00PM</b> [ PANEL ] First Pages: Writing Critique	<b>4:45 – 6:00PM</b> From Outside In and Inside Out: Writing about a 'Foreign' Culture	<b>4:45 – 6:00PM</b> Looking Back in Time
NIGHT	<b>7:00 – 8:00PM</b> Celebrating Our Stars 			

**DAILY**

Book Illustrators Gallery:  
B1, Exhibition Area  
AFCC Book Fair: L1, Plaza

**Writers & Illustrators Conference****Book Launches****Performances & Activities****VISITORS BRIEFING RM (L1)****THE PLAZA (L1)****CENTRAL PUBLIC LIBRARY (B1)****9:00 – 10:00AM**

[PANEL] *Cracking the Golden Egg at Literary Festivals*

**10:00AM – 6:00PM**

Story Wall

9 AM

**10:00 – 10:30AM**

[LAUNCH] *The Fibonacci Revelation*

10 AM

**10:30 – 11:30AM**

Creating Texture in Children's Literature

11 AM

**11:45AM – 12:45PM**

Understanding the Business of Translation

12 PM

**12:45 – 1:15PM**

[LAUNCH] *The Case of the Football Champion*

1 PM

**1:30 – 2:00PM**

[LAUNCH] *Now I Know Series*

**1:30 – 2:00PM**

[LAUNCH] *Take Flight! An Annotated Bibliography of Bird-Themed Picture Book*

2 PM

**2:00 – 3:00PM**

Edutainment Comics: Survival & Passion?

**3:00 – 4:00PM / MY TREE HOUSE**

[ACTIVITY] *Sing-along Concert with Japanese Stars*

3 PM

**3:15 – 4:15PM**

Japanese Children's Books in Translation

4 PM

**4:15 – 4:45PM**

[ACTIVITY] *Duelling Illustrators*

**4:15 – 4:45PM**

[LAUNCH] *Mollie, Fluffy and the Magic Shell*

5 PM

**4:45 – 6:00PM**

[PANEL] *Facts and Figures: What Makes Non-Fiction Different?*

6 PM

**ROOM CAPACITIES:**

Seating in each room is allocated on a first-come-first-served basis. If a particular room is full, delegates will be asked to attend other sessions instead.

**THE POD (L16)**

100 seats

**POSSIBILITY ROOM (L5)**

120 seats

**IMAGINATION ROOM (L5)**

70 seats

**MULTI-PURPOSE ROOM (B1)**

50 seats

**VISITORS' BRIEFING ROOM (L1)**

50 seats



# 26 MAY (THU)

	THE POD (L16)	POSSIBILITY (L5)	IMAGINATION (L5)	MULTI-PURPOSE (B1)
9 AM	<b>9:00 – 10:00AM</b> <b>Obsession: A Mature Theme in Children's and YA Books</b>	<b>9:00 – 10:00AM</b> <b>Totto-chan and Chihiro Iwasaki</b>	<b>9:00 – 10:00AM</b> <b>Picture Books from Here to Eternity</b>	
10 AM	<b>10:00 – 10:30AM</b> <b>Tea Break</b>			
11 AM		<b>10:30 – 11:30AM</b> <b>Bookstart – Share Books with your Baby!</b>	<b>10:30 – 11:30AM</b> <b>Important Special Collections from Around the World</b>	<b>10:30 – 11:30AM</b> <b>Graphic Design Tricks and Techniques for Picture Books</b>
	<b>11:30 – 11:45AM Break for Room Change</b>			
12 PM		<b>11:45AM – 12:45PM</b> <b>Children and Poetry: Thoughts and Words</b>	<b>11:45AM – 12:45PM</b> <b>From North to South: Illustrations from Africa</b>	<b>11:45AM – 12:45PM</b> <b>Lessons to be Learnt: Complex Issues in Children's Books</b>
1 PM	<b>12:45 – 2:00PM</b> <b>Lunch</b>			
2 PM	<b>2:00 – 6:00PM</b> <b>Rights Exchange</b>	<b>2:00 – 3:00PM</b> <b>Conversation with Shaun Tan</b>	<b>2:00 – 3:00PM</b> <b>Fat Girls are Heroes Too!</b>	
3 PM		<b>3:00 – 3:15PM Break for Room Change</b>		
		<b>3:15 – 4:15PM</b> <b>Songs and Picture Books</b>	<b>3:15 – 4:15PM</b> <b>[ PANEL ] First Look: Illustration Critique</b>	<b>3:15 – 4:15PM</b> <b>Breaking the Cycle of Poverty Through Stories</b>
4 PM		<b>4:15 – 4:45PM</b> <b>Tea Break</b>		
5 PM		<b>4:45 – 6:00PM</b> <b>The History of Japanese Picture Books: From <i>Einga-kyo</i> to <i>The 14 Forest Mice</i></b>	<b>4:45 – 6:00PM</b> <b>[ PANEL ] Authors Debate: Where to Draw the Line? – Adult Content in YA and Children's Books</b>	<b>4:45 – 6:00PM</b> <b>[ PANEL ] No Child is Left Behind</b>
NIGHT	<b>7:00 – 10:00PM</b> <b>RESORTS WORLD SENTOSA</b> <b>Japan Night</b> 			

**DAILY**

Book Illustrators Gallery:  
B1, Exhibition Area  
AFCC Book Fair: L1, Plaza

**Writers & Illustrators Conference**
**Country of Focus**
**Book Launches**
**Performances & Activities**
**VISITORS BRIEFING RM (L1)**
**THE PLAZA (L1)**
**CENTRAL PUBLIC LIBRARY (B1)**
**9:00 – 10:00AM**
**Penning for the Preteen**
**10:00AM – 6:00PM**
**Story Wall**
**9 AM**
**10:00 – 10:30AM**
**[ LAUNCH ]** *The Wonky Donkey*
**10 AM**
**10:00 – 10:30AM**
**[ LAUNCH ]** *Bridges, Dragons & Books: Reflections on Asian Children's Literature*
**11 AM**
**10:30 – 11:30AM**
**Once Upon a Place: Children's Books in Ireland**
**11:45AM – 12:45PM**
**Digitising Children's Books: Interactivity with Purpose**
**11:30AM – 12:00PM**
**[ LAUNCH ]** *Phoenix Song*
**12 PM**
**12:45 – 1:15PM**
**[ LAUNCH ]** *Falling into the Dragon's Mouth*
**1 PM**
**1:30 – 2:00PM**
**[ LAUNCH ]** *What Do Pandas and Skeletons Have in Common?*
**2 PM**
**2:00 – 3:00PM**
**Verse Novels Crossing Borders**
**3:00 – 3:30PM / MY TREE HOUSE**
**[ ACTIVITY ]** "Nursery Rhyme and Picture Book Hour for Infants and Toddlers" in the Japanese Library



**3 PM**
**3:15 – 4:15PM**
**Pop-up Books: Standing Dinosaurs and Jumping Horses**
**4 PM**
**4:15 – 4:45PM**
**[ ACTIVITY ]** Illustrationary

**4:45 – 6:00PM**
**A Touch of Local Content in a Story**
**5:00 – 6:00PM**
**[ LAUNCH ]** *Did You Hear That? Help for Children Who Hear Voices*
**5 PM**
**6 PM**
**ROOM CAPACITIES:**

Seating in each room is allocated on a first-come-first-served basis.  
If a particular room is full, delegates will be asked to attend other sessions instead.

THE POD (L16)	100 seats
POSSIBILITY ROOM (L5)	120 seats
IMAGINATION ROOM (L5)	70 seats
MULTI-PURPOSE ROOM (B1)	50 seats
VISITORS' BRIEFING ROOM (L1)	50 seats

# 27 MAY (FRI)

	THE POD (L16)	POSSIBILITY (L5)	IMAGINATION (L5)	MULTI-PURPOSE (B1)
9 AM	<b>9:00 – 10:00AM</b> <b>Apples and Oranges: Unique Styles of Illustration</b>	<b>9:00 – 10:00AM</b> <b>Fluidity between Page and Screen</b>	<b>9:00 – 10:00AM</b> <b>Roundtable Discussion: Entering Markets Abroad</b>	
10 AM	<b>10:00 – 10:30AM</b> <b>Tea Break</b>			
11 AM	<b>10:30AM – 12:45PM</b> <b>Portfolio Review</b>	<b>10:30 – 11:30AM</b> <b>My Works: On Picture Books and Nature</b>	<b>10:30 – 11:30AM</b> <b>Co-production Discussion</b>	<b>10:30 – 11:30AM</b> <b>The Fabulous Fear Factor</b>
12 PM		<b>11:30 – 11:45AM</b> Break for Room Change <b>11:45AM – 12:45PM</b> <b>Supporting Children's Reading Activities</b>	<b>11:45AM – 12:45PM</b> <b>Watercolour: Stealing from the Masters</b>	<b>11:45AM – 12:45PM</b> <b>[ PANEL ] Meet the Commissioners</b>
1 PM	<b>12:45 – 2:00PM</b> <b>Lunch</b>			
2 PM	<b>2:00 – 4:15PM</b> <b>Speed Pitching (Media)</b>	<b>2:00 – 3:00PM</b> <b>Crossing Borders: Kamishibai Culture and Its Universal Appeals</b>	<b>2:00 – 3:00PM</b> <b>[ PANEL ] Dipping Your Toes in Book Reviewing</b>	<b>2:00 – 3:00PM</b> <b>A Peek Into Puppetry</b>
3 PM		<b>3:00 – 3:15PM</b> Break for Room Change <b>3:15 – 4:15PM</b> <b>Editing Books for Children</b>	<b>3:15 – 4:15PM</b> <b>Where do I Belong: Exploring Issues of Migration in Picture Books</b>	<b>3:15 – 4:15PM</b> <b>[ PANEL ] Humour is Evergreen</b>
4 PM	<b>4:15 – 4:45PM</b> <b>Tea Break</b>			
5 PM		<b>4:45 – 6:00PM</b> <b>The Japanese Manga Scene and Manga vs. Picture Books</b>	<b>4:45 – 6:00PM</b> <b>Just-Wanna-Grab-It</b>	<b>4:45 – 6:00PM</b> <b>How Connected Learning will Transform Content for Young Adults</b>
NIGHT	<b>7:30 – 9:00PM</b> <b>Makan &amp; Mingle</b> 	<b>6:30 – 7:30PM</b> <b>Children's Literature Lecture</b> 		



**DAILY**

Book Illustrators Gallery:  
B1, Exhibition Area  
AFCC Book Fair: L1, Plaza

**Writers & Illustrators Conference**

Cross-Platform Summit

Country of Focus

**Book Launches**

Performances & Activities

**VISITORS BRIEFING RM (L1)**

9:00 – 10:00AM

A Child's World in Japanese  
Picture Books

10:30 – 11:30AM

Immersive Storytelling:  
Augmented Reality and Games  
to Engage Young Adults

11:45AM – 12:45PM

Localisation of Content

2:00 – 3:00PM

Developing your Children's Book  
Series for an Animated Series

3:15 – 4:15PM

Lights, Camera, Action: Talking  
about Children's Art on TV

4:45 – 6:15PM

Story-hacking: A Journey  
of Narrative Creation

**THE PLAZA (L1)**

10:00AM – 6:00PM

Story Wall

10:00 – 10:30AM

[LAUNCH] *The Abominable Norman*

11:30AM – 12:00PM

[LAUNCH] *The Magic Spicebox*

1:15 – 1:45PM

[PERFORMANCE] 1,000 Paper Cranes

4:15 – 5:15PM

[LAUNCH] *Scholastic Asian  
Book Award 2014 Authors*

**CENTRAL PUBLIC LIBRARY  
(B1)**

9 AM

10 AM

11 AM

12 PM

1 PM

2 PM

3 PM

4 PM

5 PM

6 PM

11:15AM – 1:00PM

[LAUNCH] *Stories from Asia: The  
Asian Children's Literature Collection*

2:00 – 2:30PM / MY TREE HOUSE

[ACTIVITY] Let's Enjoy Japanese!  
– Japanese Story Hour

3:00 – 3:30PM

[LAUNCH] *Oolie & Sputnik:  
The Time Capsule*

4:15 – 4:45PM

[LAUNCH] *All Too Much for Oliver*

**ROOM CAPACITIES:**

Seating in each room is allocated on a first-come-first-served basis.  
If a particular room is full, delegates will be asked to attend other  
sessions instead.

THE POD (L16)

100 seats

POSSIBILITY ROOM (L5)

120 seats

IMAGINATION ROOM (L5)

70 seats

MULTI-PURPOSE ROOM (B1)

50 seats

VISITORS' BRIEFING ROOM (L1)

50 seats

# 28 MAY (SAT)

	THE POD (L16)	POSSIBILITY (L5)	IMAGINATION (L5)	MULTI-PURPOSE (B1)
9 AM	<b>9:00 – 10:00AM</b> Positive Education and Reading: Deepening the Dialogue between Children, Books and Fellow Readers	<b>9:00 – 10:00AM</b> The Digital Human: Making the Transition from Books to Digital Texts	<b>9:00 – 10:00AM</b> “Where are we going today, teacher?” Drama Methods to Enliven Early Literacy	
10 AM	<b>10:00 – 10:30AM</b> Tea Break			
11 AM	<b>10:30 – 11:30AM</b> Why Wordless Books?	<b>10:30 – 11:30AM</b> I Want to Create a Picture Book Just Like That		<b>10:30 – 11:30AM</b> The Great Paradox of Reading: For Grades or Leisure
	<b>11:30 – 11:45AM</b> Break for Room Change			
12 PM	<b>11:45AM – 12:45PM</b> Books, Books and More Books: Reading for Pleasure, for Learning and for Life	<b>11:45AM – 12:45PM</b> Developing Interactive Spaces - With and For children		<b>11:45AM – 12:45PM</b> Apps as Stepping Stones for Telling Stories
1 PM	<b>12:45 – 2:00PM</b> Lunch			
2 PM	<b>2:00 – 3:00PM</b> [PANEL] Put the Fun in Language Learning	<b>2:00 – 3:00PM</b> Reluctant Writers? Let's Get Started!		<b>2:00 – 4:00PM</b> Children in Control
3 PM	<b>3:00 – 3:15PM</b> Break for Room Change			
	<b>3:15 – 4:15PM</b> Verbal-visual Interactions in Singapore Picture Books	<b>3:15 – 4:15PM</b> Technology Inspires Children Storytellers		
4 PM	<b>4:15 – 4:45PM</b> Tea Break			
5 PM	<b>4:45 – 6:00PM</b> Puppets, Tools not Toys	<b>4:45 – 6:00PM</b> Class Clowns: Using Humour to Enrich Children's Creativity		<b>4:45 – 6:00PM</b> Creative Writing in the Classroom: A Teacher-Writer's Perspective
NIGHT				

**DAILY**

Book Illustrators Gallery:  
B1, Exhibition Area  
AFCC Book Fair: L1, Plaza

**SCHOOL OF SOCIAL SCIENCES, SMU**

Masterclasses *See pg 47.*

**Teachers Congress**

Book Launches

Performances & Activities

**VISITORS BRIEFING RM (L1)****THE PLAZA (L1)****CENTRAL PUBLIC LIBRARY  
(B1)**

9:00 – 10:00AM

Hey That's Me!: Reading,  
Language and Identity

10:30 – 11:30AM

Why Bilingual? The Importance  
of Creating Bilingual Books  
for Early Learners

11:45AM – 12:45PM

Asking the Right Questions

2:00 – 3:00PM

Superhero Me

3:15 – 4:45PM

Engage Learners in Literacy, A Perfect  
MLEA Resource by LEGO Education

10:00 – 10:30AM

[ LAUNCH ] *The Little Singapore Book*

11:00 – 11:30AM

[ PERFORMANCE ] **Grandfather's  
Footsteps**

11:45AM – 12:15PM

[ LAUNCH ] *The Almost Perfect Ending*

12:45 – 1:15PM

[ LAUNCH ] *Lolly's Secret*

2:00 – 2:30PM

[ LAUNCH ] *Clumsysaurus & Kindsaurus*

3:00 – 3:30PM

[ LAUNCH ] *Singa & the Kindness Cubbies*

3:30 – 4:00PM

[ LAUNCH ] *Adil's Dining Table*

4:15 – 4:45PM

[ LAUNCH ] *Tamil Poems for Children*

5:30 – 7:30PM

**Young Author Awards Finale**

10:00 – 10:30AM

[ LAUNCH ] *Grady's First Day at School*

11:00 – 11:30AM

[ LAUNCH ] *Where No One Can See Me*

12:45 – 1:15PM

[ LAUNCH ] *Every Dog Has His Day!*

3:15 – 3:45PM

[ LAUNCH ] *Liam the Brave*

4:15 – 4:45PM

[ LAUNCH ] *Suraya's Gift: The  
Story Catcher Children*

9 AM

10 AM

11 AM

12 PM

1 PM

2 PM

3 PM

4 PM

5 PM

6 PM

**ROOM CAPACITIES:**

Seating in each room is allocated on a first-come-first-served basis.  
If a particular room is full, delegates will be asked to attend other  
sessions instead.

THE POD (L16)

100 seats

POSSIBILITY ROOM (L5)

120 seats

IMAGINATION ROOM (L5)

70 seats

MULTI-PURPOSE ROOM (B1)

50 seats

VISITORS' BRIEFING ROOM (L1)

50 seats

# 29 MAY (SUN)

	THE POD (L16)	POSSIBILITY (L5)	IMAGINATION (L5)	MULTI-PURPOSE (B1)
9 AM				
10 AM	<b>10:00 – 11:00AM</b> [PANEL] Working Together: Fostering the Teachers-Parent Alliance	<b>10:00 – 10:00AM</b> The Narrative Art of Visual Storytelling: Equipping Our Students with Visual Literacy	<b>10:00 – 11:00AM</b> Why Parents Shouldn't Say No to Comics	
11 AM	<b>11:00 – 11:15AM</b> Break for Room Change			
	<b>11:15AM – 12:15PM</b> Word Power: Creative Approaches to Building a Vocabulary Among Young Learners	<b>11:15AM – 12:15PM</b> Pop-up Books Facilitate Children's Literacy Skills at Home or in Class	<b>11:15AM – 12:15PM</b> It Starts with a Line	<b>11:15AM – 12:15PM</b> To S.I.R (Socially Inclusive Reads) with Love
12 PM				
	<b>12:15 – 1:15PM</b> Lunch			
1 PM				
	<b>1:15 – 2:15PM</b> Being Honest About Difficult Issues with Stories	<b>1:15 – 2:15PM</b> Dads, You Count Too	<b>1:15 – 2:15PM</b> Book Reading in Japan: Building up the Communities of Readers	<b>1:15 – 2:15PM</b> StoryCode: Community of Narrative Pioneers
2 PM				
	<b>2:15 – 2:30PM</b> Break for Room Change			
	<b>2:30 – 4:30PM</b> My Child Can Write! Can He/She Write A Book?	<b>2:30 – 3:30PM</b> Choosing the Right Book for a Child - Is that Possible?	<b>2:30 – 3:30PM</b> Bilingual Books: Killing Two Birds with One Stone	<b>2:30 – 3:30PM</b> Breaking the Cycle of Poverty Through Stories
3 PM				
		<b>3:30 – 4:00PM</b> Break for Room Change		
4 PM		<b>4:00 – 5:00PM</b> Puppets, Tools not Toys	<b>4:00 – 5:00PM</b> Where do I Belong - Exploring Issues of Migration in Picture Books	<b>4:00 – 5:00PM</b> Breaking Grounds with Films
5 PM				
NIGHT				



**DAILY**

Book Illustrators Gallery:  
B1, Exhibition Area  
AFCC Book Fair: L1, Plaza

Teachers Congress

Parents Forum

Book Launches

Performances & Activities

**VISITORS BRIEFING RM (L1)**
**THE PLAZA (L1)**
**CENTRAL PUBLIC LIBRARY (B1)**

9 AM

10 AM

11 AM

12 PM

1 PM

2 PM

3 PM

4 PM

5 PM

6 PM

**11:00 - 11:30AM**

[ LAUNCH ] *Town Rides the Rails of Brightness*

**11:30AM - 12:00PM**

[ LAUNCH ] *Where is Dan?*

**12:45 - 1:15PM**

[ LAUNCH ] *JJ's Science Adventure*

**1:15 - 1:45PM**

[ LAUNCH ] *Olive & Jay Beach Bungle*

**2:00 - 2:30PM**

[ LAUNCH ] *Nurturing Intelligence*

**3:00 - 3:30PM**

[ LAUNCH ] *The Adventures of Squirky the Alien #6*

**3:00 - 4:00PM**

[ LAUNCH ] *P.S. Grandpa, I Love You*

**3:30 - 4:00PM**

[ LAUNCH ] *Hang Nadim and the Garfish*

**ROOM CAPACITIES:**

Seating in each room is allocated on a first-come-first-served basis. If a particular room is full, delegates will be asked to attend other sessions instead.

THE POD (L16)

100 seats

POSSIBILITY ROOM (L5)

120 seats

IMAGINATION ROOM (L5)

70 seats

MULTI-PURPOSE ROOM (B1)

50 seats

VISITORS' BRIEFING ROOM (L1)

50 seats

# OPENING CEREMONY

📅 24 MAY (Tue)  
📍 B1, Exhibition Area

The Asian Festival of Children's Content 2016 will begin with the Opening Ceremony, followed by the presentation of the **Scholastic Asian Book Award**, which awards the best unpublished middle-grade or young adult novel written by an Asian in Asia.



Aditi Krishnakumar (India)  
*Codex The Lost Treasure of the Indus*



Golda Mowe (Malaysia)  
*The Budding Traveller*



Ho Lee Ling, Stephanie (Singapore)  
*Island Girl*



Tina Cho (South Korea)  
*Chasing Freedom*



Varsha Seshan (India)  
*Dragonflies, Jigsaws and a Rainbow*

The evening will end with the launch and tour of the first-ever “**The History of Japanese Picture Books: from *E-inagkyo* to *The Family of Fourteen***” exhibition to be held from 24 May – 10 July 2016, at Level 7, Promenade, National Library Building. This exhibition, which is the first of its kind in Singapore, is co-organised by the National Book Development Council of Singapore and Chihiro Art Museum. (See page 12)


The Guest-of-Honour for the Opening Ceremony is Ms Low Yen Ling, Parliamentary Secretary, Ministry of Education & Ministry of Trade and Industry.



Takeshi Motai,  
*Gorsh the Cellist*, 1956

# WRITERS & ILLUSTRATORS CONFERENCE



 25 – 27 MAY  
 Various Locations  
 Full-Festival Pass  
 WIC Pass

The Writers & Illustrators Conference gathers writers and illustrators to come together with publishing industry professionals to share, network, and celebrate children's content from Asia and around the world.

Delegates from Writers and Illustrators Conference Day 3 can also attend the sessions for Cross-Platform Summit.



## 25 MAY (Wed)

9:00am –  
10:00am

 L5, POSSIBILITY ROOM

[YOUNG ADULT] [ILLUSTRATION & BOOK DESIGN] [KIDS LIT]

### From Comics, Graphic Novels and Picture Books to Fusion Texts

Janet Evans / Moderator: Myra Garces-Bacsal

Focusing on the work of Dave McKean (amongst others) this presentation will describe and give examples of fusion texts showing how the best of them are thought provoking. Some children's responses will be shared.

 L5, IMAGINATION ROOM

[ILLUSTRATION & BOOK DESIGN]

### The-not-so-normal, Whimsical and Nonsensical World of Illustrations

Calef Brown / Moderator: Otto Fong

Opening new dimensions of kids lit illustrations, this talk will centre around influential and innovative illustrators within the realms of nonsense and whimsical art. Calef will discuss a variety of approaches to creating art, artistic styles, media, and discuss illustrators who also write.

 L1, VISITORS BRIEFING ROOM

### [PANEL] Cracking the Golden Egg at Literary Festivals

Maria Alessandrino (Emerging writer, reviewer and Festival Program Coordinator), Felicia Low-Jimenez (Author)

Literary Festivals offer a unique opportunity to network with creators and peers. With so much on offer how do you ensure that you get the most out of your Festival experience?

10:30am –  
11:30am

 L5, POSSIBILITY ROOM

### [PANEL] If We Don't Support Authors and Illustrators, Who Will?

Deborah Ahenkorah, Jenny Murray, Yeow Kai Chai, Maria Alessandrino

Moderator: Peter Schoppert

Behind authors and illustrators stand organisations that fuel and feed their hunger to grow, improve and reach out. Find out how organisations from Africa, Ireland, Australia and Singapore have helped authors and illustrators showcase their work, develop their skills and reach greater heights.

 L5, IMAGINATION ROOM

[YOUNG ADULT]

### The Irresistible Fantastical Supernatural: Writing a World that Beckons

Cynthia Leitich Smith / Moderator: Don Bosco

How do we inspire young readers to care, to invest enough in the fantastical to keep turning pages? Award-winning, best-selling author Cynthia Leitich Smith discusses the writing process, especially the role of diverse settings as spring boards to suspension of disbelief, and facilitates writing exercises to make the spooky magic feel true.

 B1, MULTI-PURPOSE ROOM

[COUNTRY OF FOCUS] [TRANSLATION] [DIVERSITY]

### On Translation

Cathy Hirano / Moderator: Rilla Melati

Why is it important to translate and publish children's books in different languages? What problems are faced by children's and YA book translations in bridging the cultural divide and in getting published? Cathy will explore these issues drawing on her experience as a translator of Japanese children's books into English.

 L1, VISITORS BRIEFING ROOM

[ILLUSTRATION & BOOK DESIGN]

### Creating Texture in Children's Literature

Kylie Howarth / Moderator: David Liew

Texture and pattern variations can be used to evoke different emotions and character personalities as well as add a depth and dimension that children can connect with and immerse themselves in. Discover how Kylie includes her children in her picture book illustration process, by creating unique textures through process art techniques including rock rubbings, finger painting, potato stamping, ink splattering and prints from nature.

11:45am –  
12:45pm

✚ L5, POSSIBILITY ROOM

[YOUNG ADULT] [KIDS LIT]

## [PANEL] The Editors Are Your Best Friend

Sarah Odedina, Daphne Lee, Andrea Pasion-Flores

*Moderator:* Jason Lundberg

When editing, a second eye comes in handy. Children's book editors come together to discuss their partnerships with authors and examples of tough decisions they had to make.

✚ L5, IMAGINATION ROOM

[KIDS LIT] [DIVERSITY]

## [PANEL] Where are the Parents?

Cathy Hirano, Felicia Low Jimenez, Gabriela Lee

*Moderator:* Edmund Lim

From the changing role of the mother in the Philippines, to the Japanese emperor trying to murder his own son, learn how different families affect the behaviour and decision of characters, as the panellists discuss the tension between featuring parents and giving the young characters the agency to act.

✚ B1, MULTI-PURPOSE ROOM

[DIVERSITY]

## Gilgamesh Legend and Modern Encounters

Ramineh Rezazadeh / *Moderator:* Holly Thompson

Children need the stories of their ancestors full of adventures, ethical dilemmas and environmental issues.

*The Epic of Gilgamesh* is such a legendary story. Composed of several Sumerian tales, it is one of the first epics ever written.

✚ L1, VISITORS BRIEFING ROOM

[COUNTRY OF FOCUS] [TRANSLATION] [DIVERSITY]

## Understanding the Business of Translation

Avery Udagawa / *Moderator:* Linn Shekinah

Translated books bring Asian content to the world's children. How can publishers, authors and translators work together, and how is the market for translations from Asia? Avery offers a practical look.

2:00pm –  
4:15pm

✚ L16, THE POD

## Speed Pitching (Writing)

Sarah Odedina, Daphne Lee, Kajiya, Bunsho, Andrea Pasion-Flores, Cynthea Liu, Eliza Teoh

In this Speed Pitching session, AFCC Writers and Illustrators Conference delegates have 5-10 minutes to pitch their children's books ideas to literary agents and publishing representatives from around the region. This could be your chance to get your works published!

2:00pm –  
3:00pm

✚ L5, POSSIBILITY ROOM

[YOUNG ADULT]

## [PANEL] Writing for YA: Have We Missed the Boat?

Maria Alessandrino, Cynthia Leitich Smith, Denise Tan

*Moderator:* Ilangoh Thanabalan

Why do trends exist in YA literature and who sets them? What are some of the current trends? What trends have stayed around and what trends have faded away? Join Maria and Cynthia as they explore the life-cycle of a trend.

✚ L5, IMAGINATION ROOM

## Music in Learning

Craig Smith / *Moderator:* Emily Lim

How mnemonics help children to learn and have fun. Mixing old storytelling with the new. Kinesthetic, aural and visual learning. Mixing all three to get the best results.

✚ B1, MULTI-PURPOSE ROOM

[KIDS LIT] [YOUNG ADULT]

## [PANEL] What Makes a Book Award-worthy?

Deborah Ahenkorah, Leonard Marcus, Dr Murti Bunanta

*Moderator:* Evelyn Wong

What makes a book worthy to be crowned the winner of a Newberry prize or Golden Baobab award? The panellists will consider some of the world's major picture-book prizes, look closely at a few famous award-winning books, and ask what makes a great children's book, whether or not it has earned a medal.

✚ L1, VISITORS BRIEFING ROOM

[ILLUSTRATION & BOOK DESIGN]

## Edutainment Comics – Survival & Passion?

Aurelia Tan, Otto Fong / *Moderator:* Edmund Lim

Aurelia and Otto talk about an important but understated field: educational comic books. Who illustrated your school textbooks in the 80s and 90s? How do these illustrations influence the world since Da Vinci? And what are Aurelia and Otto doing differently?



3:15pm –  
4:15pm

📍 L5, POSSIBILITY ROOM

[KIDS LIT]

### Tackling Novel Revision: Techniques and Tips

Holly Thompson / *Moderator: Eugene Tay*

This session presents a variety of techniques and tools with which preteen/middle-grade and YA authors can systematically and effectively tackle novel revision.

📍 B1, MULTI-PURPOSE ROOM

[DIVERSITY]

### [PANEL] #WeNeedDiverseBooks. Really!

Deborah Ahenkorah, Mariko Nagai, Jenny Murray, Daphne Lee

*Moderator: Melanie Lee*

#WeNeedDiverseBooks is a movement that requires a response from the literary community. In this panel, the speakers explore what has been done and what more we can do to tell our children diverse stories.

📍 L5, IMAGINATION ROOM

[ILLUSTRATION & BOOK DESIGN]

### Illustrations, Poems and More Nonsense

Calef Brown / *Moderator: Myra Garcés-Bacsal*

Take a walk with Calef Brown as he shares behind-the-scenes insights into his work with both nonsense poetry and illustration, how they inform one another, his inspirations and the processes for generating ideas for his books.

📍 L1, VISITORS BRIEFING ROOM

[COUNTRY OF FOCUS] [TRANSLATION] [DIVERSITY] [KIDS LIT]

[YOUNG ADULT]

### Japanese Children's Books in Translation

Avery Udagawa / *Moderator: Jen Banyard*

Ready to discover a good book? This session will explore the variety of Japanese children's literature available in English translation – from folktales to fantasy, and from picture books to edgy YA.

3:15pm –  
4:15pm

📍 L5, POSSIBILITY ROOM

### [PANEL] First Pages: Writing Critique

Holly Thompson, Cynthia Leitich Smith, Andrea Pasion-Flores

*Moderator: Christopher Cheng*

Writers are invited to submit their best first page of an unpublished manuscript to be read and commented on by a panel of international publishing experts before an audience.



📍 L5, IMAGINATION ROOM

[COUNTRY OF FOCUS] [DIVERSITY] [YOUNG ADULT]

### From Outside In and Inside Out: Writing about a 'Foreign' Culture

Why Is It So Hard to Write (About Japan)?

Trevor Kew

### Diversity in Literature: Asian-Australian Perspectives

Oliver Phommavanh / *Moderator: Sher-li Torrey*

While authors writing about other cultures face challenges, particularly when writing for children, the path of writers from the Asian diaspora is laden with other difficulties. Trevor will share his experiences as a foreign writer in Japan, as Oliver discusses the impact of his multi-cultural books in leading the way for diversity in children's literature and at schools in Australia.

📍 B1, MULTI-PURPOSE ROOM

[YOUNG ADULT]

### Looking Back in Time

Sarah Odedina / *Moderator: Damyanti Biswas*

Knowledge of the past helps create an understanding of the present and a purpose for the future. A look at the way in which historical fiction for young readers can expand their understanding of the world and provide opportunities to create a more positive future.

📍 L1, VISITORS BRIEFING ROOM

[KIDS LIT]

### [PANEL] Facts and Figures: What Makes Non-Fiction Different?

Aurelia Tan, Maria Alessandrino, Nury Vittachi

*Moderator: Benjamin Farr*

From heat and light to historical figures, what entices children to read non-fiction books? The panellists join the discussion about what makes a memorable non-fiction book.

WRITERS & ILLUSTRATORS CONFERENCE – DAY 2 CONTINUED ON PAGE 31

# CELEBRATING OUR STARS

📅 25 MAY, 7:00 – 9:00pm  
 📍 L16, The Pod  
 💎 Free admission for delegates & speakers, registration required with [judi@bookcouncil.sg](mailto:judi@bookcouncil.sg).

*Celebrating Our Stars is a special evening event dedicated to Singapore authors, illustrators, publishers, distributors and publishing professionals.*

*The event will highlight the award presentation for the Samsung KidsTime Authors' Award, and witness the launch of Beyond Words. The Guest-of-Honour for Celebrating Our Stars is Mr Baey Yam Keng, Parliamentary Secretary, Ministry of Culture, Community and Youth.*

*The dinner is hosted by National Library Board.*



## About the Samsung KidsTime Authors Award

This is a joint initiative between the National Book Development Council of Singapore and Samsung Electronics. This award seeks to turn both published and unpublished picture books from ASEAN into digital apps for the Samsung KidsTime platform, so that local and regional content in its native language can reach a much wider audience.

## BEYOND WORDS ::

### About Beyond Words

Beyond Words is a National Arts Council (NAC) initiative to support the creation and development of children's picture books and Young Adult (YA) fiction across the different media (print to apps/enhanced apps). Eight original and inventive Tamil and Malay language children's picture book manuscripts selected from a pool of public submissions have been developed and will be launched at Celebrating Our Stars.



# WRITERS & ILLUSTRATORS CONFERENCE: DAY 2

26 MAY (Thu)

9:00am –  
10:00am

✚ L16, THE POD

[YOUNG ADULT]

## Obsession: A Mature Theme in Children's and YA Books

Julia Lawrinson / Moderator: Priti Sharma

Young people are passionate and learn about the world and others through their passions. Sometimes, passion tips into obsessiveness. What is the role of obsessive friendship in the development of identity and learning how to be an adult in a social context? Can obsession be healthy? Or can it be a sign of deeper problems that need addressing? Julia discusses the portrayal of obsession in her novels for young adults and children.

✚ L5, IMAGINATION ROOM

[KIDS LIT] [ILLUSTRATION & BOOK DESIGN]

## Picture Books from Here to Eternity

Leonard Marcus / Moderator: Panna d/o Kantilal

This illustrated talk will start with the picture book's 17th-century beginnings and present a wide-ranging international survey of the best illustrated children's books – past and contemporary – by artists and writers from every continent.

✚ L5, POSSIBILITY ROOM

[COUNTRY OF FOCUS]

## Totto-chan and Chihiro Iwasaki

Michiko Matsukata / Moderator: Avery Udagawa

*Totto-Chan: The Little Girl at the Window* is a book written by Tetsuko Kuroyanagi in 1981 based on the true story of her childhood in pre-war Japan, and her life in a very free and experimental school, Tomoe gakuen. The book has been translated and published in over 30 countries. Michiko tells about the story behind the book.

✚ L1, VISITORS BRIEFING ROOM

[KIDS LIT] [YOUNG ADULT]

## Penning for the Preteen

Holly Thompson / Moderator: Maranna Chan

With prompts and plot building exercises, Holly will guide participants to begin plotting, planning and writing new preteen/MG novels in this generative session.

10:30am –  
11:30am

✚ L5, POSSIBILITY ROOM

[COUNTRY OF FOCUS]

## Bookstart – Share Books with Your Baby!

Tetsu Shirai, Izumi Satou

Bookstart is a book-gifting programme for babies initiated in England in 1992. Tetsu and Izumi will talk about how they launched it in Japan in 2000, have made it sustainable and financially independent and what they see in Bookstart now after targeting 5 million babies in the past 15 years.

✚ L5, IMAGINATION ROOM

[LIBRARY] [DIVERSITY]

## Important Special Collections from Around the World

Panna d/o Kantilal, Murti Bunanta

Moderator: Leo Vincent

From private libraries to collections of Asian children's literature, to collections of international children and youth literature, our panellists will discuss the importance of special collections in keeping history, culture and language alive.

✚ B1, MULTI-PURPOSE ROOM

[ILLUSTRATION & BOOK DESIGN]

## Graphic Design Tricks and Techniques for Picture Books

Kylie Howarth, Soefara Jafney

Moderator: Daniel Palma Tayona

It is no accident that throughout history, some of our most celebrated children's picture book creators were also graphic designers. Their visual communication skills in composition, colour theory, typography and the use of new mediums, materials and idea generation techniques produced truly ground breaking results, shaping the future for children's picture books. Learn how Kylie dreamed up the concept of Fish Jam and how Soefara used her graphic design skills to create lovely picture book illustrations.

✚ L1, VISITORS BRIEFING ROOM

[DIVERSITY]

## Once Upon a Place: Children's books in Ireland

Jenny Murray / Moderator: Andrea Pasion-Flores

Through their many activities and events, Children's Books Ireland (CBI) aims to engage young people with books, foster a greater understanding of the importance of books for young people and act as a core resource for those with an interest in books for children in Ireland. This session will provide an overview of all of CBI's events and activities and where it sits within the overall publishing scene in Ireland.

11:45am –  
12:45pm

✚ L5, POSSIBILITY ROOM

[COUNTRY OF FOCUS]

## Children and Poetry: Thoughts and Words

Mariko Nagai / *Moderator:* Naomi Kojima

In this talk, Mariko will share her thoughts on how poetry can play a vital role in development of literacy, compassion, lifelong love for books and, most importantly, curiosity in children.

✚ L5, IMAGINATION ROOM

[ILLUSTRATION & BOOK DESIGN] [DIVERSITY]

## From North to South: Illustrations from Africa

Deborah Ahenkorah / *Moderator:* Soefara Jafney

Rich in life and colour, African children's book illustrations paint a portrait of a beautiful culture. Deborah tells us what these children's books mean to children in Africa.

✚ B1, MULTI-PURPOSE ROOM

[ILLUSTRATION & BOOK DESIGN] [KIDS LIT]

## Lessons to be Learnt: Complex Issues in Children's Books

Sarah Odedina / *Moderator:* Jumaini Ariff

The best picture books entertain and amuse while also providing a young reader with the opportunity to learn lessons about life, such as fear, loneliness and anxiety. In this talk Sarah will look at the delicate balance needed between words and art to achieve the perfect combination of message and medium in books for pre-school readers.

✚ L1, VISITORS BRIEFING ROOM

[KIDS LIT]

## Digitising Children's Books: Interactivity with Purpose

Dina Rara / *Moderator:* Chris Nixon

Digitising books expand the books opportunities to do things that printed book can not do. The session will explore ways to produce digital books that is not only entertaining, but educationally purposeful for children development.

2:00pm –  
3:00pm

✚ L5, POSSIBILITY ROOM

[COUNTRY OF FOCUS]

## Conversation with Shaun Tan

Shaun Tan / *Moderators:* Ken Spillman, Adeline Foo, David Liew

Don't miss this an exclusive interview with renowned artist, illustrator and author, Shaun Tan. Find out the inspirations behind his art, and the ideas behind his latest book *Grimms Märchen*.



✚ L5, IMAGINATION ROOM

[KIDS LIT] [YOUNG ADULT]

## Fat Girls Are Heroes Too!

Gabriela Lee / *Moderator:* Catherine Carvell

Heroes come in all shapes and sizes and nationalities, and they can look just like you, too. Gabriela writes to inspire and challenges conventional notions of the heroic "ideal".

✚ L1, VISITORS BRIEFING ROOM

[DIVERSITY]

## Verse Novels Crossing Borders

Holly Thompson / *Moderator:* Juat Muay Koh

Verse is a powerful vehicle for global stories. Holly will discuss verse novels set in Asia, and the verse novel form as a means for crossing cultures, and what narrative poetry can offer to writers and readers in Asia.



3:15pm –  
4:15pm

 L5, POSSIBILITY ROOM

[COUNTRY OF FOCUS]

### Songs and Picture Books

Toshihiko Shinzawa, Satoko Yamano

*Moderator: Yuko Takesako*

Join this exclusive interactive concert featuring funny and contemporary Japanese children's songs and picturebook storytelling! Children can participate in dances and songs with songwriter Toshihiko Shinzawa and singer Satoko Yamano.

 L5, IMAGINATION ROOM

[ILLUSTRATION & BOOK DESIGN]

### [PANEL] First Look: Illustration Critique

Calef Brown, David Liew, Kyle Hughes-Odgers, Naomi Kojima

*Moderator: Christopher Cheng*

First Look is an opportunity for illustrators who are considering publishing a picture book to share their illustrations with a panel of international publishing experts who will view the illustrations and comment on the illustrations before an audience.

 B1, MULTI-PURPOSE ROOM

[LIBRARY] [YOUNG ADULT] [DIVERSITY]

### Breaking the Cycle of Poverty Through Stories

Saleemah Ismail / *Moderator: Coonoor Kripalani*

Breaking the cycle of poverty through creative reading sessions for children of incarcerated mothers, Saleemah will share how together, mother and child are able to rewrite the stories of their lives and chart a more positive future.

 L1, VISITORS BRIEFING ROOM

[KIDS LIT]

### Pop-up Books: Standing Dinosaurs and Jumping Horses

Hans Hartung / *Moderator: Han Song Hiltmann*

Focusing on the production and the technical possibilities of pop-up books, Hans will show both simple as well as complicated and modern movable paper techniques. Do not miss this exciting session as he shares about new elements in pop-up books like additional materials, light and sound effects.

4:45pm –  
6:00pm

 L5, POSSIBILITY ROOM

[COUNTRY OF FOCUS]

### The History of Japanese Picture Books : From *Einga-kyo* to *The 14 Forest Mice*

Yuko Takesako

*Moderator: Michiko Matsukata*

The history of Japanese picture books can be traced back to the 8th century, when picture scrolls were hand painted. In this session, Yuko will show using slides of images from the Chihiro Art Museum collection how picture books evolved through the era until the present.

 L5, IMAGINATION ROOM

[KIDS LIT] [YOUNG ADULT]

### [PANEL] Authors Debate: Where to Draw the Line? – Adult Content in YA and Children's Books

Cynthia Leitich Smith, Julia Lawrinson, Mariko Nagai

*Moderator: Nury Vittachi*

Have some serious fun at the popular Authors Debate at AFCC. Prepare your wit and words for an exciting and witty exchange of perspectives about how far authors and illustrators can go to include mature content in YA and children's books.

 B1, MULTI-PURPOSE ROOM

[KIDS LIT]

### [PANEL] No Child is Left Behind

Daniel Palma Tayona, Deborah Ahenkorah, Quek Sue Yian

*Moderator: Ken Spillman*

Three different individuals from three different countries have one goal: to leave no child behind. The speakers will share about initiatives and efforts to build a space where children can enjoy reading and can identify with the books that they read.

 L1, VISITORS BRIEFING ROOM

[DIVERSITY] [ILLUSTRATION & BOOK DESIGN]

### A Touch of Local Content in a Story

Evi Shelvia / *Moderator: Pooja Makhijani*

A cup, a cloth, a carton. How can an illustrator include local content into the environment, expressions, gestures, and other elements of a story? Evi shares some of her experiences as an illustrator.

**WRITERS & ILLUSTRATORS CONFERENCE – DAY 3 CONTINUED ON PAGE 36**

# RIGHTS EXCHANGE

📅 26 MAY, 2:00 – 6:00 pm

📍 L16, The Pod

🔑 By registration only



*At the Rights Exchange (RX), publishers and agents from across the Asia Pacific region come together for a unique opportunity to sell and/or exchange book rights and translation rights, negotiate co-publishing deals and other agreements.*

Aimed at becoming the centre for international rights business, the RX provides a platform to content providers, such as publishers and literary agents, to engage in possible collaborative projects on translation, digital and print publishing and co-publishing, and other derivative works.

The RX is a structured session with pre-arranged appointments for the publishers and agents to connect and discuss their rights negotiations. Publishers need to be registered delegates to be able to participate at the RX. The platform creates a unique opportunity for publishers to meet each other one-on-one to tentatively finalise agreements and interests in the sale/transfer of rights.

Participants must have the rights to sell any of the following:

- » Unpublished/published manuscripts;
- » Translation projects;
- » License/rights for secondary publishers to reproduce the manuscript in print, microform or any digitally readable form, including but not limited to e-pub and electronic online databases; and, license/rights to reprint through third parties for manuscripts, translations and other derivative works based on a manuscript.

# JAPAN NIGHT

📅 26 MAY, 7:00 – 10:00 pm  
📍 Ocean Gallery, S.E.A. Aquarium  
💎 By invitation only

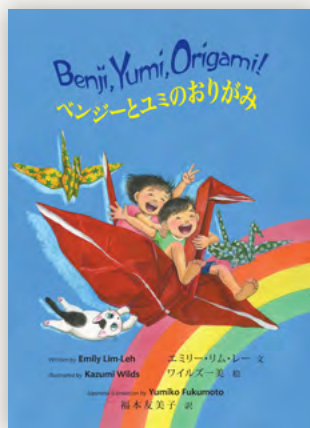
*Japan Night is the cultural and literary night of AFCC 2016.*



This event is a special partnership between NBDCS and Genting Singapore, and is held in conjunction with AFCC 2016 and SJ50.

Our Guest-of-Honour for the event is Mr Mohamad Maliki Bin Osman (Senior Minister of State, Ministry of Defence & Ministry of Foreign Affairs).

*Hosted and sponsored by Genting Singapore, this event will celebrate the Country of Focus: Japan, and also see the launch of two additional collaborations between NBDCS and Genting Singapore: Asia's largest children's book award, and two bilingual children's picture books by authors and illustrators from Singapore and Japan.*



# WRITERS & ILLUSTRATORS CONFERENCE: DAY 3

27 MAY (Fri)

9:00am –  
10:00am

✚ L16, THE POD

[ILLUSTRATION & BOOK DESIGN]

## Apples and Oranges: Unique Styles of Illustration

Kyle Hughes-Odgers, Daniel Palma Tayona  
*Moderator: Robert Alejandro*

Sweet or quirky, round or octagonal? Kyle and Daniel talk about carving a distinct identity in their art pieces and building their personal brand as illustrators.

✚ L5, IMAGINATION ROOM

[KIDS LIT]

## Roundtable Discussion: Entering Markets Abroad

Cynthea Liu, Emily Lim, Helen Mangham  
*Moderator: Catherine Carvell*

If you've been trying to break into other markets, this session is for you. In this interactive discussion, a publisher, a literary agent and a self-published author talk about the issues, challenges and market perceptions with entering other markets. Delegates are invited to join in the discussion!

✚ L1, VISITORS BRIEFING ROOM

[COUNTRY OF FOCUS]

## A Child's World in Japanese Picture Books

Naomi Kojima / *Moderator: Sarah Odedina*

How are children's emotions, interests and dreams expressed in picture books? In this talk, Naomi will introduce Japanese picture books, which have captivated children with well-told stories and beautiful pictures.

✚ L5, POSSIBILITY ROOM

## Fluidity between Page and Screen

See [CROSS-PLATFORM SUMMIT](#) on page 40.

10:30am –  
12:45pm

✚ L16, THE POD

[ILLUSTRATION & BOOK DESIGN]

## Portfolio Review

Calef Brown, Naomi Kojima, Chris Nixon, Gabriel Evans, Kyle Hughes-Odgers, Evi Shelvia, Soefara Jafney, David Liew, Otto Fong

At this exclusive AFCC session, delegates get a special chance to have a one-to-one consultation session with illustrators from Asia and around the world and show them their children's book illustrations.

10:30am –  
11:30am

✚ L5, POSSIBILITY ROOM

[COUNTRY OF FOCUS]

## My Works: On Picture Books and Nature

Kazuo Iwamura / *Moderator: Yuko Takesako*

Kazuo Iwamura's long-selling picture book series, *The Family of Fourteen*, has been loved and read by children around the world. In 1998, he opened the Iwamura Kazuo Ehon-no-Oka Picture Book Museum in Tochigi. His many awards and honours include the Chevalier de l'Ordre des Arts et des Lettres (Knight of the Order of Arts and Letters), which he received in 2014 from the French government.

✚ B1, MULTI-PURPOSE ROOM

[KIDS LIT]

## The Fabulous Fear Factor

Jen Banyard, David Liew  
*Moderator: Emily Lim*

Whether it's the kind that raises goosebumps or a more subtly deployed form, fear drives most fiction. What's behind this and how, in practice, can authors utilise fear to captivate readers?

✚ L5, IMAGINATION ROOM

## Co-production Discussion

See [CROSS-PLATFORM SUMMIT](#) on page 40.

✚ L1, VISITORS BRIEFING ROOM

## Immersive Storytelling: Augmented Reality and Games to Engage Young Adults

See [CROSS-PLATFORM SUMMIT](#) on page 40.



11:45am –  
12:45pm

✚ L5, POSSIBILITY ROOM

[COUNTRY OF FOCUS]

### Supporting Children's Reading Activities

Tadahiko Motoyoshi, Chihoko Tanaka

*Moderator:* Mariko Nagai

To enhance interaction between children and books, the ILCL has been offering a wide variety of services, as well as providing library materials to the users and school libraries. For example, to give children a chance to meet books in various ways, the ILCL carries out many events in cooperation with other cultural institutions, such as museums or zoos, and offers a Picture Book Gallery through the internet. From 2016, it will open a Teens Research Room and start research practice programs for teenagers.

✚ B1, MULTI-PURPOSE ROOM

### [PANEL] Meet the Commissioners

See [CROSS-PLATFORM SUMMIT](#) on page 40.

✚ L5, IMAGINATION ROOM

[ILLUSTRATION & BOOK DESIGN]

### Watercolour: Stealing from the Masters

Gabriel Evans / *Moderator:* Ace Khong

Watercolour is daunting. The rules laid down to paint 'correctly' are endless. However, take a trip back in time will see less rules and more experimentation. Join Gabriel as he recounts his research into a select history of watercolour and his collection of stolen techniques from the master painters of yesteryear that he's applied to illustration.

✚ L1, VISITORS BRIEFING ROOM

### Localisation of Content

See [CROSS-PLATFORM SUMMIT](#) on page 40.

2:00pm –  
4:15pm

✚ L16, THE POD

### Speed Pitching (Media)

See [CROSS-PLATFORM SUMMIT](#) on page 42.

2:00pm –  
3:00pm

✚ L5, POSSIBILITY ROOM

[COUNTRY OF FOCUS]

### Crossing Borders: Kamishibai Culture and Its Universal Appeals

Kyoko Sakai

*Moderator:* Michiko Matsukata

What is the essence of Kamishibai? The important thing is to give children excellent works by performing it well. Because Kamishibai can arouse interest among the young audiences. In the session, Kyoko will talk about the basics of Kamishibai.

✚ B1, MULTI-PURPOSE ROOM

### A Peek Into Puppetry

See [CROSS-PLATFORM SUMMIT](#) on page 42.

✚ L5, IMAGINATION ROOM

[KIDS LIT]

### [PANEL] Dipping Your Toes in Book Reviewing

Daphne Lee, Cynthia Leitich Smith, Maria Alessandrino, Leonard Marcus

*Moderator:* Eileen Sim

The panellists for this session unravel and manoeuvre the touchy waters of book reviewing. Taking it a step further, they discuss the challenges, conflicts of interest and the difficulty of crafting a critique that adds value to the literary community.

✚ L1, VISITORS BRIEFING ROOM

### Developing your Children's Book Series for an Animated Series

See [CROSS-PLATFORM SUMMIT](#) on page 42.

3:15pm –  
4:15pm

✚ L5, POSSIBILITY ROOM

[COUNTRY OF FOCUS]

### Editing Books for Children

Akiko Beppu

*Moderator:* Naomi Kojima

In Japan there are over 100 picture book titles, which are million sellers. Why? It is because these titles have been passed on from parents to children, like a chain of good memories of happiness. Akiko will talk about the current state of Japanese children books from an editor's point of view.

✚ B1, MULTI-PURPOSE ROOM

### [PANEL] Humour is Evergreen

See [CROSS-PLATFORM SUMMIT](#) on page 42.

✚ L5, IMAGINATION ROOM

[KIDS LIT] [DIVERSITY]

### Where Do I Belong – Exploring Issues of Migration in Picture Books

Janet Evans

*Moderator:* Christopher Cheng

This presentation explores issues relating to migration in picture books with particular reference to the way in which the books enable readers to respond to and thereby begin to understand the concept of migration, what it is and how one's opinion of and attitude to migration and migrants is influenced by the point of view being presented.

✚ L1, VISITORS BRIEFING ROOM

### Lights, Camera, Action: Talking about Children's Art on TV

See [CROSS-PLATFORM SUMMIT](#) on page 42.

4:45pm –  
6:00pm

🚪 L5, POSSIBILITY ROOM

[COUNTRY OF FOCUS]

**The Japanese Manga Scene and Manga vs. Picture Books**

Miki Yamamoto

*Moderator:* Avery Udagawa

Manga is one of the best-loved products of Japanese pop culture. In this session, Miki will talk about the creative process of manga, where manga artists show their work in Japan, and where manga stands in relation to picture books.

🚪 B1, MULTI-PURPOSE ROOM

**How Connected Learning will Transform Content for Young Adults**See [CROSS-PLATFORM SUMMIT](#) on page 42.

🚪 L5, IMAGINATION ROOM

[ILLUSTRATION &amp; BOOK DESIGN]

**Just-Wanna-Grab-It**

Daniel Palma Tayona

*Moderator:* Kim Chongsatitwatana (Nanmee)

A good book design makes all the difference. Daniel will share some tips to help you make your children's book design more spectacular.

4:45pm – 6:15pm

🚪 L1, VISITORS BRIEFING ROOM

**Story-hacking: A Journey of Narrative Creation**See [CROSS-PLATFORM SUMMIT](#) on page 42.Suekichi Akaba, From *Fly Away, Birdies!*, 1978

# CHILDREN'S LITERATURE LECTURE

📅 27 MAY, 6:30 – 7:30 pm  
📍 L5, Possibility Room  
💎 Free-of-charge to the public



## *Japanese Children's Books: The Present and the Future*

*What books are Japanese children reading? What books are Japanese writers and illustrators making? And where is Japanese children's books publishing heading? Ms Yumiko Sakuma will give an overview and share her insight on Japanese children's books today, and discuss the challenges and direction for the future.*

This lecture will be presented in English.



### **YUMIKO SAKUMA**

Born in Tokyo, Yumiko Sakuma worked as an editor before becoming a freelance editor, translator, writer, and a professor of children's literature. She has translated more than 200 children's books into Japanese, and her work has received many awards including the Sankei Juvenile Literature Publishing Culture Award. She is also a researcher of African literature, and runs a project promoting African children's books in Japan.



# CROSS-PLATFORM SUMMIT

📅 27 MAY

📍 Various locations

🎫 Full-Festival Pass  
Cross-Platform Summit Pass  
WIC: Day 3 Pass

The Cross-Platform Summit provides a crossover networking opportunity for media and literary professionals from Asia and around the world. The conference presents a line-up of sessions and workshop centring on multi-platform storytelling, pitching, interactive narrative and digital marketing to address the current trends and issues in the content market.

Delegates from Writers and Illustrators Conference Day 3 can also attend the sessions for Cross-Platform Summit.



9:00am – 📍 L5, POSSIBILITY ROOM

10:00am **Official Welcome to the AFCC 2016 Cross-Platform Summit**

Marc Checkley (Summit Chairman)

## Fluidity between Page and Screen

Colin South / Moderator: Marc Checkley

Books have long been a rich source for producers of children's film and television. Now, even television shows can morph into a book. How does a producer approach taking a book from the written word to the screen, or the reverse, and remain true to the audience with both forms of storytelling?

10:30am – 📍 L5, IMAGINATION ROOM

11:30am **Co-production Discussion**

Richard Thomas, Putri Rahartana

Moderator: Christopher Chew

Combine forces and a multitude of creative and financial possibilities will emerge. This session will feature case studies of companies that co-produced children's films, their journey towards co-production and the rewards they reaped.

📍 L1, VISITORS BRIEFING ROOM

**Immersive Storytelling: Augmented Reality and Games to Engage Young Adults**

Saad Chinoy, Nataly Rios Goico

Moderator: Marco Sparmberg

We don't "just read" or "just play games" anymore. We experience stories. Exploring how storytelling can involve our sense of sight, touch, smell and hearing, Saad Chinoy will go deeper into bringing the digital experience into the real world, while Nataly discusses how to "gamify your content" in order to create immersive and enduring transmedia experiences with higher engagement.

11:45am – 📍 B1, MULTI-PURPOSE ROOM

12:45pm **[PANEL] Meet the Commissioners**

Leslie Lee, Syahrizan Mansor, Ryo Leong, Vikram Channa

Moderator: Leslie Lee

Behind every great idea stands an organisation passionate about supporting this dream. But getting the right ingredients for their channel is just part of the challenge. Get the inside word from some of Asia's leading kids' broadcasters: Disney, Nickelodeon, Okto and Discovery Kids Asia as they share insights about content that commissioners are looking for.

📍 L1, VISITORS BRIEFING ROOM

**Localisation of Content**

Dina Rara

Moderator: Jacqueline Chan

*Sesame Street* is the longest running preschool series in the world. This session will provide insight into how *Jalan Sesama* (*Sesame Street Indonesia*) was developed, how it was executed and given a local flavour, learning from more than 40 years of *Sesame Street* experiences.



BOOK NOW  
AND SAVE

30%

# STORYDRIVE ASIA

10 – 12 November 2016  
Sands Expo & Convention Centre,  
Marina Bay Sands, Singapore

[www.storydriveasia.com](http://www.storydriveasia.com)

» Enabling content owners to  
innovate and grow their businesses

Presented by



FRANKFURTER  
BUCHMESSE



SINGAPORE BOOK  
PUBLISHERS ASSOCIATION

2:00pm –  
4:15pm

📍 L16, THE POD

**Speed Pitching (Media)**

Wendy Wong, Richard Thomas, Ryo Leong, Leslie Lee, Syahrizan Mansor

Speed Pitching (Media) gives conference delegates a chance to pitch their ideas to any one of our panellists for a chance to get their ideas commissioned. Whether it is an idea for a television series, web series, transmedia project or an interactive app, delegates can sign up for a pitching slot and have 5–10 minutes to sell their ideas!

2:00pm –  
3:00pm

📍 B1, MULTI-PURPOSE ROOM

**A Peek Into Puppetry**

Brian Zimmerman

*Introduction:* Marc Checkley*Moderator:* Jacqueline Chan

Puppets are back! This exclusive session introduces the basics of puppetry to industry professionals and gives them a taste of what working with puppets is like and how to develop content for puppet characters. This talk also aims to reignite a passion for this centuries old art form within.

📍 L1, VISITORS BRIEFING ROOM

**Developing your Children's Book Series for an Animated Series**

Chris Nixon

*Moderator:* Ervin Han

Illustrating for a children's picture book versus the television screen is tackled quite differently. Lead Designer behind the *Jake* series, Chris Nixon, shares his experiences of adaptation and creative development of the children's book series for different screens.

3:15pm –  
4:15pm

📍 B1, MULTI-PURPOSE ROOM

**[PANEL] Humour is Evergreen**

Prem Anand, Haresh Tilani, Terence Chia, Brian Zimmerman

*Moderator:* Marc Checkley

Humour is a formula that never grows old and a necessary element in kids entertainment, from TV series, to vlogs and puppetry, writers and producers must inject humour in their content to keep audiences hooked and wanting more to giggle about.

📍 L1, VISITORS BRIEFING ROOM

**Lights, Camera, Action: Talking about Children's Art on TV**

Robert A. Alejandro

*Moderator:* Ashok Nath

In this session, Robert A. Alejandro, gives us insight into his journey from a children's book illustrator to art show host, conducting art workshops for children who live in poverty. These art projects are so effective, the children end up creating them on their own! Find out more in this session.

4:45pm –  
6:00pm

📍 B1, MULTI-PURPOSE ROOM

**How Connected Learning will Transform Content for Young Adults**

Nataly Rios Goico

*Moderator:* Wendy Wong

The trend towards flipped classrooms, the changing workplace and the anxieties of modern teenage life create new opportunities for content makers and broadcasters to integrate their content into formal and informal educational opportunities. This in-depth session will provide answers in how we tackle connecting with kids through content.

📍 L1, VISITORS BRIEFING ROOM

**Story-hacking: A Journey of Narrative Creation (90 minutes)**

Marco Sparmberg

Do not miss this hands-on story-hacking workshop. Participants will embark on a unique narrative journey. Passing through various stations, each "story-hacker" will use various methods and (physical) tools to create multiple narrative layers. Final results will be documented, presented and discussed among the groups.

Please note that there are only 25 slots for this session. Admission is on a first-come-first-served basis.



# MAKAN & MINGLE

📅 27 MAY, 7:30 – 9:00 pm

📍 L16, The Pod




💎 Free admission for delegates and speakers

*Makan & Mingle is an informal networking dinner for all speakers and participants of AFCC. Come join us at our closing night party as we wrap up yet another edition of the Asian Festival of Children's Content!*



Makan & Mingle in AFCC 2015.

# PRESCHOOL & PRIMARY TEACHERS CONGRESS

 28 – 29 MAY  
 Various locations  
 Full-Festival Pass  
 Teachers Congress Pass

Theme: Nurturing Literacy through Diverse Media


The AFCC Preschool & Primary Teachers Congress provides teachers and educators with the skills and knowledge to impart early literacy through bilingualism to their charges as a child transitions from early childhood to primary school.

Delegates from Teachers Congress can also attend the sessions for Parents Forum on 29 May.



## 28 MAY (Sat)

9:00am – 10:00am

 L16, THE POD

[PRE-SCHOOL] [PRIMARY]

### Positive Education and Reading: Deepening the Dialogue between Children, Books and Fellow Readers

George Jacobs, Vadivu Govind

Moderator: Janet George

With a focus on positive perspectives like gratitude and kindness, can Positive Education enable children to interact more deeply with reading and with fellow readers, including peers, parents and teachers? In this interactive session, participants get to experience strategies from a style influenced by Positive Psychology.

 L5, IMAGINATION ROOM

[PRE-SCHOOL]

### “Where are we going today, teacher?” Drama Methods to Enliven Early Literacy

Jill Coombs (Lorna Whiston) / Moderator: Sharon Ismail

As students enter the class, they often ask, “Where are we going today teacher?” They know that they will be transported to another world and this excites them. In this fun, interactive workshop you will be exposed to various drama techniques that can be used to bring stories to life. Prepare to be transported to a different place through drama and literature!

 L5, POSSIBILITY ROOM

[PRIMARY]

### The Digital Human: Making the Transition from Books to Digital Texts

Janet Evans

Moderator: Saad Chinoy

Janet shares how children’s interest in picture books and moving image can be used to stimulate imaginative, creative and critical responses in relation to the underlying meanings in these thought-provoking texts.

 L1, VISITORS BRIEFING ROOM

[PRIMARY]

### Hey That’s Me! – Reading, Language and Identity

Maya Thiagarajan / Moderator: Nurul Huda Hassan

Maya delves deep into the politics of language, offering English teachers who teach Asian children a lens with which to examine the way our book choices impact our students’ identities. Maya will also offer teachers book lists of excellent Asian literature for children.



10:30am –  
11:30am

📍 L16, THE POD

[PRE-SCHOOL]

### Why Wordless Books?

Geraldine Zuzarte / *Moderator:* Nicola Choo

In a wordless book, the whole story is in the pictures. With meaningful facilitation from adults, children can gain many skills in literacy development, building of vocabulary and directionality, an important pre-reading literacy skill for beginning readers. This session will present the benefits as well as some ideas for reading wordless picture books with very young children.

📍 B1, MULTI-PURPOSE ROOM

[PRIMARY]

### The Great Paradox of Reading: For Grades or Leisure

Chitra Shegar / *Moderator:* Marianne Dark

Findings on the reading habits of Singapore students, shows that majority of students read materials related to academia not for leisure. This is a paradox, as research findings show that school success comes with reading for pleasure. Dr Chitra argues that it's time for teachers and parents to adopt a paradigm shift.

📍 L5, POSSIBILITY ROOM

### I Want to Create a Picture Book Just Like That

Donna Lim / *Moderator:* Benjamin Farr

Picture books are a rich source of visuals and text help children gain a greater appreciation for and understanding of stories. This session explores using the richness of such texts to support emerging writers, capitalizing on authentic writing and providing children with high quality writing they can aspire towards.

📍 L1, VISITORS BRIEFING ROOM

[PRE-SCHOOL]

### Why Bilingual? The Importance of Creating Bilingual Books for Early Learners

Coonoor Kripalani / *Moderator:* Priti Sharma

Nurturing bilingual children helps prepare them for today's multicultural world. Presenting culturally-sensitive colourful bilingual books with wit and humour, engages children, promotes self-identity, respect and joy in the use of different languages.

11:30am –  
12:45pm

📍 L16, THE POD

[PRE-SCHOOL]

### Books, Books and More Books: Reading for Pleasure, for Learning and for Life

Janet Evans

*Moderator:* Jill Coombs

Janet will take a closer look at how young children's playful learning can be supported by reading, sharing, interacting with, and talking about, books and non-book material at each and every stage in their development.

📍 L5, POSSIBILITY ROOM

[PRE-SCHOOL]

### Developing Interactive Spaces – With and For Children

Anna Salaman

*Moderator:* Chitra Shegar

Hands-on spaces for children are on the increase, whether these are within museums, galleries, schools, libraries, and parks. But what is it that makes them appeal to children, and where does the real impact lie? This talk presents a range of interactive spaces, for example, the Playeum's Children's Centre for Creativity. The presentation concludes with advice on how to collaborate with children creativity.

📍 B1, MULTI-PURPOSE ROOM

[PRE-SCHOOL] [PRIMARY]

### Apps as Stepping Stones for Telling Stories

Seán McHugh / *Moderator:* Audrey Tan

'App Overload' is a common affliction for tablet users, avoiding the plethora of 'skill and drill' 'educational' apps. Instead, Seán will focus on just 8 apps for creation that children can not only consume, but use to tell their own stories.

📍 L1, VISITORS BRIEFING ROOM

[PRIMARY]

### Asking the Right Questions

Maya Thiagarajan / *Moderator:* Trevor Kew

How can we facilitate provocative and interesting discussions, where students are pushed to think deeply and critically about texts and issues? How can we help students formulate their own questions? Maya will share her insights on ways to lead students to "the thresholds of their own minds."

2:00pm –  
4:00pm

📍 B1, MULTI-PURPOSE ROOM

[PRIMARY]

### Children in Control

Lachlann Carter (*100 Story Building*)

*Moderator:* Pauline Mo

In this two part workshop, participants will take a close look at a program that has children acting as an editorial committee for a successful literary journal, and then explore strategies for developing child-directed literacy projects.

2:00pm –  
3:00pm

📍 L16, THE POD

[PRE-SCHOOL]

**[PANEL] Put the Fun in Language Learning**

Liang Huiyu, Cara Lee, Li Li

*Moderator: Chitra Ramesh*

Focusing on Singapore's Chinese context, Huiyu, Cara and Dr Li Li cook up a concoction of ideas to make language learning fun, authentic and holistic for children through stories and even music.

📍 L5, POSSIBILITY ROOM

[PRIMARY]

**Reluctant Writers? Let's Get Started!**

Oliver Phommavanh

*Moderator: Don Bosco*

What stops a child from writing stories? Whether it's lack of ideas, inability to write dialogue or just getting stuck halfway, listen to strategies will help overcome your child's concerns.

📍 L1, VISITORS BRIEFING ROOM

[PRE-SCHOOL]

**Superhero Me**Jean Qingwen Loo / *Moderator: Lee Seow Ser*

SUPERHERO ME is a values-based craft movement inspiring children to develop a stronger sense of self through costume crafting. It aims to create awareness for early childhood education in Singapore and trigger children to discover the joy of creative confidence. This movement is in partnership with the Lien Foundation and In Merry Motion.

3:15pm –  
4:15pm

📍 L16, THE POD

[PRE-SCHOOL]

**Verbal-visual Interactions in Singapore Picture Books**Nurul Huda Hassan / *Moderator: Geraldine Zuzarte*

Reading picture books requires readers to mediate the tension between pictures and words, which can deepen their interpretive abilities. This is an excellent way to support literacy.

📍 L5, POSSIBILITY ROOM

[PRE-SCHOOL] [PRIMARY]

**Technology Inspires Children Storytellers**Seán McHugh / *Moderator: Saad Chinoy*

In the minds of many of our students and parents, iPads are seen as gaming devices. Educators need to reframe these as learning devices through a focus on pedagogy not technology, by making much more effective use of the unique affordances of digital devices to amplify and transform storytelling.

3:15pm –  
4:45pm

📍 L1, VISITORS BRIEFING ROOM

[PRIMARY]

**Engage Learners in Literacy, A Perfect MLEA Resource by LEGO Education**

Duck Learning

Get a hands-on experience with how LEGO Education StoryStarter can enable your students to succeed in literacy. This 90 minutes hands-on workshop will give participants the opportunity to unfold the entire narrative power of the famous little bricks.

4:45pm –  
6:00pm

📍 L16, THE POD

[PRE-SCHOOL]

**Puppets, Tools not Toys**Brian Zimmerman / *Moderator: Rosemarie Somaiah*

Kids will listen to a puppet before they will listen to you. Recognising the art form of puppetry and learning to use it as a tool to interact with children.

📍 L5, POSSIBILITY ROOM

[PRIMARY]

**Class Clowns: Using Humour to Enrich Children's Creativity**Oliver Phommavanh / *Moderator: Pooja Makhijani*

Children love to laugh so inject some humour in their learning lives! Teach children how to write, perform jokes and use humour in their stories and conversations.

📍 B1, MULTI-PURPOSE ROOM




[PRIMARY]

**Creative Writing in the Classroom: A Teacher-Writer's Perspective**Trevor Kew / *Moderator: Priti Sharma*

Can you teach creative writing? In this interactive session, writer and teacher Trevor will tackle misconceptions about creative writing in the classroom and provide concrete teaching strategies, including assessment. Attendees will receive print and digital resources.

TEACHERS CONGRESS – DAY 2 CONTINUED ON PAGE 48

# MASTER-CLASSES

 **28 MAY**, 10:00am – 6:00pm  
 Singapore Management University  
(see page 86)  
 Masterclass Pass only

 10:00am – 6:00pm  
 Seminar Room 3.1,  
School of Social  
Sciences, SMU

## **Polishing and Refining: The Role of the Editor in Creating Great Books for Young Readers**

Sarah Odedina

FOR: Anyone who would like to learn some editing

MATERIALS TO BRING: Notebook

The role of the editor in the publishing process will be examined through both discussion and practical exercises in this day long masterclass. Be prepared for an immersive learning experience about this important and creative role in making books for children. This masterclass will focus on fiction for children from age 8 to YA books.

 10:00am – 6:00pm  
 Seminar Room 3.2,  
School of Social  
Sciences, SMU



## **Worlds Within Words: Writing Fantasy for Young Readers**

Cynthia Leitich Smith, Gabriela Lee

FOR: Aspiring and established writers who are interested in writing for young readers within the fantasy or speculative fiction genre. Applicable for those creating content for children aged 10-12 years and young adults.

MATERIALS: Please bring your laptop. Paper and writing materials will be provided at the venue.

Waiting for the right moment to pull the world out of your imagination and on to the page? Let authors and teachers Cynthia and Gabriela help you build the foundations of your fantasy world and teach you how to craft working narratives that can eventually transform into longer fictional forms. Participants are encouraged to bring existing ideas and works-in-progress to the workshop.

 10:00am – 6:00pm  
 Classroom 4.1,  
School of Social  
Sciences, SMU

## **Picture Book Masterclass: From Image to Story**

Calef Brown

FOR: Visual artists, illustrators, designers.

MATERIALS TO BRING: One or more sketchbooks and drawing and colouring materials of your choice (e.g. pens pencils etc. and portable paints like watercolours and even gouache. Please refrain from bringing colouring materials that take a longer time to dry, such as oil, acrylic etc.)

For those who think of themselves primarily as visual artists, what are some strategies for writing picture book manuscripts? This will be an intensive workshop dealing with generating stories, creating engaging characters, and worlds out of a daily sketchbook/journal practice, and refining your voice and style as a picture book illustrator. The session will bounce back and forth from sketching to writing, identifying characters and themes that can be expanded upon, and finding and refining appropriate voice. Calef will discuss his own process and approach to these ideas, and lead exercises designed to inspire and open possibilities. There will also be significant time allowed for one-on-one consultations and critique with the instructor.

# TEACHERS CONGRESS: DAY 2

29 MAY (Sun)

10:00am –  L5, POSSIBILITY ROOM

11:00am [PRE-SCHOOL]

## **The Narrative Art of Visual Storytelling: Equipping Our Students with Visual Literacy for the 21st Century**

Ruth Wong / *Moderator: Low Joo Hong*

Technology has made it possible for children's books to be published in new and exciting formats to entice reading. Participants will be treated to a whole suite of picture books which can be maximized to enhance our students' visual literacy, an important skill in the 21st century when we are surrounded and bombarded with so many images around us. The increasingly critical role of the visual text, and how it complements the verbal text, will be shared.

 L16, THE POD

## **[PANEL] Working Together: Fostering the Teacher-Parent Alliance**

See [PARENTS FORUM](#) on page 50.

 L5, IMAGINATION ROOM

## **Why Parents Shouldn't Say No to Comics**

See [PARENTS FORUM](#) on page 50.

11:15am –  L16, THE POD

12:15pm [PRE-SCHOOL]

## **Word Power: Creative Approaches to Building a Vocabulary among Young Learners**

Helen Marjan, Marianne Dark

*Moderator: Lachlann Carter*

The more words young learners know, the more in-depth and complex subject matter they can understand. This workshop examines creative ways to develop vocabulary among young learners aged 8-16 years. It will also present a range of practical ideas that are guaranteed to have an impact on how well young learners understand and use a wide vocabulary.

 B1, MULTI-PURPOSE ROOM

[PRIMARY]

## **To S.I.R (Socially Inclusive Reads) with Love**

Lee Seow Ser, Hidayah Amin, Tan Ai Khim

*Moderator: Melanie Lee*

Panel will discuss production of inclusive picture books imbued with values, containing Braille, dyslexia-friendly font and tactile illustrative elements, to meet the needs of readers with different needs and abilities.

 L5, POSSIBILITY ROOM

## **Pop-up Books Facilitate Children's Literacy Skills at Home or in Class**

See [PARENTS FORUM](#) on page 50.

 L5, IMAGINATION ROOM

## **It Starts with a Line**

See [PARENTS FORUM](#) on page 50.

1:15pm –  L5, IMAGINATION ROOM

2:15pm [PRIMARY]

## **Book Reading in Japan: Building up the Communities of Readers**

Kiyomi Akita / *Moderator: Lachlann Carter*


Kiyomi will share more about the Japanese students' reading activities and habits, and introduce practices to promote book reading through school, home and community partnerships.

 B1, MULTI-PURPOSE ROOM

## **StoryCode: Community of Narrative Pioneers**

Marco Sparmberg / *Moderator: Don Bosco*

Story creation involves a variety of different technologies and media disciplines. Tap on the potential of New Media and interactive technology as Marco tells you about StoryCode, an international community of transmedia content creators, and gives you ideas of narrative activities you can do with your children.

 L16, THE POD

## **Being Honest About Difficult Issues with Stories**

See [PARENTS FORUM](#) on page 50.

 L5, POSSIBILITY ROOM

## **Dads, You Count Too**

See [PARENTS FORUM](#) on page 50.



2:30pm –  
3:30pm

✚ L5, POSSIBILITY ROOM

### Choosing the Right Book for a Child – Is that Possible?

See [PARENTS FORUM](#) on page 51.

✚ L5, IMAGINATION ROOM

### Bilingual Books: Killing Two Birds with One Stone

See [PARENTS FORUM](#) on page 51.

✚ B1, MULTI-PURPOSE ROOM

### Breaking the Cycle of Poverty Through Stories

See [PARENTS FORUM](#) on page 51.

2:30pm –  
4:30pm

✚ L16, THE POD

[PRIMARY]

### My Child Can Write! Can He/She Write A Book?

Catherine Khoo / *Moderator:* Suzanne Jung

Catherine Khoo will share insights on her techniques to mentor children to write stories. Participants get to create their own stories (with help from her invited young authors) in this interactive workshop!

4:00pm –  
5:00pm

✚ L5, IMAGINATION ROOM

[PRIMARY]

### Where Do I Belong – Exploring Issues of Migration in Picture Books

Janet Evans / *Moderator:* George Jacobs

This presentation explores issues relating to migration in picture books with particular reference to the way in which the books enable readers to respond to and thereby begin to understand the concept of migration, what it is and how one's opinion of and attitude to migration and migrants is influenced by the point of view being presented.

✚ L5, POSSIBILITY ROOM

### Puppets, Tools not Toys

See [PARENTS FORUM](#) on page 51.

✚ B1, MULTI-PURPOSE ROOM

### Breaking Grounds with Films

See [PARENTS FORUM](#) on page 51.



Shinta Cho, From *Pontaro, the Boy with a Bouncy Head*, 1998

# PARENTS FORUM

📅 29 MAY

🎫 Full-Festival Pass  
Teachers Congress Day 2 Pass  
Parents Forum Full-day Pass  
Individual Session Pass

*Theme: Nurturing Literacy through Diverse Media*

*The AFCC Parents Forum offers parents, teachers, and other related professionals the opportunity to get support, information, and advice on nurturing early learning and bilingualism at home.*

*Delegates from Teachers Congress can also attend the sessions for Parents Forum.*



10:00am – 🚪 L16, THE POD

11:00am [PRE-SCHOOL]

## **[PANEL] Working Together: Fostering the Teachers-Parent Alliance**

Helen Marjan, Allan Menagh, Jacqueline Chung, Kiyomi Akita

*Moderator: Geraldine Zuzarte*

In this panel, the speakers from Lorna Whiston, Kumon and St James Kindergarten share their views on how teachers, schools and parents can come together to build their children's literacy skills and show that there is strength in unity.

🚪 L5, IMAGINATION ROOM

[PRIMARY]

## **Why Parents Shouldn't Say No to Comics**

Leonard Marcus / *Moderator: Otto Fong*

Comics have long been viewed with scepticism by the adult world. Yet these days, graphic novels and other kinds of comics-style storytelling are proving to be as educationally beneficial to children as they are entertaining. Join writer and book critic, Leonard Marcus, as he tells you more.

11:15am – 🚪 L5, POSSIBILITY ROOM

12:15pm [PRE-SCHOOL]

## **Pop-up Books Facilitate Children's Literacy Skills at Home or in Class**

Hans Hartung / *Moderator: Chitra Shegar*

Hans will speak about the quality and the thematic selection of movable books for children in preschool and primary school age. The diverse relationships in pop-up books increase brain activity and a sustainable long-term effect in learning. Hans Hartung will illustrate his speech with book examples.

🚪 L5, IMAGINATION ROOM

[PRIMARY]

## **It Starts with a Line**

Nicola Choo, Tricia Goh / *Moderator: Sze Chuin*

A fun workshop that will have you drawing in no time at all. But more importantly, learn how you can use drawing to enrich your relationship with your child and nurture positive perceptions of themselves for greater self-confidence.

1:15pm – 🚪 L16, THE POD

2:15pm [PRE-SCHOOL] [PRIMARY]

## **Being Honest About Difficult Issues with Stories**

Ruth Wong, Melanie Lee / *Moderator: Dr Seetha Subbiah*

Why do writers and illustrators use animals with human characteristics in children's books or use stories to talk about difficult topics? Melanie will share how different children's books deal with adoption, while Ruth will share how anthropomorphism in children's books eases the tension for children who are going through challenging experiences such as divorce, illnesses and death.

🚪 L5, POSSIBILITY ROOM

[PRIMARY]

## **Dads, You Count Too**

Allan Menagh / *Moderator: George Jacobs*

Dads are as important as mums in raising book worms. As Allan Menagh, the General Manager of Kumon, has found, that dads often just don't know what they can do to help their children build literacy skills. In this session, Allan will offer tips on "Maximising Your Brand as Dads – Literally" which are all the small things their children will love them for.

2:30pm –  
3:30pm

✚ L5, POSSIBILITY ROOM

[PRE-SCHOOL]

### Choosing the Right Book for a Child – Is that Possible?

Shirley Lim / Moderator: Evelyn Wong

How do parents decide what their children read? Shirley offers insights into book selection by parents and the support available to them in nurturing reading habit for young children.

✚ L5, IMAGINATION ROOM

[PRE-SCHOOL]

### Bilingual Books: Killing Two Birds with One Stone

Dr Li Li / Moderator: Rilla Melati

Reading is a fun and challenging pathway towards bilingualism for both children and educators. Dr Li Li will share some recent findings about the effects of reading in two languages, and how you can help children to become bilingual readers.

✚ B1, MULTI-PURPOSE ROOM

[PRIMARY]

### Breaking the Cycle of Poverty Through Stories

Saleemah Ismail / Moderator: Juat Muay Koh

Breaking the cycle of poverty through creative reading sessions for children of incarcerated mothers. Saleemah will share how together, mother and child are able to rewrite the stories of their lives and chart a more positive future.

4:00pm –  
5:00pm

✚ L5, POSSIBILITY ROOM

[PRE-SCHOOL]

### Puppets, Tools not Toys

Brian Zimmerman / Moderator: Sharon Ismail

Kids will listen to a puppet before they will listen to you. Recognising the art form of puppetry and learning to use it as a tool to interact with children.

✚ B1, MULTI-PURPOSE ROOM

[PRE-SCHOOL] [PRIMARY]

### Breaking Grounds with Films

Ken Mizusawa / Moderator: Linn Shekinah

Ken explores how film as a highly dominant and appealing form of visual storytelling can help support young language learners.



Yasuo Segawa, From *Peekaboo*, 1967

# AFCC BOOK FAIR

📅 25 – 29 MAY, 10:00am – 6:00pm  
📍 L1, Plaza  
💎 Free admission

*Come visit the exciting AFCC Book Fair to discover and purchase the latest children's books and content from across the region!*



## COUNTRY OF FOCUS

### Japan Pavilion

The Japan Pavilion introduces various Japanese organisations and activities related to children's culture and content. Visitors are welcome to browse through 200 children's books representative of Japan, and attend storytelling sessions, *kamishibai* demonstrations, and mini manga workshops. Come meet and chat with the authors, artists, and translators participating from Japan!

## FESTIVAL BOOKSTORE

### Closetful of Books

Closetful of Books is a specialist children's bookseller started by Denise Tan and Kelvin Ng. Closetful of Books visits schools with a vast and specially-curated selection of picture books, novels, non-fiction titles and graphic novels, and extends library consultancy services to schools.

#### English Corner Publishing (SINGAPORE)

**A1** 📧 [www.englishcorner.sg](http://www.englishcorner.sg)  
✉ [tanbetty@englishcorner.sg](mailto:tanbetty@englishcorner.sg)

Its core business is to publish Primary Science stories for children 3 to 12 years old. These short stories cover general topics – mainly health and fables for primary levels.



#### Pan Asia Publishing (SINGAPORE)

**A2** 📧 [www.panasiabooks.com](http://www.panasiabooks.com)  
✉ [evelyn@panasiabooks.com](mailto:evelyn@panasiabooks.com)

Pan Asia Publishing develops, publishes and distributes English, Chinese and bilingual books for young readers. Pan Asia's content is designed to instil in children a love of language and culture, respect for lifelong values, and a joy of reading.



#### Alkem Company (SINGAPORE)

**A3** 📧 [www.alkem.com.sg](http://www.alkem.com.sg)  
✉ [enquiry@alkem.com.sg](mailto:enquiry@alkem.com.sg)

Alkem Company is a distributor and publisher for books, training materials, E-learning, educational aids, multi-media, research software and training kits. Their products cater to schools, higher education, research, professionals and training sectors.



#### Epigram Books (SINGAPORE)

**A4** 📧 [www.epigrambooks.sg](http://www.epigrambooks.sg)  
✉ [enquiry@epigrambooks.sg](mailto:enquiry@epigrambooks.sg)

Epigram Books is an independent publisher known for its well-designed and thought-provoking novels, short stories, biographies and literary classics. The company is best known for its *Amos Lee* and *Sherlock Sam* series, and the *Harry* picture book series based on the life of Mr Lee Kuan Yew.



#### Pustaka Nasional (SINGAPORE)

**B1** 📧 [www.pustaka.com.sg](http://www.pustaka.com.sg)  
✉ [pustakanasional@me.com](mailto:pustakanasional@me.com)

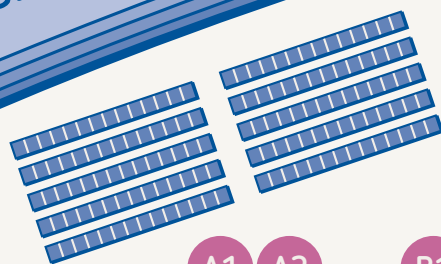
Pustaka Nasional is a Malay language publisher of children, fiction and religious titles. They also publish in English and Arabic on selected titles of the same genre, and distribute to schools, libraries and selected bookshops in Singapore and Malaysia.





STAGE

HANIS CAFÉ



A1 A2  
A3 A4

B1 B2  
B3 B4

D1 D2  
D3 D4  
D5 D6

F1 F2 F3  
F4 F5 F6





G1 G2 G3  
G4 G5 G6

FESTIVAL  
BOOKSTORE

C1 C2  
C3 C4  
C5 C6

JAPAN  
PAVILION

Not drawn to scale.

B2	<p><b>Marshall Cavendish International (Asia) (SINGAPORE)</b></p> <p>📧 <a href="http://www.marshallcavendish.com/genref">www.marshallcavendish.com/genref</a> ✉ <a href="mailto:genref@sg.marshallcavendish.com">genref@sg.marshallcavendish.com</a></p>	<p>As one of the largest general interest publishers in Southeast Asia, Marshall Cavendish provides readers with a wide collection of print and digital content ranging from children's titles to cuisine, business, history, art, travel, culture and local fiction.</p>	
B3	<p><b>World Scientific Publishing (SINGAPORE)</b></p> <p>📧 <a href="http://www.worldscientific.com">www.worldscientific.com</a> ✉ <a href="mailto:mkt@wspc.com">mkt@wspc.com</a></p>	<p>World Scientific Publishing is a leading independent publisher of books and journals for the scholarly, research and professional communities. The company publishes about 600 books annually, and about 130 journals in various fields. It collaborates with prestigious organisations to bring high quality content to researchers and academics worldwide.</p>	
B4	<p><b>Armour Publishing (SINGAPORE)</b></p> <p>📧 <a href="http://www.armourpublishing.com">www.armourpublishing.com</a> ✉ <a href="mailto:marketing@armourpublishing.com">marketing@armourpublishing.com</a></p>	<p>Armour Publishing believes in producing books with a purpose. Their books help children to learn to read and grow their love for reading through compelling stories with good values, including National Education values.</p>	
C1	<p><b>Crimson Earth (SINGAPORE)</b></p> <p>📧 <a href="http://www.crimsonearth.com">www.crimsonearth.com</a> ✉ <a href="mailto:admin@crimsonearth.com">admin@crimsonearth.com</a></p>	<p>Crimson Earth is a publishing firm focusing on content creation in the education and literary sector in Singapore. Its portfolio includes the works of Cultural Medallion Recipients, S.E.A. Write Award Winners, and Royal Commonwealth Essay Competition Winners.</p>	
C2	<p><b>Paperplane Pilots (SINGAPORE)</b></p> <p>📧 <a href="http://www.paperplaneco.com">www.paperplaneco.com</a> ✉ <a href="mailto:hi@paperplaneco.com">hi@paperplaneco.com</a></p>	<p>Paperplane is a cross-media creative studio that specialise in visual storytelling. They are content creators with a passion for the magic of words, art, action and interaction; they have a unique visual style that is evident in their Studio Original comics, graphic novels, apps and giclée prints.</p>	
C3	<p>25 - 27 MAY <b>Fremantle Press (AUSTRALIA)</b></p> <p>📧 <a href="http://www.fremantlepress.com.au">www.fremantlepress.com.au</a> ✉ <a href="mailto:admin@fremantlepress.com.au">admin@fremantlepress.com.au</a></p>	<p>Fremantle Press is an independent not-for-profit publishing house renowned for producing books of high quality. Their publications include works by new and established Western Australian authors. A key component of Fremantle Press' publishing program is their indigenous titles list, which is highly regarded nationally and internationally.</p>	
	<p>28 - 29 MAY <b>Straits Times Press (SINGAPORE)</b></p> <p>📧 <a href="http://www.stpressbooks.com.sg">www.stpressbooks.com.sg</a> ✉ <a href="mailto:ilangoht@sph.com.sg">ilangoht@sph.com.sg</a></p>	<p>Straits Times Press is a turnkey publisher with the expertise to publish across a broad spectrum of books in various categories. Straits Times Press also publishes high-end, high quality illustrated general trade books, and maintains long-term co-publishing relationships with newsroom, learning institutes and think-tanks of repute in the region.</p>	
C4	<p><b>Shogakukan Asia 小学館 (JAPAN)</b></p> <p>📧 <a href="http://www.shogakukan.asia">www.shogakukan.asia</a> ✉ <a href="mailto:info@shogakukan.asia">info@shogakukan.asia</a></p>	<p>Shogakukan Asia is a publisher of children's books and manga comic books for English readers based in Singapore and the ASEAN region.</p>	



### Singapore Centre for Chinese Language

#### C5 新加坡华文教研中心

🌐 [www.sccl.sg](http://www.sccl.sg)

✉ [enquiry@sccl.sg](mailto:enquiry@sccl.sg)

The Singapore Centre for Chinese Language (SCCL) is a teacher training and research centre that aims to enhance the effectiveness of teaching Chinese as a second language in a bilingual context with the philosophy of Research - Verify - Teach.



### Joshihi University of Art & Design 女子美術大学 (JAPAN)

#### C6

🌐 [www.joshihi.ac.jp](http://www.joshihi.ac.jp)

✉ [itn@venus.joshihi.jp](mailto:itn@venus.joshihi.jp)

Joshihi (Women's) University of Art and Design aims at developing creative minds, and encourages students to contribute to society through art and design. The university was established in 1900 with a pioneering spirit to educate career women through art and design. Students are actively involved in international exhibitions.



### 25 - 27 MAY Hunan Juvenile & Children's Publishing House (CHINA) 湖南少年儿童出版社有限责任公司

#### D1

🌐 [www.hnjcp.com](http://www.hnjcp.com)

✉ [731893366@qq.com](mailto:731893366@qq.com)

湖南少年儿童出版社是中国一流的专业少儿出版社，所出图书屡获大奖，曾荣获“全国新闻出版行业文明单位”等称号。



### 28 - 29 MAY Lingzi Media 玲子传媒 (SINGAPORE)

#### 

🌐 [www.lingzi.com.sg](http://www.lingzi.com.sg)

✉ [info@lingzi.com.sg](mailto:info@lingzi.com.sg)

Lingzi Media was established with the aim of promoting the Chinese language in Singapore. Lingzi has worked with writers and educational institutions to produce a wide range of literary and non-fiction titles, and has developed into a leading company in the fields of publishing, culture and education in Singapore.



### 25 - 27 MAY Magicbird Publishing (MALAYSIA)

#### D2

🌐 [www.magicbirdworld.org](http://www.magicbirdworld.org)

✉ [magicbird511@gmail.com](mailto:magicbird511@gmail.com)

Magicbird Publishing is a non-profit social business established in 2012 as an independent children's content creator. The core activity of the company is the publication of *Magicbird* book for sale. Profits from sales go towards the funding of Wisdom Clubs for Children, and the building of reading spaces.



### 28 - 29 MAY Canon Singapore

#### 

🌐 [www.canon.com.sg](http://www.canon.com.sg)

✉ [sockhwa\\_yeo@canon.com.sg](mailto:sockhwa_yeo@canon.com.sg)

Canon is a global technologies company that specialises in a wide range of business. Canon digital production printing systems allow users to print What They Need, When They Need it. Their production lineup, enhanced with the addition of Océ products, delivers accurate colour reproduction along with high-quality output and high levels of productivity.



### Odonata Publishing (MALAYSIA)

#### D3

🌐 [www.odonatabooks.com](http://www.odonatabooks.com)

✉ [info@odonatabook.com](mailto:info@odonatabook.com)

Odonata Publishing's objective is to cultivate the reading habits of young children aged between 1 to 25. Books published include picture books, government school textbooks, comics, illustrated novels, young adult and adult fiction. Several of their titles have made The International Chinese Newsweekly Malaysia Bestsellers' Book List for more than 400 weeks.



### Perbadanan Kota Buku (MALAYSIA)

#### D4

🌐 [www.kotabuku.my](http://www.kotabuku.my)

Kota Buku has positioned itself as the publishing industry's facilitator and enabler, bridging industry players, writers and readers and offering value added services under one roof. It deals with Capacity Building, content trade, book related activities & technology enabling.



<p>25 – 27 MAY <b>Scholastic Asia (MALAYSIA)</b> 📧 <a href="http://www.scholastic.asia/en">www.scholastic.asia/en</a></p> <p><b>D5</b></p>	<p>Scholastic is the world's largest publisher and distributor of children's books and a leader in educational services and children's media. Scholastic creates quality books, print, programs, multi-media and other products that help children learn both at school and at home. Scholastic also recognizes children's writers of Asian origin through two of its biennial awards – The Scholastic Asian Book Award (SABA) and The Scholastic Picture Book Award (SPBA). The awards are joint initiatives of the National Book Development Council of Singapore (NBDCS) to recognise excellence in Asian stories for children.</p>	
<p>28 – 29 MAY <b>Singapore Kindness Movement</b> 📧 <a href="http://www.kindness.sg">www.kindness.sg</a> ✉ <a href="mailto:kindness@kindness.sg">kindness@kindness.sg</a></p>	<p>Singapore Kindness Movement (SKM) is a non-profit, non-government, as well as a registered charity and Institution of Public Character. It seeks to encourage everyone to start, show and share kindness and its mission is to build a gracious Singapore. It aims to encourage the individual to internalise courtesy, kindness and consideration through campaigns, events and project collaborations.</p>	
<p><b>Mini Monsters (SINGAPORE)</b> 📧 <a href="http://www.minimonsters.com.sg">www.minimonsters.com.sg</a> ✉ <a href="mailto:info@minimonsters.com.sg">info@minimonsters.com.sg</a></p> <p><b>D6</b></p>	<p>Mini Monsters is an educational outreach arm that aims to revive an interest in the Malay language. They offer an interesting and fun approach in their programmes, products and training for teachers, schools and the public. Marrying education and entertainment, they serve to “Berhibur dan Belajar” (Entertain and Educate).</p>	
<p><b>ABC Educational Development Center (PHILIPPINES)</b> 📧 <a href="http://www.abcedcbooks.wix.com/books4children">www.abcedcbooks.wix.com/books4children</a> ✉ <a href="mailto:abcedc@yahoo.com">abcedc@yahoo.com</a></p> <p><b>E1</b></p>	<p>ABC Educational Development Center publishes high quality books for children that promote the culture and heritage of the Filipino people. They are committed to publishing books that contain stories with significant values that would benefit children and families around the world. ABC is also the first to publish children's books in Mindanao.</p>	
<p>25 – 27 MAY <b>Association of Writers &amp; Illustrators for Children (INDIA)</b> 📧 <a href="http://www.awic.in">www.awic.in</a> ✉ <a href="mailto:info@awic.in">info@awic.in</a></p> <p><b>E2</b></p>	<p>The Association of Writers &amp; Illustrators for Children (AWIC), the Indian Section of IBBY, is an active forum for the promotion and development of creative literature for children and works on several projects.</p>	
<p>28 – 29 MAY <b>Raffles Institution (SINGAPORE)</b> 📧 <a href="http://www.ri.edu.sg">www.ri.edu.sg</a> ✉ <a href="mailto:comms@ri.edu.sg">comms@ri.edu.sg</a></p>	<p>Raffles Institution wishes to provide a hands-on experience for participants (especially children) to make something that will introduce them to books, and inspire them to develop the love for reading.</p>	
<p><b>National Book Trust of India</b> 📧 <a href="http://www.nbtindia.gov.in">www.nbtindia.gov.in</a> ✉ <a href="mailto:office.nbt@nic.in">office.nbt@nic.in</a></p> <p><b>E3</b></p>	<p>The National Book Trust, India publishes general reading material for all age-groups in English and 37 Indian languages. They published approximately 1,500 titles exclusively for children in different languages. They also organize the annual New Delhi World Book Fair which is the largest book focused event in the Afro-Asian region.</p>	
<p><b>Sheth Publishing House (INDIA)</b> 📧 <a href="http://www.shethbooks.com">www.shethbooks.com</a> ✉ <a href="mailto:psheth11@gmail.com">psheth11@gmail.com</a></p> <p><b>F1</b></p>	<p>Sheth Publishing House are publishers and manufacturers of children's books. Their range consists of more than 1000 titles, including large print story books, board books, ELT, colouring &amp; activity books, classics, moral stories phonetics, pre-school practice books, and grammar books.</p>	
<p><b>Helang Books (SINGAPORE)</b> 📧 <a href="http://www.archipelago-consultancy.com/helang-books">www.archipelago-consultancy.com/helang-books</a> ✉ <a href="mailto:helang.books@gmail.com">helang.books@gmail.com</a></p> <p><b>F2</b></p>	<p>Helang Books is an independent publisher. They have managed to publish high-quality history and heritage books as well as award-winning children's literature. Helang Books also organises literary related programmes such as dramatisation sessions at the libraries, and talks about heritage and culture.</p>	
<p><b>AK Publishing (SINGAPORE)</b> 📧 <a href="http://www.ak-publish.com">www.ak-publish.com</a> ✉ <a href="mailto:project@ak-publish.com">project@ak-publish.com</a></p> <p><b>F3</b></p>	<p>AK Publishing revolves around the 3 main pillars – Arts, Culture and Education that brings entertaining educational books with affection to children world-wide. AK Publishing also produces coffee-table books, photography books, biographies, self-help books and music books and a number of titles in China dealing with publishing, copyright and distribution.</p>	





25 - 27 MAY  
**Kelompok Pencinta Bacaan Anak**  
(INDONESIA)

📧 [www.kpba-murti.org](http://www.kpba-murti.org)  
✉ [kpba@kpba-murti.org](mailto:kpba@kpba-murti.org)

KPBA is a non-profit organisation and a pioneer in promoting an interest in reading to children in Indonesia. KPBA takes part in increasing the children's interest, the quality of reading, and library services for promoting reading habits. KPBA is happy to share the organisation's experience in promoting books for children, and to cooperate with other organisations who have the same interests, at AFCC.



F4

28 - 29 MAY  
**Creative Knowledge** (SINGAPORE)

📧 [www.hansvision.com/others/joyreader](http://www.hansvision.com/others/joyreader)  
✉ [carol\\_wong@ckpl.creative.com](mailto:carol_wong@ckpl.creative.com)

Creative Knowledge is affiliated to Creative Technology Ltd. The company's core business is in building and marketing IT and educational products. Creative has a suite of highly popular award-winning early childhood educational products that uses the Chinese language medium to teach young children topics such as English, Maths, Music, Science, Arts and Social Skills.



25 - 27 MAY  
**Borobudur Agency** (INDONESIA)

📧 [www.borobuduragency.com](http://www.borobuduragency.com)  
✉ [info@borobuduragency.com](mailto:info@borobuduragency.com)

Borobudur Agency is a literary agency established by the Indonesian Publishers Association. It represents publishers and authors for children's and young adult books, comic books, novels, literary works, cookbooks, lifestyle, social studies, Indonesian arts and culture, interactive digital textbooks and software.



F5

28 - 29 MAY  
**Ahoy Sardines!** (SINGAPORE)

📧 [www.ahoy Sardines.com](http://www.ahoy Sardines.com)  
✉ [hello@sardines.com](mailto:hello@sardines.com)

We imagine, explore and make a difference. We offer services such as illustrations, graphic design, crafty booth, book reading sessions + crafty workshops and school visits. AHoy SARDINES! focuses on sharing and learning through arts and crafts.



25 - 27 MAY  
**Adarna House** (PHILIPPINES)

📧 [www.adarna.com.ph](http://www.adarna.com.ph)  
✉ [adarnahouse@adarna.com.ph](mailto:adarnahouse@adarna.com.ph)

Adarna House is the first and largest publisher of children's books in the Philippines. Its products consist of multilingual board books, storybooks, chapter books and references - original publications that feature Filipino values, culture, history, and experience.



F6

28 - 29 MAY  
**P.S. Grandpa, I Love You** (SINGAPORE)

📧 [www.hca.org.sg](http://www.hca.org.sg)  
✉ [info@hcahospicecare.org.sg](mailto:info@hcahospicecare.org.sg)

As a Volunteer Welfare Organisation serving patients with life-limiting illnesses, focus tends to be on patients overlooking the impact the loss of a family member has on a child and the consequent psychosocial issues that follow. *P.S. Grandpa, I Love You* is an attempt at bridging that gap. It is their hope that the work finds its way into mainstream education and healthcare usage.



**Gramedia Book Publishing** (INDONESIA)

📧 [www.gramediainternational.com](http://www.gramediainternational.com)  
✉ [yudith@gramediapublishers.com](mailto:yudith@gramediapublishers.com)

Gramedia Group of Book Publishers is the biggest book publishing entity in Indonesia. They provide a rich variety of children's books, and are looking for publishers who are interested in finding Indonesian rights and co-edition partners or international distribution partners.



G1

**PT Kanisius** (INDONESIA)

📧 [www.kanisiusmedia.com](http://www.kanisiusmedia.com)  
✉ [office@kanisiusmedia.com](mailto:office@kanisiusmedia.com)

PT Kanisius is the oldest publishing and printing house in Indonesia, and has been running since 1922. They focus on publishing educational books and books with Catholic themes. Books published by PT Kanisius have been spread out in all over Indonesia, with many titles reprinted in Malaysia.



G2

**Grady Bear Adventures** (SINGAPORE)

📧 [www.gradybear.com](http://www.gradybear.com)  
✉ [hello@gradybear.com](mailto:hello@gradybear.com)

Grady Bear Adventures publishes the *Grady Bear Adventures* series of books, which embody the challenges of growing up and making friends through the eyes of a bear. The company aims to reach out to parents and children through their read aloud drama series of children's books.



G3



Asian  
Festival of  
Children's  
Content  
亚洲少儿读物节  
2015



**G4 Beijing Poplar Culture Project  
蒲蒲兰绘本馆 (CHINA)**

📧 [www.yuyi.com.sg](http://www.yuyi.com.sg)  
✉ [yuyibook@singnet.com.sg](mailto:yuyibook@singnet.com.sg)

*Represented by Maha Yu Yi Pte Ltd.*

Maha Yu Yi has a children's bookshop in Bras Basah Complex specialising in quality children's titles in Mandarin. They have over 3,000 titles, including baby board books and picture books by international authors, as well as story books with or without hanyu pinyin.



**Kumon Asia & Oceania (SINGAPORE)**

📧 [sg.kumonglobal.com](mailto:sg.kumonglobal.com)  
✉ [info@kumon.com.sg](mailto:info@kumon.com.sg)

The Kumon Method is available in 49 countries with 4.2 million enrolments. Kumon Language Programmes aim for students to gain a strong interest in reading and develop an advanced level of reading comprehension ability. The passages from the English and Chinese Programme worksheets are extracted from over 300 books, from well-loved titles to classic works.



**G5**

**25 – 27 MAY  
Canon Singapore**

📧 [www.canon.com.sg](http://www.canon.com.sg)  
✉ [sockhwa\\_yeo@canon.com.sg](mailto:sockhwa_yeo@canon.com.sg)

Canon is a global technologies company that specialises in a wide range of business. Canon digital production printing systems allow users to print What They Need, When They Need it. Their production lineup, enhanced with the addition of Océ products, delivers accurate colour reproduction along with high-quality output and high levels of productivity.



**G6 Society of Children's Book Writers & Illustrators (SINGAPORE)**

📧 [www.scbwi.org](http://www.scbwi.org)  
✉ [singapore@scbwi.org](mailto:singapore@scbwi.org)

The Society of Children's Book Writers and Illustrators (SCBWI) is a global organisation committed to the creation of quality children's books. Membership in the SCBWI is open to aspiring and published writers and illustrators, as well as anyone with a passion for children's literature.



# PERFORMANCES & ACTIVITIES

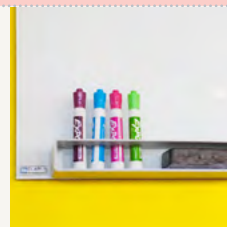
📅 25 – 28 MAY  
📍 Various locations  
💎 Free admission

## 25 – 27 MAY (Wed - Fri)

🕒 10:00am – 6:00pm  
📍 L1, Plaza  
👤 AFCC delegates

### Story Wall [ACTIVITY]

What happens when everyone can only write 5 words to create a story together? Make your mark on AFCC's first-ever Story Wall and watch the story build over time! For AFCC delegates only.



## 25 MAY (Wed)

🕒 3:00 – 4:00pm  
📍 B1, My Tree House  
👤 Ages 4 – 7

### Sing-along Concert with Japanese Stars [ACTIVITY]

Satoko Yamano (*Singer*), Toshihiko Shinzawa (*Singer, Songwriter*)

Join this exclusive interactive concert featuring funny and contemporary Japanese children's songs and picture book storytelling! Children can participate in dances and songs with songwriter Toshihiko Shinzawa and singer Satoko Yamano.



🕒 4:15 – 4:45pm  
📍 L1, Plaza  
👤 All ages

### AFCC 2016 Duelling Illustrators [ACTIVITY]

Soefara Jafney (*Illustrator, art director, designer*), Gabriel Evans (*Illustrator and author*), Julia Lawrinson (*Author*)

Don't miss this age-old battle of the illustrators at AFCC! With Julia Lawrinson as the Voice of the arena, illustrator Soefara Jafney from Malaysia meets head-on with Gabriel Evans from Australia.



## 26 MAY (Thu)

🕒 3:00 – 3:30pm  
📍 B1, My Tree House  
👤 Ages 3 – 10

### “Nursery Rhyme & Picture Book Hour for Infants & Toddlers” in the Japanese Library [COUNTRY OF FOCUS]

Tadahiko Motoyoshi (*Director General, International Library of Children's Literature*), Chihoko Tanaka (*Section chief in charge of services for children, International Library of Children's Literature*)

Japanese nursery rhymes are easy to remember and have simple melodies and rhythm. Mothers can touch and maintain eye contact with their babies while singing. This programme by the International Library of Children's Literature features many Japanese picture books for infants, and are sure to capture the attention of the toddlers!



🕒 4:15 – 4:45pm  
📍 L1, Plaza  
👤 All ages

### Illustrationary [ACTIVITY]

Maria Alessandrino (*Emerging writer, reviewer and Festival Program Coordinator*), Kylie Howarth (*Author and Illustrator*), Robert A. Alejandro (*Illustrator and children's art show host*), Gabriela Lee (*Author*), Oliver Phommavanh (*Author, stand-up comedian, primary school teacher*)

We know illustrators can draw. But can authors draw? In a game of Illustrationary, we put both children's authors and illustrators to the test.



## 27 MAY (Fri)

🕒 1:15 – 1:45pm

📍 L1, Plaza

👤 All ages

### 1,000 Paper Cranes [PERFORMANCE]

inwardBOUND (Drama School)

Come and find out what happened to Sadako after the bombing of Hiroshima, and how folding 1,000 origami cranes gave her hope. AFCC and inwardBOUND brings you a play that has touched many hearts around the world, based on the true story of Sadako Sasaki.



🕒 2:00 – 2:30pm

📍 B1, My Tree House

👤 Ages 3–10

### Let's Enjoy Japanese! – Japanese Story Hour

[COUNTRY OF FOCUS]

Tadahiko Motoyoshi (Director General, International Library of Children's Literature), Chihoko Tanaka (Section chief in charge of services for children, International Library of Children's Literature)

This programme by the International Library of Children's Literature is suitable for children who do not understand Japanese. It features well-known picture books of Japanese nursery rhymes and other stories with lots of onomatopoeia. Enjoy the pretty sounds of Japanese words!



## 28 MAY (Sat)

🕒 11:00 – 11:30am

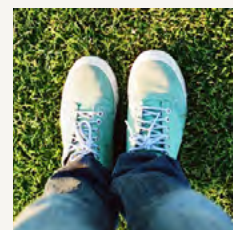
📍 L1, Plaza

👤 All ages

### Grandfather's Footsteps [PERFORMANCE]

inwardBOUND (Drama School)

A grandfather suffers from Alzheimer's disease. His granddaughter, who misheard it as Arse Hammers, thought he had a superpower and could teleport to a different place. Don't miss this heart-warming story of a family overcoming the challenges of Alzheimer's.



🕒 3:00 – 3:30pm

📍 Woodlands  
Regional Library,  
Everest Room

👤 Parents & children  
aged 4–6

### Read and Sing with Yasunari Murakami [ACTIVITY]

This is a special session of storytelling and sing-along by famous children's book illustrator Yasunari Murakami. He will be using his unique fish-style ukulele for the singing session. There will be lots of fun for all children!



# BOOK LAUNCHES

📅 25 – 29 MAY  
 📍 B1, Exhibition Area & L1, Plaza  
 💎 Free admission

AFCC's book launches are public events where writers, illustrators and publishers can meet and mingle with their readers and introduce new children's books and other products to the public.

## 25 MAY (Wed)



### *The Fibonacci Revelation*

Radhika Puri

🕒 10:00 – 10:30am 📍 L1, Plaza

A mysterious coded poem sets off a chain of events that unravels a secret. Disparate clues are connected by only one thing – the Fibonacci sequence. As Clara and Owen decipher the clues, they find themselves looking into Singapore's dark past.



### *The Case of the Football Champion*

Heidi Shamsuddin

🕒 12:45 – 1:15pm 📍 B1, Exhibition Area

Joe, Hanna and Emil go back to 1966 and meet the young football star, Mokhtar Dahari, at his school, Victoria Institution. Unfortunately for Mokhtar, he is the victim of bullying and he wants to give up football. The friends have to find a way to help Mokhtar.



### *Take Flight! An Annotated Bibliography of Bird-Themed Picture Books*

Selected and compiled by Evelyn Sue Wong & Rhoda Myra Garces-Bacsal, PhD

🕒 1:30 – 2:00pm 📍 B1, Exhibition Area

This annotated bibliography showcases a selection of bird-themed picture books and concept books from around the world, which can be used as a teaching resource or as an interesting read for children.

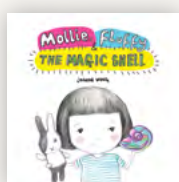


### *Now I Know Series*

Heike

🕒 1:30 – 2:00pm 📍 L1, Plaza

The *Now I Know Series* teaches life skills to children and encourages them to be more intelligent and skilful to decide the right things, for example in overcoming bullying action, choosing a good movie, and playing safely at the swimming pool. The main characters of this series represent the various Indonesian ethnic groups.



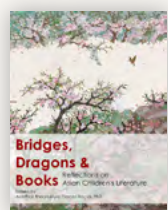
### *Mollie, Fluffy and the Magic Shell*

Joanne Wong

🕒 4:15 – 4:45pm 📍 B1, Exhibition Area

This story is about a young girl who is imaginative and playful, yet lonely. Through a dream, she comes to face some challenges with some scary trolls, which she needs to escape from with her rabbit called Fluffy. It's a story about overcoming fears and believing in yourself and your dreams.

## 26 MAY (Thu)

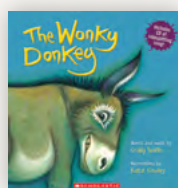


### *Bridges, Dragons & Books: Reflections on Asian Children Literature*

Edited by Rhoda Myra Garces-Bacsal, PhD

🕒 10:00 – 10:30am 📍 B1, Exhibition Area

This edited collection of essays is based on the highlights of, and key ideas shared during AFCC 2015, with a regional focus on China. Scholars and practitioners share their unique experiences and reflections on the impact of Asian children's literature.



### *The Wonky Donkey*

Craig Smith

🕒 10:00 – 10:30am 📍 L1, Plaza

In this very funny, cumulative song, each page tells us something new about the donkey until we end up with a spunky, hanky-panky cranky stinky dinky lanky honky-tonky winky wonky donkey, which will have children in fits of laughter! *The Wonky Donkey* won an APRA Silver Scroll Award in 2008 for Best Children's Song of the Year.





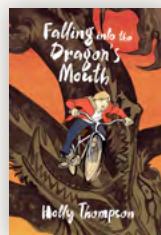
### Lagu Cenderawasih

Phoenix Song

Tutu Dutta & Martina Peluso

🕒 11:30am – 12:00pm 📍 B1, Exhibition Area

When his brothers go missing, Arohan must ensure they return safe and sound. But does he have what it takes to summon the mythical phoenix? A touching and courageous story of a young boy's love for his family and the magical things that can happen when you listen to your heart.

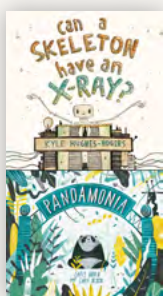


### Falling into the Dragon's Mouth

Holly Thompson

🕒 12:45 – 1:15pm 📍 B1, Exhibition Area

In a Japanese seaside neighbourhood lives Jason Parker: a sixth grader, an orange belt in aikido, a big brother who is just trying to get through his days. This is a beautifully spare novel in verse about one boy's life – a story that will resonate with anyone who has ever struggled to fit in.



### What Do Pandas and Skeletons Have In Common?

Kyle Hughes-Oggers & Chris Nixon

🕒 1:30 – 2:00pm 📍 L1, Plaza

What do pandas and skeletons have in common? Both feature in new picture books by Western Australian illustrators. Join Kyle Hughes-Oggers and Chris Nixon for the launch of *Pandamonia* and *Can a Skeleton Have an X-ray?* The books will be launched by Maria Alessandrino, programmer for the Perth Writers Festival.



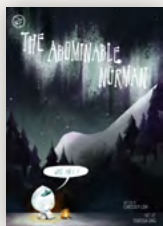
### Did You Hear That? Help for Children Who Hear Voices

Dr Seetha Subbiah

🕒 4:45 – 6:00pm 📍 B1, Exhibition Area

A practical tool for psychologists, psychiatrists and mental health practitioners treating children with auditory and visual hallucinations, this is a user friendly guide for concerned parents, teachers, paediatricians and allied professionals that normalises the experience and assists children in seeking professional help.

## 27 MAY (Fri)



### The Abominable Norman

Chrissy Lim & Teressa Ong

🕒 10:00 – 10:30am 📍 L1, Plaza

Norman is a BIG yeti with a SMALL problem. He doesn't know who – or what – he is, so he goes on a quest to find out. Along the way, he meets many strange creatures but none of them have the answer. Follow Norman on an epic journey to answer the ultimate question: WHO AM I?



### Stories from Asia: The Asian Children's Literature Collection

National Library Board

🕒 11:15am – 1:00pm 📍 B1, Exhibition Area

*Stories from Asia* is written to complement the Asian Children's Literature Collection located at the Woodlands Regional Library. Built up over half a century, the 24,000-volume Collection sheds light on the literary and historical developments in children's literature about Asians and Asia.



### The Magic Spicebox

Namita Moolani Mehra & Heetal Dattani Joshi

🕒 11:30am – 12:00pm 📍 L1, Plaza

*The Magic Spicebox* is a collection of colourful, imaginative and often comical stories of a brother and sister who discover the magical and wondrous powers of spices. Each 'spice story' is delicately paired with a kid-friendly recipe that will appeal to both aspiring young chefs and hungry family members.



### Oolie & Sputnik: The Time Capsule

Boon Lai & CS Chiw

🕒 3:00 – 3:30pm 📍 B1, Exhibition Area

Our story takes readers on 'time-jumps' across Old 60s Singapore and a Future Singapore – centuries beyond SG50. Catch glimpses of life in the old days and learn a little bit about our shared history. Now, look beyond – journey to a future Singapore of Wonders, just one step of imagination away!



### All Too Much for Oliver

Leila Boukarim

🕒 4:15 – 4:45pm 📍 B1, Exhibition Area

Oliver is a quiet little boy. He avoids going to places that might be too noisy or crowded like the playground, the pool, or even birthday parties. In fact, Oliver's favourite thing to do is play by himself in his own quiet room. But things start to change when Odile moves in next door.



### Scholastic Asian Book Award 2014 Authors

Catherine Torres, Sophia N. Lee, Xie Shi Min

🕒 4:15 – 5:15pm 📍 L1, Plaza

This book launch will introduce *Sula's Voyage* by Catherine Torres, *What Things Mean* by Sophia N. Lee, and *Dragonhearted* by Xie Shi Min.

28 MAY (Sat)

*Grady's First Day at School*

Su-Ann Mae Phillips

🕒 10:00 - 10:30am 📍 B1, Exhibition Area

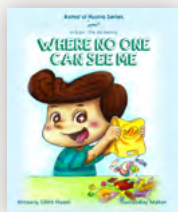
In *Grady's First Day at School*, readers will be introduced to school from a child's point of view. Young readers will relate to the emotional roller-coaster and the first-time situations that typically happen on the first day at school, and how to overcome their fears in creative ways.

*The Little Singapore Book*

Sim Ee Waun &amp; Joyceline See Tully

🕒 10:00 - 10:30am 📍 L1, Plaza

*The Little Singapore Book* is the story of Singapore, written for children between 5 and 10 years old. It introduces young readers to our history and culture through simple storytelling language, vivid illustrations packed with detail, and a fresh perspective.

*Where No One Can See Me*

Ukht Husni

🕒 11:00 - 11:30am 📍 B1, Exhibition Area

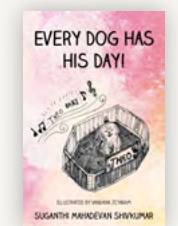
*Where No One Can See Me*, aims to impart good character and values to children. This book centers around Ilham, a character who disobeyed his mother's instructions only to learn that whatever actions are hidden will eventually be revealed.

**十全九美的大結局***The Almost Perfect Ending*

许友彬 Khor Ewe Pin

🕒 11:45am - 12:15pm 📍 L1, Plaza

After the death of Dr. Jin Ben, Hai Kuo was arrested. Princess Yu Mei and Feng Qi have become rivals. The Extraordinary Playground no longer existed. How will the "not-completely human's" fate be?

*Every Dog Has His Day!*

Suganthi Mahadevan Shivkumar &amp; Vandana Jeyaram

🕒 12:45 - 1:15pm 📍 B1, Exhibition Area

This is a children's book that sees life, changes, hopes, positivity, the love of family, friendships, gratitude, celebrating life, overcoming fears - all with the support of family and people we trust. It delivers subtle messages to young readers through the eyes of a little Shih Tze, Theo!

*Lolly's Secret*

Angela Yong &amp; Quek Hong Shin

🕒 12:45 - 1:15pm 📍 L1, Plaza

Lolly is a little pig who loves lollipops and she must get her hands on the world's most amazing candy! The only thing is, she doesn't know how! This is a delightful story about Lolly's discovery of the secret of saving, spending and sharing towards making her dreams come true!

*Clumsysaurus & Kindsaurus*

Zed Yeo &amp; Mister Mineko

🕒 2:00 - 2:30pm 📍 L1, Plaza

Clumsysaurus bumps into anything and trips over everything! Kindsaurus is just too kind! Hatching two dinos from the *Saurus Series*. These books, which are part of the *Saurus series*, are fantastic for developing vocabulary and instilling a love of reading.

*Singa & the Kindness Cubbies*

Sheri Tan &amp; Sarah Lam

🕒 3:00 - 3:30pm 📍 L1, Plaza

Join Singa Lion, a cheerful lion, and his cubbie friends, in their kindness adventures. They learn about being loving and thinking of others. *Singa & the Kindness Cubbies* is a series of six level 2 and 3 books for children aged 5 to 9 - *Kindness Comes From Us*, *The Friendship Olympiad*, *Caring for the Elderly*, *The Lynx Next Door*, *Monster Trash* and *Attack of the Mystery Pal*.

*Liam, the Brave*

Michael Wang &amp; Simon Koay

🕒 3:15 - 3:45pm 📍 B1, Exhibition Area

This beautifully illustrated book is about a boy who overcomes his greatest fear: butterflies. Liam desperately wants to become The Bravest Boy in the World and goes through an extraordinary journey of self-discovery to overcome his fear. This is also a story about perseverance and being true to oneself.

*Meja Makan Adil**Adil's Dining Table*

Rilla Melati Bahri

🕒 3:30 - 4:00pm 📍 L1, Plaza

Part of the highly popular *Siri Aksi Adil (The Adventure of Adil Series)*, *Meja Makan Adil* will unravel Adil's imagination whenever he sees the rag and bone man. The dining table then transforms into a goal post, a garage and even into a clinic for Adil and his friend Nadia to play in. This title will be published in English and Malay separately.

*Suraya's Gift: The Story Catcher Children*

Malavika Nataraj

🕒 4:15 - 4:45pm 📍 B1, Exhibition Area

Suraya is a girl with a big imagination, who loves making up little stories. When a surprise visitor brings her a very special gift, she is thrilled. Her stories are about to get much more interesting! But Suraya soon realises that her writing may be more powerful than she thinks.

**பிள்ளைகளுக்காக தமிழ் கவிதைகள்***Tamil Poems for Children*

KTM Iqbal

🕒 4:15 - 4:45pm 📍 L1, Plaza

Four illustrated children's picture books celebrating the essence of nature, people, values and scientific inventions will be presented in the form of children's poems meant for readers ages 5 to 14.

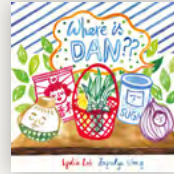
## 29 MAY (Sun)



### *Town Rides the Rails of Brightness* Nirzara Verulkar

🕒 11:00 - 11:30am 📍 L1, Plaza

*Town Rides the Rails of Brightness* is a parable told by a grandpa to his granddaughter. The author has created a world where sun rays, moonlight and stars are created. The world is woven with a soft and shiny silk fibre. It acknowledges the two universal powers: the sun and the moon.



### *Where is Dan?*

Lydia Lok

🕒 11:30am - 12:00pm 📍 B1, Exhibition Area

*Where is Dan?* tells the story of independence, self-reliance and diversity. Through the eyes of unique local food ingredients, this story aims to raise awareness on how we managed to foster a sense of belonging despite limited resources. A great fully-illustrated picture book for children.



### *JJ's Science Adventure*

Aurelia Tan & Koh Siak Meng

🕒 12:45 - 1:15pm 📍 L1, Plaza

*JJ's Science Adventure* is a series of graphic novels designed to help readers master key concepts and spark their spirit of scientific enquiry - in line with the latest MOE Primary syllabus & 21st Century Competencies framework.



### *Olive & Jay Beach Bungle*

Swapna Mirashi

🕒 1:15 - 1:45pm 📍 B1, Exhibition Area

This modern day fable about making wise choices is an illustrated chapter book for 6-9 year olds. Jay's first day on the beach, with big sister Olive, is full of dreams, excitement and fun - until he strays on a 'wanna want want' journey. With bonus non-fiction section: interesting information and activities.

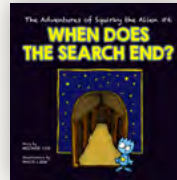


### *Nurturing Intelligence*

Dr Rosalind Tan Drake

🕒 2:00 - 2:30pm 📍 B1, Exhibition Area

This 12-month guide to nurturing the IQ and EQ of preschoolers provide an innovative approach to developing the listening, reading, speaking, thinking and writing skills of preschoolers. Modelled after the successful Sydney experiment, the guide illustrates how to apply effective pre-reading, while-reading and post-reading techniques using the 12 recommended story books.

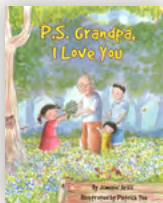


### *The Adventures of Squirky the Alien #6: When Does the Search End?*

Melanie Lee & David Liew

🕒 3:00 - 3:30pm 📍 L1, Plaza

Squirky and Emma return to Earth after their exciting space adventure. Daddy and Mummy help Squirky sort through his confused feelings after going through so much. All Squirky really wants to know is if he will ever meet his birth parents. This is the 6th and final book of *The Adventures of Squirky the Alien* series.



### *P.S. Grandpa, I Love You*

Jumaini Ariff & Patrick Yee

🕒 3:00 - 4:00pm 📍 B1, Exhibition Area

The storyline is based on that of the author who, along with her family, cared for her Bapak, a late patient of HCA Hospice Care. Jumaini is an educator and writes children's books for Malay readers. The book, along with a list of useful pointers and resources towards the end, is meant to enable primary students to deal with the loss of a loved one at home, facilitated by parents and teachers.



### *Hang Nadim and the Garfish*

Hidayah Amin

🕒 3:30 - 4:00pm 📍 L1, Plaza

With print text in Dyslexia Font, Braille and digitally enhanced tactile illustrative elements, the retelling of Singapore folk tale - *Hang Nadim and the Garfish*, a story of a young boy doing good with his bright idea - in this innovative One-for-All book seeks to integrate the needs of differently-abled children.



# FUN WITH LANGUAGES

 **14 – 15 MAY**  
 Various libraries  
 Free admission  
Register at [afcc.com.sg/tickets](http://afcc.com.sg/tickets)

Children can now be engaged with mother tongue languages through a variety of fun activities at AFCC  
*Fun with Languages.*

## CHINESE LANGUAGE PROGRAMMES

 **14 MAY (Sat)**  
 11:00am – 12:30pm  
 **Bishan Public Library,**  
Programme Zone  
 Ages 7 – 9

### 快乐亲子阅读

Liang Huiyu (Founder, Sprout Language Centre)

亲子共读有助于促进亲子关系，也能间接提高孩子的各方面能力。家长可以如何亲子共读成为好玩的事呢？此活动希望能通过现场示范故事导读，并设计适合亲子共同参与的读后延伸活动，让家长和孩子共一起边玩边学！

### Making Parent-Child Reading Fun!

Liang Huiyu (Founder, Sprout Language Centre)

Reading with your child can be extremely rewarding! Join us for an engaging session of storytelling, and learn how to incorporate fun learning activities into your daily parent-child reading routine.

 **14 MAY (Sat)**  
 3:00 – 4:30pm  
 **Bishan Public Library,**  
Programme Zone  
 Ages 7 – 9

### 相声欣赏

Kow Xiao Jun (Mandarin Theatre Arts Company)

相声是什么？青少儿广播演艺组将会带来几段轻松有趣的相声节目，让孩子们接触并浸濡于相声的美妙和欢笑中。通过一些简单的活动，让孩子们对于相声有个基本的概念！

### Appreciating Crosstalk

Kow Xiao Jun (Mandarin Theatre Arts Company)

Immerse the children in laughter and appreciate the beauty of Crosstalk! Showcasing several crosstalks, YPPAE will also conduct simple, interactive and engaging workshops for your children where they can learn the basics of Crosstalk.

 **15 MAY (Sun)**  
 11:00am – 12:30pm  
 **Bishan Public Library,**  
Programme Zone  
 Ages 4 – 6

### 绘本：让想象力陪你一起飞翔！

Ace Khong (Multimedia Designer, Illustrator)

小邝老师将会为孩子们导读他的两本儿童绘本创作，引领着大家一起进入充满想象力且奇妙美好的绘本创作世界中。同时，孩子们更可以通过这次活动，了解更多关于绘本创作的知识 and 窍门。

### Picture Books: Fly with Your Imagination!

Ace Khong (Multimedia Designer, Illustrator)

Ace Khong will share about two of his picture Books and lead children into the wonderful, imaginative and awesome world of picture Books. Children can gain tips and learn how to create their own picture Book in this workshop!

 **15 MAY (Sun)**  
 3:00 – 4:30pm  
 **Bishan Public Library,**  
Programme Zone  
 Ages 4 – 6

### 讲故事与汉语拼音

Sin Joo Ee (Senior Lecturer, Early Childhood Education, SIM University)

- ① 理解故事并能回答所提问题
- ② 能认读故事中的部分汉字，了解其意义，以及基本的汉字结构
- ③ 学习“ian”的发音，认读“j ian”和“b ian”
- ④ 扮演故事中角色，练习对话
- ⑤ 能与同伴合作、分享，共同完成游戏

### Storytelling & Hanyu Pinyin

Sin Joo Ee (Senior Lecturer, Early Childhood Education, SIM University)

Learning Chinese is made easy with storytelling, rhymes and games with Dr Sin! Don't miss this session where your children can:

1. Understand the story and answer the questions.
2. Read and recognise Chinese Characters in the story, understand the meaning, as well as the basic structure of the Chinese Characters.
3. Learn to pronounce “ian” and able to recognise and read “j ian” and “b ian”.
4. Role play and practise dialogue in the story.
5. Work with and share well with their peers.



## MALAY LANGUAGE PROGRAMMES

📅 14 MAY (Sat)  
🕒 11:00am – 12:30pm  
📍 Tampines Regional Library, Changi Room  
👤 Ages 7 – 9

### Bengkel Drama berdasarkan buku berjudul “Apa Yang Sallamah Tidak Tahu” ditulis oleh Sharon Ismail

inwardBOUND (Drama School)

Suatu bengkel yang didorongi unsur-unsur drama berdasarkan buku berjudul “*What Sallamah Didn't Know*” (*Apa Yang Sallamah Tidak Tahu*) ditulis oleh Sharon Ismail. Mari kita semua mengetahui lebih tentang apa yang Sallamah tidak tahu. Kisah benar tentang seorang gadis cina yang dibesarkan sebagai anak angkat oleh sebuah keluarga Melayu. Mari kita bersama-sama menerokai lebih tentang apa yang Sallamah tidak tahu tentang warisan sebenarnya.

### Malay Book Dramatisation of “What Sallamah Didn't Know”

inwardBOUND (Drama School)

With drama techniques and vocal exercises, children can enjoy a dramatisation of a local Malay story! AFCC brings a drama-driven workshop based on the book *What Sallamah Didn't Know*, written by local author, Sharon Ismail. Let us explore what Sallamah didn't know about her true heritage together!

📅 15 MAY (Sun)  
🕒 11:00am – 12:30pm  
📍 Tampines Regional Library, Changi Room  
👤 Ages 4 – 6

### Pembangunan Kosa Kata Melalui Aktiviti berdasarkan Buku Cerita

Noraminah Omar (Author)

Anak-anak didedahkan dengan aktiviti kreatif yang seronok, mengembangkan kosa kata daripada buku cerita. Mengenal karakter dan jalan cerita melalui kata kunci dalam cerita untuk mengembangkan ayat dan mereka cerita baru.

Nota: Anak-anak mesti hadir bersama seorang ahli keluarga dewasa.

### Building Vocabulary through Activities using Storybooks

Noraminah Omar (Author)

With a love for stories, Malaysian author Noraminah Omar will expose children to fun and creative activities to develop vocabulary from a storybook. Children can learn to identify characters, better understand the plot, make up new sentences and create new stories!

NOTE: Children are to be accompanied by an adult.

📅 15 MAY (Sun)  
🕒 3:00 – 4:30pm  
📍 Woodlands Regional Library, Programme Zone  
👤 Ages 7 – 9

### Bengkel Drama berdasarkan buku berjudul “Bangau dan Ketam” ditulis oleh SR Nathan

inwardBOUND (Drama School)

Suatu bengkel yang didorongi unsur-unsur drama berdasarkan buku berjudul “*Bangau dan Ketam*” (*Apa Yang Sallamah Tidak Tahu*) ditulis oleh mantan presiden SR Nathan. Pada suatu masa dahulu, di sebuah kampung, terdapat kolam yang penuh dengan ikan. Kolam itu mula kering, dan si Bangau yang prihatin tapi tamak ada suatu rencana. Dia memperdayakan semua ikan supaya percaya yang dia akan membawa mereka semua ke sebuah tasik yang luas dan berkilauan. Pada masa yang sama, ada seekor ketam yang setelah memerhatikan si Bangau, ada rencananya yang tersendiri.

### Malay Book Dramatisation of “The Crane & the Crab”

inwardBOUND (Drama School)

With drama techniques, children can immerse themselves in a story about a greedy crane and an observant crab. Based on a story written by the sixth president of Singapore, SR Nathan.



## TAMIL LANGUAGE PROGRAMMES

14 MAY (Sat)  
11:00am - 12:30pm  
Woodlands Regional Library,  
Programme Zone  
Ages 4 - 6

### தமிழில் சிறுவர் கதை சொல்லும் கலை

Tamilarasi Subramaniam (Master Teacher, Academy of Singapore Teachers)

கதை சொல்லுதல் என்பது உலகம் முழுவதும் தொன்றுதொட்டு போற்றப்படும் மதிப்புமிக்க கலையாகும். இந்தப் பயிலரங்கில் பங்கேற்கும் பிள்ளைகள் கதை சொல்லும் சில முக்கிய உத்திகளைக் கற்றுக்கொள்வதுடன் அவற்றைப் பயன்படுத்திக் கதை உருவாக்கிக் குழுநிலையில் எல்லாருடனும் பகிர்ந்துகொள்வர். இதன்வழி அவர்கள் மேம்பட்ட முறையில் கதை சொல்லும் திறனை வெளிப்படுத்துவர்.

### Storytelling in Tamil for Children with ABC Engagement

Tamilarasi Subramaniam (Master Teacher, Academy of Singapore Teachers)

Storytelling is an ancient and valuable art that extends around the globe. In this session, participating children develop their own storytelling talents, apply the techniques of storytelling, create and perform a story in groups to their fellow participants.

15 MAY (Sun)  
3:00 - 3:45pm  
Woodlands Regional Library,  
Programme Zone  
Ages 4 - 6

### கதை கதையாய் சொல்லலாம்

Praveena K Cartelli (Facilitator, Performer)

கதை கதையாய் சொல்லலாம்' என்னும் இப்பயிற்சி, பெற்றோர்களையும் சிறுவர்களையும் தமிழ் கதைகளை கேட்கவும், படிக்கவும் ஊக்குவிக்கும். இந்த பயிற்சியின் மூலம் பெற்றோர்கள் தங்கள் பிள்ளைகளின் கதைகளை கேட்கவும், அவர்களுக்கு பல கதைகளை வித்தியாசமான முறைகளில் சொல்லவும் கற்றுக்கொள்வார்கள். அதோடு சிறுவர்கள் தங்களுடைய சொந்த கதைகளை உருவாக்க கற்றுக்கொள்வார்கள்.

### The Telling of Many Tales

Praveena K Cartelli (Facilitator, Performer)

Telling tales one to another, focuses on using the art form of storytelling to build a culture of creativity, responsiveness and respect within the household. Parents will be exposed to the very root of all our beliefs, the very stories we were told. As they learn to be silly and to create stories with their child, they see their child under a different light. Storytelling is what will bridge the gap between many and also form a close connect within people.

NOTE: Parents should accompany their children during this session.







Lorna Whiston is well known for developing children's language and literacy skills, and part of the reason for this success is our unique REAL READING System™, a tried and tested reading system that has enjoyed outstanding success over the last 36 years.

Lorna Whiston's REAL READING System™, promotes a highly effective way to teach reading that is different from any other.

## WHY IS IT SO EFFECTIVE?

- All of our books are carefully graded to reflect different levels: each child is given an initial reading assessment and placed on a level appropriate to their reading age. They then move through the levels at their own pace, whilst being carefully guided by their class teachers.
- There is a wide range of books at each level, including both fiction and non-fiction.
- Our library is extensive and is regularly updated so that it caters to children's interests at all levels.
- Lorna Whiston's REAL READING System™ encourages higher comprehension skills such as deduction, hypothesis and inference. This stands the students in good stead for their reading comprehension papers in school.
- Each individual child's reading is carefully monitored by the class teacher on a weekly basis. The teacher assesses reading comprehension as well as fluency.
- Children are encouraged to voice their opinions about the books they read and become critical and discerning readers.
- We aim to make our students avid readers, who develop a lifelong love of reading.



Call at **6253 7688** or **6251 7662**  
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Singapore 307591

Parkway Parade  
80 Marine Parade Road  
#07-05 Parkway Parade  
Singapore 449269





# ONCE UPON A TIME IN JAPAN

An exhibition celebrating  
Japanese Children's Literature

Mar 2016 - Mar 2017  
Woodlands Regional Library  
Level 4



National Library Board  
Singapore





# BOOK ILLUSTRATORS GALLERY

📅 14 MAY – 3 JUN, 10:00am – 9:00pm  
⚠️ Closed on 21 MAY (Sat); Public holiday  
📍 B1, Exhibition Area  
💎 Free admission

*The Book Illustrators Gallery at the Asian Festival of Children's Content aims to showcase local and regional illustrators and artists and promote them to a wider audience, featuring published and unpublished art.*



From top, left to right:

*The Abominable Norman*, *Adventure is a Dangerous Business* by Teresa Ong (Singapore);

*Dudu Semut dan Kaleng* (Dudu the Ant and a Can) by Melani Putri (Indonesia);

*Gaano Kalayo Patungong Paaralan?* (How Far is the School?) by Jericho Angelo T. Moral (Philippines);

*Marina's dressing room* by Álex Falcón (Spain);

*Grandma's Maps* by Liz Anelli (Australia) and

*The Place Max Loves The Most* by Hitomi Otani (Japan).

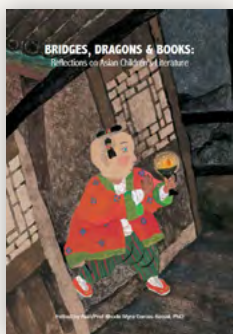
# AFCC PUBLICATIONS: NEW TITLES

This year, the AFCC 2016 is proud to launch the following publications:



## *Take Flight!*

*Take Flight!* is an annotated bibliography showcasing a selection of more than 100 bird-themed picture books from Asia and around the world, both fiction and non-fiction. It is a useful resource for parents, teachers and book lovers looking for interesting books.



## *Bridges, Dragons & Books*

*Bridges, Dragons & Books* is an edited collection of essays and presentations, based on the highlights of, and key ideas shared during the Asian Festival of Children's Content in 2015, with a regional focus on China. Scholars and practitioners, writers, editors and publishers share their unique experiences and reflections on trends and developments in Asian children's literature and how it impacts global and regional book industries.

Contributing authors are literary experts, transmedia professionals, illustrators and authors including Cai Gao (China), Ervin Han (Singapore) Rilla Melati (Singapore), Sally Murphy (Australia), Shirin Yim Bridges (USA), Tang Sulan (China), Wu Shuangying (China) and Ying Chang Compestine (USA).



## *Benji, Yumi, Origami! ベンジーとユミのおりがみ*

When Benji receives an origami book, he tries hard to fold the paper animals. But he fails to get them right and gives up – until his new neighbour Yumi shows him a surprising way to look at his creations. Their special friendship unfolds in a delightful story that readers will enjoy again and again.

Written by Emily Lim-Leh エミリー・リム・レー 文

Illustrated by Kazumi Wilds ワイルズ・美 絵

Japanese translation by Yumiko Fukumoto 福本友美子 訳



## *Monster Day at Tabletop Hill テーブルがおかのモンスターの日*

Forky is a lively fork boy who lives on Tabletop Hill. He loves playing with his friends at Sugar Cube Park. And that's where they are one day, when the sudden sound of clanging bells make them all freeze with fear. Oh no, it's Monster Day! Forky's friends run home, but Forky's wide-eyed curiosity leads him to discover a whole new circle of friends, who turn out to be not so scary after all.

Written by Akiko Sueyoshi 末吉暁子 文

Illustrated by David Liew デイヴィッド・リュー 絵

English translation by Cathy Hirano 平野キャシー 訳

# SPEAKERS & THEIR SESSIONS



## Ace Khong

Multimedia Designer, illustrator (SINGAPORE)

Ace Khong studied graphic design at LASALLE College of the Arts, where he graduated in 1999. He became actively involved in design and illustration, and became known as a prolific illustrator. His publications in Chinese include a picture book titled *Jurogic* and a

children's picture book *A Visit to Ah Ma*. Ace draws inspiration from his love of art and his passion for drawing and design.

🗨️ 绘本：让想象力陪你一起飞翔！

Picture Books: Fly with Your Imagination!



## Adarna House

Publisher (PHILIPPINES)

For over 35 years, Adarna House has been responding to the needs of Filipino children to have enjoyable literary experiences. Their books now serve Filipino kids of every age across the world – from birth through teenage years.

🔄 Rights Exchange

Akiko Beppu – See **COUNTRY OF FOCUS: SPEAKERS** on page 10.



## Allan Menagh

General Manager, Kumon Asia & Oceania Pte Ltd (SINGAPORE)

Allan's current role is the leadership of an established network of 85 franchises, 25 full-time staff, 75 franchisees and 16,000 enrolments. With 20 years of operations in Singapore, Kumon is still in high demand for its

world-renowned Maths, English and Chinese materials, personalised instruction and reputation for positively nurturing the high-order self-learning attitude and skills in even the youngest children.

👨‍👦 Dads, You Count Too

👥 [PANEL] Working Together: Fostering the Teachers-Parent Alliance



## Andrea Pasion-Flores

Literary Agent, Jacaranda Literary Agency (PHILIPPINES)

Andrea Pasion-Flores is a literary agent and the former Executive Director of the National Book Development Board of the Philippines. She is known for her pioneering work introducing high-impact literary events to the country, such as the Manila

International Literary Festival Lit Out Loud (2010), The Great Philippine Book Café (2011), and Read Lit District (2012). Andrea is also a copyright lawyer.

🔄 Rights Exchange

✍️ Speed Pitching (Writing)

🗨️ [PANEL] First Pages: Writing Critique

🗨️ [PANEL] The Editors Are Your Best Friend



## Anna Salaman

Executive Director, Playeum (SINGAPORE)

Anna Salaman is an active champion for creativity in the lives of children and joined Playeum as Executive Director in July 2015. With an extensive background in arts and cultural programming, she has presented at conferences in Singapore, Vietnam, Indonesia, Belgium and the UK. She has

put her passion into practice at ArtScience Museum (Singapore), the Victoria & Albert Museum (UK) and the Discover Story Centre (UK).

👥 Developing Interactive Spaces – With and For Children



## Aurelia Tan

Author and Founder of Harvest Edutainment (SINGAPORE)

Aurelia is trained as a primary school teacher at National Institute of Education, Nanyang Technology University. She has more than a decade of teaching experience and has taught in local primary schools and in Chinese Development Assistance Council

(CDAC). Aurelia pursued a psychology degree from Murdoch University (Australia) in 2008 and graduated with First Class Honours in 2011.

✂️ Edutainment Comics – Survival & Passion?

✂️ [PANEL] Facts and Figures: What Makes Non-Fiction Different?

Avery Fischer Udagawa – See **COUNTRY OF FOCUS: SPEAKERS** on page 10.



## Brian Zimmerman

Puppeteer (MALAYSIA)

At 40-something, Brian is probably the biggest kid on the block. With a love for puppetry and clowning and writing children's books, as well as dreaming up concepts for children's television shows, he is never without something wild and wacky bouncing around in his head. He has

produced shows for clients like Nickelodeon and Disney and loves using his childish creativity to bring a spark to the eye of an unsuspecting child.

✂️ A Peek Into Puppetry

👥 Puppets, Tools not Toys (For Parents)

👥 Puppets, Tools not Toys (For Teachers)

✂️ [PANEL] Humour is Evergreen

🔍 Country of Focus

✍️ Writers & Illustrators Conference

🗨️ Cross-Platform Summit

👥 Teachers Congress

👥 Parents Forum

🎓 Masterclasses

🔄 Rights Exchange

🗨️ Language Programmes

👋 Performances, Activities & Others





## Calef Brown

Author and Illustrator (USA)

Calef Brown is an illustrator, writer and educator. He has written and illustrated a dozen award-winning picture books, including *Polkabats and Octopus Slacks*, *Hallowilloween*, and *Flamingos on the Roof*, a #1 New York Times best-seller. He has also illustrated books by Daniel Pinkwater,

Jonah Winter, and Edward Lear. Calef lives in Providence Rhode Island and is an assistant professor at the Rhode Island School of Design.

- ✍ Illustrations, Poems and More Nonsense
- 🎓 Picture Book Masterclass: From Image to Story
- ✍ Portfolio Review
- ✍ The-not-so-normal, Whimsical and Nonsensical World of Illustrations
- ✍ [PANEL] First Look: Illustration Critique



## Cara Lee

Assistant Academic Head & Head of the Preschool Practicum Centre, St James' Church Kindergarten (SINGAPORE)

Cara Lee is the Assistant Academic Head & Head of the Preschool Practicum Centre in St James' Church Kindergarten. She holds a Masters in early childhood education and has been in the field for

over a decade. She currently mentors student teachers on practicum and manages the programme and professional development of teachers. She also conducts training on pedagogy, language development and mentoring.

- 🗨 [PANEL] Put the Fun in Language Learning



## Catherine Khoo

Managing Director/Publisher, Janus Education (SINGAPORE)

Author, educator, and editor, Catherine Khoo, has been writing and publishing since 1988. She created Singapore's very own Young Author Scheme in 2003, mentoring under-18s to pen their first novel. She recently

launched her memoirs which led to the creation of *Writing From The Heart*, mentoring over-40's to write their heart out!

- ✍ [WORKSHOP] My Child Can Write! Can He/She Write A Book?

**Cathy Hirano** - See **COUNTRY OF FOCUS: SPEAKERS** on page 10.

**Chihoko Tanaka** - See **COUNTRY OF FOCUS: SPEAKERS** on page 10.



## Chitra Shegar

Director, Reading Edge Academy (SINGAPORE)

Dr. Chitra Shegar served as Assistant Professor at the English Language and Literature Department of the National Institute of Education from 2004 to 2015. Currently, she is the director of Reading Edge Academy which facilitates pedagogical shift in literacy instruction in educational institutions.

Her areas of specialisation include language acquisition, language teaching methodology, literacy instruction and children's literature.

- 🗨 The Great Paradox of Reading: For Grades or Leisure



## Chris Nixon

Illustrator (AUSTRALIA)

Chris Nixon is a creative based on the west coast of Australia exploring effective communication through illustration, design and art direction. Inspired by the hand-crafted, Nixon enjoys the challenge of working across a wide range of media from children's books to public art to illustration and motion graphics.

- ✍ Developing Your Children's Book Series for an Animated Series
- ✍ Portfolio Review



## Colin South

Producer, Media World Pictures (AUSTRALIA)

A co-founder of Australian independent production company, Media World Pictures, Colin has produced or co-produced all of the companies' award winning film and television productions over the past 30 years. A specialist in the area of animation, with six series to date, including

*The Silver Brumby* and *Dogstar*, Media World's productions have been translated into a dozen languages and sold to over 100 territories.

- ✍ Fluidity between Page and Screen
- 🔄 Rights Exchange



## Coonoor Kripalani

Author (INDIA, BASED SINGAPORE)

Singapore-based author of bilingual picture-books in Hindi and English, teaching numbers, colours, shapes and the Hindi alphabet, as well as story books on daily life. Coonoor's books attract children with their lively content and illustrations, building early learning skills

(for children from 2 to 6 years) in both languages in a fun and playful way, creating memories that they will carry into adulthood. Her book introducing Yoga to children is in its fourth printing.

- 🗨 Why Bilingual? The Importance of Creating Bilingual Books for Early Learners



## Craig Smith

Musician and Author (NEW ZEALAND)

Craig Smith is an APRA children award-winning, full-time musician/author living in New Zealand. His book *The Wonky Donkey* won the Children's Choice Award at the New Zealand Post Children's Book Awards in 2010 with his children's album attaining gold status. His

new books, *My Daddy Ate an Apple* and *Square Eyes* are also #1 selling books. Craig has sold nearly 1 million copies worldwide.

- ✍ Music in Learning



## Cynthia Liu

President, Starts With Us, Inc.

Executive Director, Bryan Johnson Foundation (USA)

Cynthia Liu seeks to publish content for children from pre-school through high school that empowers youth to author their own lives and make a positive impact on the world today. She is also an editor and an active children's book author.

- 🔄 Rights Exchange
- ✍ Roundtable Discussion: Entering Markets Abroad
- ✍ Speed Pitching (Writing)





## Cynthia Leitich Smith

*Author & Faculty, MFA program in Writing for Children and Young Adults at Vermont College of Fine Arts (USA)*

Cynthia Leitich Smith is the best-selling, award-winning author of 14 books as well as numerous short stories and essays for young readers. She's best known for writing fantasy,

contemporary realism and diverse casts. Cynthia hails from Austin, Texas and is on the MFA faculty of Vermont College of Fine Arts.

- ✂ The Irresistible Fantastical Supernatural: Writing a World that Beckons
- ✂ [PANEL] Authors Debate: Where to Draw the Line? – Adult Content in YA and Children's Books
- ✂ [PANEL] Dipping Your Toes in Book Reviewing
- ✂ [PANEL] First Pages: Writing Critique
- ✂ [PANEL] Writing for YA: Have We Missed the Boat?
- 🎓 Worlds Within Words: Writing Fantasy for Young Readers



## Daniel Palma Tayona

*Book designer and illustrator (PHILIPPINES)*

Daniel Palma Tayona worked as a bookstore manager, puppeteer, and art director. Since its inception in 2005, Daniel has been part of the Center for Art, New Ventures & Sustainable Development as its creative director. He has also designed and illustrated children's books for more than 15 years. His works

include *Doll Eyes* (Winner of the National Children's Book Award in 2012), and *The Rocking Horse* (Winner of the 2007 Gintong Aklat Award).

- ✂ Apples and Oranges: Unique Styles of Illustration
- ✂ Just-Wanna-Grab-It
- ✂ [PANEL] No Child is Left Behind



## Daphne Lee

*Editor, Scholastic Malaysia (MALAYSIA)*

Daphne Lee is an editor at Scholastic Malaysia. She has published picture books as well as short stories, and her column, about Malaysian books, appears monthly in The Star newspaper. She has served as a judge for several writing competitions, including the 2013 Hedwig

Anuar Children's Book Award and the 2013 Calistro Prize.

- ✂ Speed Pitching (Writing)
- ✂ [PANEL] #WeNeedDiverseBooks. Really!
- ✂ [PANEL] Dipping Your Toes in Book Reviewing
- ✂ [PANEL] The Editors Are Your Best Friend



## David Liew

*Illustrator (SINGAPORE)*

David "Wolfe" Liew is an illustrator, cartoonist, sculptor, and model-maker. Besides illustrating books and magazines, he's the main artist for the children's series *Ellie Belly* written by Eliza Teoh. Once in a while, he exchanges the pencils for a pen, and works with words instead.

- ✂ Portfolio Review
- ✂ The Fabulous Fear Factor
- ✂ [PANEL] First Look: Illustration Critique



## Deborah Ahenkorah

*Founder, Golden Baobab (GHANA)*

Deborah Ahenkorah's vision is to ensure young Africans have a consistent supply of stellar African books. She started Golden Baobab, renowned for the Golden Baobab Prizes, to inspire African writers and illustrators to create stories for young readers. She is the CEO of African

Bureau for Children's Stories, a publishing house that specialises in publishing award-winning stories that reflect African experiences.

- ✂ From North to South: Illustrations from Africa
- ✂ [PANEL] #WeNeedDiverseBooks. Really!
- ✂ [PANEL] If We Don't Support Authors and Illustrators, Who Will?
- ✂ [PANEL] No Child is Left Behind
- ✂ [PANEL] What Makes a Book Award-worthy?



## Denise Tan

*Co-founder, Closetful of Books (SINGAPORE)*

Denise started Closetful of Books after six years of working with children's literature. With Closetful of Books, she shares her love for reading through specially-tailored workshops with authors and illustrators and super-duper fun bookfairs in local and international

schools. Denise also puts her studies in Mass Communications and English Literature to good use by spending all her time reading.

- ✂ [PANEL] Writing for YA: Have We Missed the Boat?



## Dina Rara

*Project Manager, Sesame Street Indonesia – Jalan Sesama (Creative Indigo Production) & Amazing Edu (INDONESIA)*

As Program Manager of Jalan Sesama, an international award-winning TV series, Dina Rara has been involved in educational media projects, especially for early age children, for almost 10 years. Recently, she also joined Amazing Edu to produce digital books from Indonesia. She believes that successful educational media is defined by how we can produce impacts in children development, and it is her goal to improve awareness on the importance of safe, highly educational and entertaining media for children to relevant stakeholders. .

- ✂ Digitising Children Books: Interactivity with Purpose
- ✂ Localisation of Content



## Donna Lim

*Lecturer, English Language and Literature Academic Group at NIE (SINGAPORE)*

Donna Lim is a language teacher educator with the National Institute of Education. She holds a PhD in Learning Environments (in the primary English classroom) from Curtin University, Australia. She has considerable

teaching experience with young EL learners and enjoys working with primary schools to improve EL teaching and learning.

- 🎨 I Want to Create a Picture Book Just Like That

🔍 Country of Focus

✂ Writers & Illustrators Conference

✂ Cross-Platform Summit

🎤 Teachers Congress

👨‍👩‍👧‍👦 Parents Forum

🎓 Masterclasses

🔄 Rights Exchange

🗣️ Language Programmes

👋 Performances, Activities & Others



## Duck Learning

*Educational solutions provider (SINGAPORE)*

Duck Learning provides a distinctive experience for educators and students that combines curriculum content and learning solutions with an offering of extensive training, professional development, classroom management and customer support. In 2014, Duck Learning consolidated all of its offerings for schools in Science, Technology, Engineering and Mathematics to provide complete STEM Solutions for its clients.

📌 [WORKSHOP] Engage Learners in Literacy, A Perfect MLEA Resource by LEGO Education



## Eliza Teoh

*Director, Bubbly Books (SINGAPORE)*

Eliza is the author of the national best-selling *Ellie Belly* series. Her company, Bubbly Books, is also responsible for nurturing other authors. Among other titles, the children's publishing company has also made waves with Young Adult series *RunHideSeek* as well as the award-nominated *Robozonic* and *Extraordinary Losers* series.

📌 Speed Pitching (Writing)



## Emily Lim

*Author (SINGAPORE)*

Author Emily Lim is the 1st outside North America to win 3 medals at the IPPY Awards. Her books have been published in 5 countries; crossed into theatre, Apps and animation; and used in schools. Emily's award-winning *Bunny Finds The Right Stuff* was recently adapted to children's theatre for a 30-shows run.

📌 Roundtable Discussion: Entering Markets Abroad

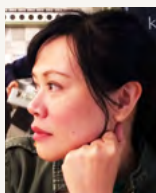


## Evi Shelvía

*Illustrator (INDONESIA)*

Evi Shelvía is an Indonesian award winning Illustrator. One of her books was listed in Amazon Movers&Shakers for being a best-selling book on its launching day. She has been working with many writers from several countries, and recently also writes and illustrates her own picture book series called *Little Friends*.

📌 A Touch of Local Content in a Story  
📌 Portfolio Review



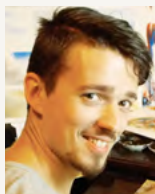
## Felicia Low-Jimenez

*Author (SINGAPORE)*

Felicia Low-Jimenez has been a geeky bookseller for most of her adult life. She has bought books, sold books, marketed books, and now she is trying her hand at writing books. She loves to nap and eat chocolate. She spends most of her free time reading, and, when she can afford it, she travels,

usually to look for beautiful bookstores around the world. She co-writes the *Sherlock Sam* children's detective series with her husband, Adan.

📌 [PANEL] Cracking the Golden Egg at Literary Festivals  
📌 [PANEL] Where are the Parents?



## Gabriel Evans

*Illustrator and author (AUSTRALIA)*

Gabriel Evans is an Australian illustrator of children's books. Titles include *Roses are Blue* (Walker Books) by Sally Murphy and *Annie's Snails* (Walker Books) by Dianne Wofler. He's written and illustrated *The Woodland Whiskers* books, an interactive series from Five Mile Press. As well as drawing, Gabriel loves growing trees.

📌 Portfolio Review  
📌 Watercolour: Stealing from the Masters  
📌 [Activity] AFCC 2016 Duelling Illustrators



## Gabriela Lee

*Author (PHILIPPINES)*

Gabriela Lee received a Master of Arts in Literary Studies from the National University of Singapore. She has been published for her poetry and fiction in the Philippines, Singapore, the United States, and Australia. Her latest work is slated to appear in the anthologies *Science Fiction: Filipino Fiction for Young Adults*, and *Philippine Speculative Fiction Vol. 10*. She currently teaches creative writing at the University of the Philippines. She can be found online as @sundialgirl.

Fiction: *Filipino Fiction for Young Adults*, and *Philippine Speculative Fiction Vol. 10*. She currently teaches creative writing at the University of the Philippines. She can be found online as @sundialgirl.

📌 Fat Girls Are Heroes Too!  
📌 [PANEL] Where are the Parents?  
📌 Worlds Within Words: Writing Fantasy for Young Readers  
📌 [Activity] Illustrationary



## George Jacobs

*Learning Support Advisor, James Cook University Singapore (SINGAPORE)*

Dr George Jacobs teaches workshops on reading and cooperative learning for the National Book Development Council of Singapore, as well as other institutions. He has written widely on reading aloud to children, extensive reading, cooperative learning and student-centred instruction. George also works with such charities as Vegetarian Society (Singapore) and Kampung Senang.

📌 Positive Education, Reading and Dialogue



## Geraldine Zuzarte

*Centre Director, The Caterpillar's Cove Child Development and Study Centre (SINGAPORE)*

Dr Geraldine Teo-Zuzarte (PhD) joined SEED Institute (then RTRC-Asia) in 1998 and is currently Head, Professional Practices and Development, NTUC First Campus. She oversees the professional practices and development for

all the childcare related business units within First Campus, namely The Caterpillar's Cove, The Little Skool House and My First Skool. In addition to her current appointment, Geraldine is also the Centre Director of The Caterpillar's Cove Child Development and Study Centre.

📌 Why Wordless Books?



## Hans Hartung

*Retired teacher and journalist (GERMANY)*

Hans Hartung works with pop-up books for 30 years. He is a journalist and taught as teacher at various primary and secondary schools for handicap students. He is convinced that movable and three-dimensional books forced the attention and memory by children of all ages. Hans

Hartung is a member of The Movable Book Society (MBS) since 2002.

📌 Pop-up Books Facilitate Children's Literacy Skills at Home or in Class  
📌 Pop-up Books: Standing Dinosaurs and Jumping Horses



## Haresh Tilani

Co-founder, Ministry of Funny (SINGAPORE)

Haresh Tilani is the co-founder of Ministry of Funny, a YouTube comedy channel in Singapore. Since leaving the corporate world to work on his channel full-time, MOF has grown to more than 46,000 subscribers, with their videos featured on almost every major media outlet

in Singapore as well as TV channels as far away as the US.

[PANEL] Humour is Evergreen



## Helen Mangham

Literary Agent, Jacaranda Literary Agency (SINGAPORE)

Helen has been a Partner Agent at Singapore-based Jacaranda Literary Agency since 2012. Previously, she spent over eight years working in publishing in London, where she started her career at Curtis Brown Literary Agency. She has also worked as a book publicist. Helen has been a long-term expat

and has lived in Eastern Europe and Taiwan before moving to Singapore.

Roundtable Discussion: Entering Markets Abroad



## Helen Marjan

Joint CEO and Director of Studies, Lorna Whiston Schools Pte Ltd (SINGAPORE)

Helen Marjan is the Joint Managing Director and Director of Studies for Lorna Whiston Schools, and has been working in the field of young learner education in Singapore for the last 23 years. Helen holds a Master's degree in

Teaching English to Young Learners from UK's prestigious University of York, and is a tutor and supervisor on the same programme. She has a special interest in early literacy and materials development for young learners, and developed the framework for Lorna Whiston Preschool's unique bi-lingual curriculum back in 2003.

Word Power: Creative Approaches to Building a Vocabulary among Young Learners

[PANEL] Working Together: Fostering the Teachers-Parent Alliance



## Hidayah Amin

Publisher, Helang Books (SINGAPORE)

Hidayah Amin is an award-winning author who is also the Publisher of independent publishing house, Helang Books. Hidayah started writing on her Hidayah, World Traveller blog so that her mother could live vicariously through her adventures. She has written three

children's picture books and three non-fiction books since 2010.

To S.I.R (Socially Inclusive Reads) with Love

**Holly Thompson** – See **COUNTRY OF FOCUS: SPEAKERS** on page 10.

## inwardBOUND

## inwardBOUND

Drama School (SINGAPORE)

inwardBOUND was formed by Nora Crothers in 2003. Now, spearheaded by her, inwardBOUND and her team of accredited drama trainers, are continuously uplifting the standard of drama in Singapore. Always well-rehearsed and performed, plays created by inwardBOUND are recognised as being both heart-warming and provocative. In addition to directing youth theatre, inwardBOUND has been developing course structures for drama curriculum and creating niche areas for drama in schools.

Bengkel Drama berdasarkan buku berjudul “The Crane and the Crab” (Bangau dan Ketam) ditulis oleh SR Nathan

Bengkel Drama berdasarkan buku berjudul “What Sallamah Didn't Know” (Apa Yang Sallamah Tidak Tahu) ditulis oleh Sharon Ismail

[Performance] 1000 Paper Cranes

[Performance] Grandfather's Footsteps

**Izumi Satou** – See **COUNTRY OF FOCUS: SPEAKERS** on page 10.



## Jacqueline Chung

Senior Principal & Academic Director, St James Kindergarten (SINGAPORE)

Jacqueline Chung is the Senior Principal & Academic Director of St. James' Church Kindergarten. She holds a PhD in early childhood education and is an ECDA Fellow. Jacqueline conducts workshops and talks on a variety of topics surrounding the visual arts, music, language & literacy, learning environments, mentoring and leadership.

[PANEL] Working Together: Fostering the Teachers-Parent Alliance



## Janet Evans

Independent Scholar (ENGLAND)

Dr. Janet Evans' current research interests include an exploration of children's responses to strange, ambiguous and unconventional picture books. Her latest academic book, *Challenging and Controversial Picture books: Creative and Critical Responses to Visual Texts*, was published in July 2015. Janet

has taught in countries like India, Nigeria, America, Chile and Spain, and has spoken at many international conferences and conducted numerous professional development courses. In 2010 she was awarded a research scholarship to study at the International Youth Library in Munich.

From Comics, Graphic Novels and Picture Books to Fusion Texts

Where Do I Belong – Exploring Issues of Migration in Picture Books

The Digital Human: Making the Transition from Books to Digital Texts

Books, Books and More Books: Reading for Pleasure, for Learning and for Life



## Jean Qingwen Loo

Creative Lead, Photographer and Filmmaker, Logue (SINGAPORE)

Jean is the founder of LOGUE, a content creation studio that creates social dialogue through building strong narratives across the mediums of documentary film, photography and the written word. LOGUE derives its energy from creating

purposeful work, powered by an artistic vision rooted in advocating values that shape the world. Together with the Lien Foundation and In Merry Motion, Logue drives the Superhero Me movement, inspiring children to develop resilience through arts and craft.

Superhero Me



## Jen Banyard

Author (AUSTRALIA)

Jen Banyard is a West Australian author of upbeat mysteries and adventures. In her writing she aims first to entertain but also to challenge. She has a doctorate in Creative Writing. Jen's books include *Spider Lies* and the *Riddle Gully* series for which film rights were sold last year.

The Fabulous Fear Factor

Country of Focus

Writers & Illustrators Conference

Cross-Platform Summit

Teachers Congress

Parents Forum

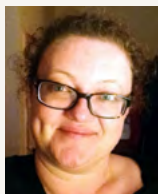
Masterclasses

Rights Exchange

Language Programmes

Performances, Activities & Others





### Jenny Murray

Acting Director, Children's Books Ireland (IRELAND)

Jenny Murray is currently Acting Director of Children's Books Ireland, and has worked for the company for over 11 years in various capacities, most recently as Publications and Communications Manager.

📌 **Once Upon a Place: Children's Books in Ireland**

👉 [PANEL] #WeNeedDiverseBooks. Really!

👉 [PANEL] If We Don't Support Authors and Illustrators, Who Will?



### Jill Coombs

Headteacher, Lorna Whiston Schools (MALAYSIA)

Jill Coombs holds a Master's Degree in Theatre Arts and a post Graduate Certificate in education in English and Drama from London University. She has spent her professional life working in communication, through both education and theatre arts. Her career has spanned England, the U.S.A.,

Spain, Japan and Malaysia. Jill's educational experience covers lecturing at universities in the UK to teaching pre-school in Japan. Jill is currently the Head Teacher of the Lorna Whiston Study Centre in Kuala Lumpur.

📌 **"Where Are We Going Today, Teacher?" Drama Methods to Enliven Early Literacy**



### Julia Lawrinson

Author (AUSTRALIA)

Julia Lawrinson has published twelve books for children and young adults since 2001. Her latest novel for children, *The Flyaway Girls* (Puffin, 2015), is girls and gymnastics, friendships and what to do when you're not the best at what you love. *Before You Forget*,

a Young Adult novel about a girl whose father develops early onset Alzheimer's disease, will be published by Penguin in 2017.

👉 **Obsession: A Mature Theme in Children's and YA Books**

👉 [PANEL] Authors Debate: Where to Draw the Line? – Adult Content in YA and Children's Books

👉 [Activity] AFCC 2016 Duelling Illustrators



### Kajiya, Bunsho

Managing Director, Shogakukan Asia (JAPAN, BASED IN SINGAPORE)

Mr. Bunsho Kajiya is the Managing Director of Shogakukan Asia, a 100% subsidiary of Shogakukan Inc., Japan. Drawing from career experience as both journalist and editor, Mr. Kajiya expanded his expertise in international

licensing and global strategy. He spearheaded Shogakukan Asia's setup and was subsequently designated as MD in 2013.

👉 **Speed Pitching (Writing)**

**Kazuo Iwamura** – See **COUNTRY OF FOCUS: SPEAKERS** on page 10.



### Ken Mizusawa

Teaching Fellow, National Institute of Education (SINGAPORE)

Ken Mizusawa's plays have been licensed for performance in both Singapore and New Zealand. Red Wheelbarrow Books published his collection of six plays targeted primarily at young people, *The Boy Who Caused 9/11* and

*Other Plays*, in late 2013. This collection included two plays that were Highly Commended in, as well as one that was shortlisted for, Plays for the Young 2009. His most recent play *Why Do We Do What We Do?* was shortlisted for the prestigious Adam NZ Play Award 2015.

📌 **Breaking Grounds with Films**



### Kitaab

Print and Online Media (SINGAPORE)

Kitaab is a Singapore-based publishing company that focuses on Asian writing, translations and publishing. Kitaab started off as a literary platform to connect and empower Asian writers and ventured into publishing in 2013. Kitaab is launching an imprint for children, Kitaab Junior, in 2016.

👉 **Rights Exchange**

**Kiyomi Akita** – See **COUNTRY OF FOCUS: SPEAKERS** on page 10.



### Kow Xiao Jun (Young People's Performing Arts Ensemble)

Mandarin Theatre Arts Company (SINGAPORE)

Young People's Performing Arts Ensemble (YPPAE) is a Mandarin theatre arts company by the young, for the young. YPPAE is dedicated to the research and development of theatre arts

and arts education for the young, and aspire to stimulate creativity and independent thinking in them. YPPAE has established itself as a leading children performing arts group locally, producing "box office hits" in Mandarin children theatre productions every year.

👉 **相声欣赏 Appreciating Crosstalk**



### Kyle Hughes Odgers

Artist and Author (AUSTRALIA)

Kyle Hughes-Odgers has held exhibitions and created public art extensively throughout Australia and internationally in New York, Los Angeles, London, Madrid and Berlin. He won a Society of Children's Book Writers and Illustrators Crystal Kite Award for his

debut picture book, *Ten Tiny Things* (with Meg McKinlay).

👉 **Apples and Oranges: Unique Styles of Illustration**

👉 **Portfolio Review**

👉 [PANEL] First Look: Illustration Critique



### Kylie Howarth

Artist and Author (AUSTRALIA)

Kylie is an award-winning graphic designer and artist from Perth, Western Australia. She was raised in the country along side her brother, dog, sheep, several orphaned kangaroos and one very cheeky echidna. She is the author and illustrator of *Fish Jam* (2015), *The Five*

*Mile Press* (AUS), *Little Bee Books* (US), and *Le Poisson Jazz* (2015), *Piccolia* (France). Her next book, *Chip*, is due for release in 2016.

👉 **Creating Texture in Children's Literature**

👉 **Graphic Design Tricks and Techniques for Picture Books**

👉 [Activity] Illustrationary

**Kyoko Sakai** – See **COUNTRY OF FOCUS: SPEAKERS** on page 10.



### Lachlann Carter

Co-founder and Program Director, 100 Story Building (AUSTRALIA)

Lachlann Carter is co-founder and Program Director of 100 Story Building, a social enterprise dedicated to providing rich storytelling opportunities for children and young people. He has taught in a number of schools in Melbourne diverse western suburbs, and

has worked in educational programs for the National Trust of Australia.

📌 **[WORKSHOP] Children in Control**





## Lee Seow Ser

Writer & Editor, *Helang Books* (SINGAPORE)

When not lawyering, Lee Seow Ser writes, edits and parents. The editor of non-fiction books *Malay Weddings Don't Cost \$50 and Other Facts about Malay Culture* (2014), and *A Journey of Giving: The LBKM Story* (2016), dreams of publishing her first picture books about boys, rain trees and a giant jar.

📌 To S.I.R (Socially Inclusive Reads) with Love



## Leonard Marcus

Historian, Writer, Book Critic, Exhibition Curator (USA)

Leonard Marcus is one of the world's leading writers about children's books and the people who create them. He is the author or editor of more than 25 award-winning books and writes regularly for *The New York Times Book Review*. Leonard teaches at New York University and the School of Visual Arts.

- 📌 Picture Books from Here to Eternity
- 📌 [PANEL] Dipping Your Toes in Book Reviewing
- 📌 [PANEL] What Makes a Book Award-worthy?
- 📌 Why Parents Shouldn't Say No to Comics



## Leslie Lee

Executive Director, Programming, Branded Media and Content, *Walt Disney Company* (SINGAPORE)

As the Executive Director of Programming, Branded Media and Content at the Walt Disney Company (Southeast Asia), Leslie Lee is responsible for the on-air content – programming and acquisitions of Disney Channel, Disney Junior

and Disney XD across the region. Having been with Disney Channels for over 8 years, Leslie has been at the forefront of key channel initiatives including the re-branding of Playhouse Disney to Disney Junior, the successful launch of Disney XD in Southeast Asia and the roll out of the branded Disney kids apps in Singapore and the Philippines.

- 📌 Speed Pitching (Media)
- 📌 [PANEL] Meet the Commissioners



## Li Li

Research Associate, *Singapore Centre for Chinese Language, NTU* (SINGAPORE)

Dr Li Li is a Research Associate in Singapore Centre for Chinese Language, Nanyang Technological University. She developed her recent research interests in bilingual education and teaching Chinese as a second language

working closely with educators in Singapore. Her work in these areas has appeared in international peer-reviewed journals and conferences.

- 📌 Bilingual Books: Killing Two Birds with One Stone
- 📌 [PANEL] Put the Fun in Language Learning



## Liang Huiyu

Founder, *Sprout Language Centre* (SINGAPORE)

Liang Huiyu is the Founder of the Sprout Language Centre. She was a former secondary school teacher and has spoken at several book events. She actively promotes the reading of Chinese books in local schools and among young families.

- 📌 快乐亲子阅读 Making Parent-Child Reading Fun!
- 📌 [PANEL] Put the Fun in Language Learning



## Marco Sparmberg

Founder/organiser, *StoryCode Singapore* (SINGAPORE)

Marco Sparmberg has worked on numerous new media pioneer projects in China, Hong Kong, Germany and the UK during the past 12 years. He is one of the leading transmedia evangelists in Asia. In 2014, he joined Singapore's MediaCorp where he serves as Social Media

Lead, accelerating the company's digital transformation.

- 📌 Story-hacking: A Journey of Narrative Creation (90 minutes)
- 📌 StoryCode: Community of Narrative Pioneers



## Maria Alessandrino

Emerging writer, reviewer and Festival Program Coordinator (AUSTRALIA)

Maria Alessandrino is a writer, reviewer and book lover. She has worked in the publishing industry for 10 years, predominantly in the Children's sector and is currently employed as Program Coordinator for the Perth Writers Festival. She lives in Perth,

Western Australia with her husband and attention-seeking dog Fitzy.

- 📌 [PANEL] Cracking the Golden Egg at Literary Festivals
- 📌 [PANEL] Dipping Your Toes in Book Reviewing
- 📌 [PANEL] Facts and Figures: What Makes Non-Fiction Different?
- 📌 [PANEL] If We Don't Support Authors and Illustrators, Who Will?
- 📌 [PANEL] Writing for YA: Have We Missed the Boat?
- 📌 [Activity] Illustrationary



## Marianne Dark

Headteacher, *Lorna Whiston Schools* (MALAYSIA)

Marianne Dark has been an educator for 21 years, having worked with young learners in the UK, Italy and Malaysia. She has taught English to both native and non-native speakers of all ages in a variety of contexts, including secondary schools, corporate settings and

private institutions. Currently the Head Teacher of Lorna Whiston Schools, Taman Tun Dr Ismail, Kuala Lumpur, Marianne is also involved in delivering teacher training to both local and foreign teachers.

- 📌 Word Power: Creative Approaches to Building a Vocabulary among Young Learners

Mariko Nagai - See **COUNTRY OF FOCUS: SPEAKERS** on page 10.



## Maya Thiagarajan

Teacher, Author (SINGAPORE)

A high school English teacher, Maya Thiagarajan taught in the US for over a decade and currently teaches at The United World College in Singapore. She earned a Bachelor of Arts in English from Middlebury College and a Masters in Education from Harvard University. Maya is also the author of *Beyond the*

*Tiger Mom: East-West Parenting for the Global Age*, a book on how to blend the best of American and Asian approaches to education and parenting.

- 📌 Asking the Right Questions
- 📌 Hey That's Me! - Reading, Language and Identity

🔍 Country of Focus

📌 Writers & Illustrators Conference

📌 Cross-Platform Summit

📌 Teachers Congress

📌 Parents Forum

📌 Masterclasses

🔄 Rights Exchange

📌 Language Programmes

📌 Performances, Activities & Others



## Melanie Lee

Author (SINGAPORE)

Melanie Lee wrote *The Adventures of Squirky the Alien* book series (MPH Group Publishing) for her adopted son after realising that there was a dearth of children's adoption books from Asia. She has also published a collection of short stories titled *Imaginary Friends* and co-authored *Quiet Journeys*, a Christian book on silent retreats.

✂ Being Honest About Difficult Issues with Stories

Michiko Matsukata – See **COUNTRY OF FOCUS: SPEAKERS** on page 10.

Miki Yamamoto – See **COUNTRY OF FOCUS: SPEAKERS** on page 10.



## Murti Bunanta

Children's Literature Specialist and President, *Society for The Advancement of Children's Literature (SACL)* and *Indonesian Board on Books for Young People (INABBY)* (INDONESIA)

Murti Bunanta is a children's literature specialist, researcher, children's folklorist, and children's book author. She is an international award-winning author

who has published 50 books in Indonesia, Canada and the USA. Her books have been translated into Japanese, Korean, Mongolian and German. She is the founder and president of Society for the Advancement of Children's Literature and Indonesian Section of IBBY that pioneer children's reading in Indonesia. She received high recognitions from the Indonesian and Slovakian government for her dedication as reading promoter and promoting the quality of children's books. Murti has been appointed many times as juror and president jury for international illustrations competitions, and is also on the Board of Advisors for AFCC since its establishment.

✂ Important Special Collections from around the World

✂ [PANEL] What Makes a Book Award-worthy?

Naomi Kojima – See **COUNTRY OF FOCUS: SPEAKERS** on page 10.



## Nataly Rios Goico

Creative Consultant, *Conducttr* (ENGLAND)

Nataly is a creative consultant at Transmedia Storyteller Ltd. She graduated as a Systems Engineer and has an MA in Digital Media. She has also studies in Ballet and Photography. Recent projects include the transmedia experience *The Chatfield for Mills&Boon*, educational alternate

reality game *Cosmic Voyage Enterprises* for the FCEE, and the serious game *3H* for the National Public Health Institute of Mexico.

✂ How Connected Learning will Transform Content for Young Adults

✂ Immersive Storytelling: Augmented Reality and Games to Engage Young Adults



## Nicola Choo

Co-founder & Lead Instructor, *Drawing Right* (SINGAPORE)

Accredited by Dr. Betty Edwards, Nicola teaches the internationally acclaimed 'Drawing on the Right Side of the Brain' programme in Singapore, and has helped people learn to draw anything they see – in just 5 days – and master skills previously thought

impossible. Nicola also lectures at the National Institute of Education.

✂ It Starts with a Line



## Noraminah Omar

Author (MALAYSIA)

Noraminah Omar started her career in education early year 2000 and have involved more than 12 years in various early childhood businesses. She is currently writing children's picture books in Malay and English. Her books are mainly on family relationship and social development.

✂ Pembangunan Kosa Kata Melalui Aktiviti berdasarkan Buku Cerita (Building Vocabulary through Activities using Storybooks)



## Nurul Huda Hassan

Associate Librarian, *National Library Board* (SINGAPORE)

Nurul Huda is an Associate Librarian at the National Library Board. She previously taught General Paper for 10 years. Her research interests include multi-literacy and multimodality, as well as discourse analysis, especially in relation to Singapore-based writing e.g. children's writing & picture books, public service brochures, local advertisements. She has presented her research at conferences in Singapore, Denmark and Hungary.

✂ Verbal-visual Interactions in Singapore Picture Books



## Nury Vittachi

Author (HONG KONG)

Nury Vittachi is the founder of the Asia Literary Review and the author of more than 30 books, many of which are for children. His works have been published on five continents.

✂ [PANEL] Facts and Figures: What Makes Non-Fiction Different?



## Odonata Publishing House

Publishing house (MALAYSIA)

Established in 1999, Odonata Publishing is based in Kuala Lumpur, with the aim of cultivating children's reading habits by publishing series of books that suit local children's reading needs.

✂ Rights Exchange



## Oliver Phommavanh

Author, stand-up comedian, primary school teacher (AUSTRALIA)

Oliver Phommavanh loves to make people laugh, whether it's on the page writing humour for kids or on stage as a stand-up comedian. He also shares his passion for writing with kids, using his experience as a primary school teacher. Oliver's books include

*Thai-riffic!*, *Con-nerd*, *Punchlines*, *Thai-no-mite* and *Stuff Happens: Ethan*.

✂ Class Clowns: Using Humour to Enrich Children's Creativity

✂ From Outside In and Inside Out: Writing about a 'Foreign' Culture

✂ Reluctant Writers? Let's Get Started!

✂ [Activity] Illustrationary



## Otto Fong

Comic Artist (SINGAPORE)

Otto Fong is a cartoonist and former Raffles Institution science teacher. He has drawn the best-selling comic books called *Sir Fong's Adventures in Science*, authored a sci-fi series for young people, *Black Peony*, and a critically-acclaimed adult horror *Bitter Suites*. He has also penned the first of two

R(A)-rated Mandarin plays in 1992, and two Arts Festival productions. He was the Outreach Fellow for Centre of Quantum Technologies in NUS.

✂ Edutainment Comics – Survival & Passion?

✂ Portfolio Review



### Panna d/o Kantilal

Senior Librarian, National Library Board (SINGAPORE)

Panna, a Senior Librarian with the National Library Board, Singapore, has over 17 years' experience as a collection development librarian. She specialises in the selection of children's and young people's materials and was responsible for the built collections at the Woodlands Regional Library, Bishan Public Library, Serangoon Public Library among others. She is also a professional storyteller.

✂ Important Special Collections from around the World



### Praveena K Cartelli

Facilitator, Performer (SINGAPORE)

Praveena K Cartelli graduated from LASALLE College of the Arts in 2014 from the Performance course. Ever since she has been heavily involved in teaching children and the art form of Storytelling. Her passion for performing, acting, dance and singing came together in this platform, that was nurtured by her mentor and teacher Ms Kamini Ramachandran. After intense work with children in Cambodia, and also having had the experience of storytelling in Rome, she is now exploring the art form in her own Mother Tongue.

🗨 கதை கதையாய் சொல்லலாம் The Telling of Many Tales



### Prem Anand

Executive Research Writer (SINGAPORE)

Prem Anand is an Executive Research Writer with Mediacorp TV. He started his career in television producing business news at CNBC Asia before joining Mediacorp as a producer in 2003. In 2006, he switched from producing to writing. He is currently head writer of *The Noose*.

✂ [PANEL] Humour is Evergreen



### Putri Rahartana

Vice to Production Director, Business and Partnership, Creative Indigo Production (INDONESIA)

Having 20 years of experience in producing entertainment TV programs, managing marketing and sales, and new business partnerships for the company, Putri Rahartana has set her heart on *Jalan Sesama*, the Indonesian version

of *Sesame Street* and helps to oversee the project's TV production, public relations, outreach and government/NGO/broadcast relations.

✂ [PANEL] Co-production Discussion



### Quek Sue Yian

Founder, MagicBird Publishing and Executive Director, Hong Leong Foundation (MALAYSIA)

Quek Sue Yian is the founder of MagicBird Publishing, a non-profit publisher of children's books, a founding director of Anyaman Preschools and of a new social enterprise Words on Wheels Sdn. Bhd. Her dream is for poverty to never be

a barrier for children to have access to good quality stories and she hopes to build 100 Reading Spaces across Malaysia. She's the author of *Kailash*, a recipient of the White Raven Award 2014, *Tulip and Tremendous Trio* and co-author of *Do Noses Grow When Lies are Told*.

✂ [PANEL] No Child is Left Behind



### Ramineh Rezazadeh

Translator and Researcher (IRAN)

Ramineh Rezazadeh has MA in English literature from Shahid Beheshti University and is a children researcher and translator. She is a member of Iranian Children Book Council, an International Copy right advisor and manager of Nowrouz Literary Agency under the supervision of

Iranian Ministry of Islamic Culture and Guidance. She is working as a Cultural and International Advisor in holding many International Exchange projects with foreign writers and illustrators in the Institute for the Intellectual Development of Children and Young Adults.

✂ Gilgamesh Legend and Modern Encounters



### Richard Thomas

Creative Director, One Animation (SINGAPORE)

Richard has worked as both a CG & traditional concept artist for 14 years. Employed as a lead artist at Sony Computer Entertainment he has worked on numerous titles, including the BAFTA winning *"Little Big Planet PSP"*.

✂ Speed Pitching (Media)

✂ [PANEL] Co-production Discussion



### Robert A. Alejandro

Illustrator and children's art show host (PHILIPPINES)

Robert A. Alejandro is a graphic designer, children's book illustrator, a product designer and TV on cam host. He is a product designer of the family-owned gift shop "papermelroti", and is an award-winning book designer and space designer under his design business "raa art & design". For more than a

decade, Robert was working as an on cam reporter for the Probe Team.

✂ Lights, Camera, Action: Talking about Children's Art on TV

✂ [Activity] Illustrationary



### Ruth Wong

Associate Professor, English Language and Literature, NIE (SINGAPORE)

Associate Professor Ruth Y L WONG specializes in primary methodology courses on teaching English at the National Institute of Education. She is interested in literacy issues, especially in the areas of learning how to read and write for non-native speakers of English. She believes in the power of reading, and indulges in the collection of children's books as a hobby.

✂ Being Honest About Difficult Issues with Stories

✂ The Narrative Art of Visual Storytelling: Equipping Our Students with Visual Literacy



### Ryo Leong

Senior Director, Programming, Youth Segment, MediaCorp (SINGAPORE)

A media industry veteran of more than 18 years, Ryo started with channel branding and promotions for Channel 8 before moving to Channel U and assisted to set up TodayTV in Vietnam.

He then undertook Channel Management and commissioning for Channel U, Channel 5 and currently okto and 987.

✂ Speed Pitching (Media)

✂ [PANEL] Meet the Commissioners

🔍 Country of Focus

✂ Writers & Illustrators Conference

✂ Cross-Platform Summit

🎓 Teachers Congress

✂ Parents Forum

🎓 Masterclasses

🔄 Rights Exchange

🗨 Language Programmes

✂ Performances, Activities & Others





## Saad Chinoy

Chief Geek, Tusitala (RLS) (SINGAPORE)

Saad Chinoy is a professional geek with a passion for technology and OpenSource philosophy. Saad conceptualizes tech solutions. Charged with Technology for Tusitala, he's been developing a digital publishing platform that leverages mobile devices to create unique user experiences.

✂ Immersive Storytelling: Augmented Reality and Games to Engage Young Adults



## Saleemah Ismail

Director and Co-founder, New Life Stories (SINGAPORE)

Saleemah is a development professional, social entrepreneur and gender equality & diversity advocate. She provides advisory and strategic consultation to UN Women. Saleemah co-founded New Life Stories, a non-profit working with incarcerated mothers and their children supporting families break the cycle of poverty. Saleemah also co-founded Aidha, a business school for migrants and low-income communities in 2006.

✂ Breaking the Cycle of Poverty Through Stories



## Sarah Odedina

Publisher (ENGLAND)

Sarah began her publishing career selling translation rights and moved in to editorial as the Publishing Director of the children's list of Bloomsbury Publishing where she worked for 14 years and oversaw the publication of the *Harry Potter* series as well as publisher for many other best-selling

prize-winning novels and picture books. In 2011 Sarah founded the successful and award-winning Hot Key Books. Sarah is now Editor-at-Large for Pushkin Press commissioning titles for the children's and YA list. She is the founder of *The Read Quarterly*, a magazine for adults about children's literature from around the world as well as the curator of the children's section of FlipSide Literary Festival in Suffolk, England.

- ✂ Lessons to be Learnt: Complex Issues in Children's Books
- ✂ Looking Back in Time
- ✂ Speed Pitching (Writing)
- ✂ [PANEL] The Editors Are Your Best Friend
- ✂ Polishing and Refining: The Role of the Editor in Creating Great Books for Young Readers

Satoko Yamano – See **COUNTRY OF FOCUS: SPEAKERS** on page 10.



## Seán McHugh

Digital Literacy Coach, United World College of South East Asia (SINGAPORE)

Seán McHugh works closely with management teams to lead the pedagogically effective and authentic integration of digital technologies into school curricula, by facilitating activities, both formal and informal, within a range

of contexts and involving a wide variety of participants. These activities contribute to enhanced teacher understanding and practice involving digital technologies to support students' learning.

- ✂ Apps as Stepping Stones for Telling Stories
- ✂ Technology Inspires Children Storytellers



## Shaun Tan

Artist, illustrator, writer (AUSTRALIA)

Shaun Tan is an artist, writer and film-maker based in Melbourne. His illustrated books for both adults and children include *The Rabbits*, *The Red Tree*, *Rules of Summer*, *Tales from Outer Suburbia* and the acclaimed wordless novel *The Arrival*. In 2011 he received the Astrid Lindgren Memorial Award in

Sweden, and an Academy Award for his short animated film *The Lost Thing*.

✂ Conversation with Shaun Tan



## Shirley Lim

Librarian, National Library Board (SINGAPORE)

Shirley is a librarian at the National Library Board. She takes care of the children's collection and conducts a range of programmes for children as well as adults. Her past professional experience includes working as a Social Policy research librarian at the Parliamentary Library of New

Zealand. She graduated with a Master of Library and Information Studies (MLIS) degree from Victoria University of Wellington in 2009. She is also a member of the Library Association of Singapore (LAS).

✂ Choosing the Right Book for a Child – Is That Possible?



## Sin Joo Ee

Senior Lecturer, Early Childhood Education, SIM University School of Human Development and Social Services (SINGAPORE)

Dr. Sin holds a Doctorate of Arts in children Literature from Beijing Normal University, China, and is currently the Senior Lecturer of the Bachelor of Early Childhood and Chinese

Language Education Programme (BECCE) at SIM University (UniSIM). She is an experienced trainer for qualified teachers. She won NUS Centre For Language Studies Teaching Excellence Award in 2011.

✂ 讲故事与汉语拼音 Storytelling and Hanyu Pinyin



## Soefara Jafney

Illustrator, art director, designer (SINGAPORE)

Soefara is an illustrator, art director and designer. She has illustrated nine picture books with writer David Seow, all published by Epigram books since 2013; four of the books in the series were commissioned by Gardens by the Bay.

She is also currently working with XM Studios, a statue company based in Singapore that is gaining international recognition. She is also part of the core team for HMO Collectibles, a statue company that produces Premium Game Collectibles.

- ✂ Graphic Design Tricks and Techniques for Picture Books
- ✂ Portfolio Review
- ✂ [Activity] AFCC 2016 Duelling Illustrators



## Syahrizan Mansor

Vice President, Nickelodeon, Asia at Viacom International Media Networks (SINGAPORE)

With nearly two decades of TV experience, Syahrizan Mansor holds solid expertise as Vice President, Nickelodeon, Asia at Viacom International Media Networks. She is responsible for growing kids and family entertainment brands Nickelodeon and Nick Jr.

across Greater China, Japan, Korea and Southeast Asia. She also oversees content and creative production, programming, marketing and digital.

- ✂ Speed Pitching (Media)
- ✂ [PANEL] Meet the Commissioners





### Tamilarasi Subramaniam

Master Teacher, Academy of Singapore Teachers (SINGAPORE)

Mrs Tamilarasi Subramaniam is a Master Teacher for Tamil Language at Academy of Singapore Teachers. She facilitates training and mentors Beginning & Senior teachers. She has 35 years of experience in the teaching and learning of

Tamil Language with the passion for teaching children, imparting the knowledge of tradition, culture and values of Tamil Language.

🗣️ தமிழில் சிறுவர் கதைசொல்லும் கலை  
Storytelling in Tamil for Children with ABC Engagement

**Tadahiko Motoyoshi** - See **COUNTRY OF FOCUS: SPEAKERS** on page 10.



### Tan Ai Khim

Design Lecturer / Designer-Illustrator, NAFA/ Helang Books (SINGAPORE)

Ai Khim is an arts educator as well as an experimental artist-designer. Art is an emotional companion where she releases mental expressions in her works. Ai Khim is intrigued at how art can be so ductile: the irony of a rule of no rules, the compromise of territory and space.

🗣️ To S.I.R (Socially Inclusive Reads) with Love



### Terence Chia

Co-Founder, Ministry of Funny (SINGAPORE)

Terence is a co-founder of Ministry Of Funny, one of the top comedy YouTube channels in Singapore. Specialising in hidden camera videos, pranks and on-the-street content, MOF has been entertaining over 50,000 loyal subscribers since 2011, and in 2015, was commissioned to

produce content for TUBE, a MediaCorp Channel 5 comedy program.

🗣️ [PANEL] Humour is Evergreen

**Tetsu Shirai** - See **COUNTRY OF FOCUS: SPEAKERS** on page 10.

**Toshihiko Shinzawa** - See **COUNTRY OF FOCUS: SPEAKERS** on page 10.

**Trevor Kew** - See **COUNTRY OF FOCUS: SPEAKERS** on page 10.



### Tricia Goh

Co-founder & Director, Drawing Right (SINGAPORE)

Tricia enjoys working with people to make discoveries about themselves and the world, so she founded Drawing Right and brought the internationally acclaimed programme 'Drawing on the Right Side of the Brain' to Singapore. Tricia also teaches drawing at the National Institute of Education

and has authored Primary level art textbooks used in Singapore.

🗣️ It Starts with a Line



### Vadivu Govind

Founder, Joy Works (SINGAPORE)

Vadivu Govind is a facilitator and positive psychology coach. She focuses on positive and servant leadership, positive work culture and positive education. She has been committed to social change since 1992. She completed her

Master of Public Administration at Columbia

University, NYC and Bachelor in Social Work and Sociology at NUS.

🗣️ Positive Education, Reading and Dialogue



### Vikram Channa

Vice President of Production and Development, Discovery Kids (SINGAPORE)

Vikram is responsible for the production of all original Discovery content out of Asia Pacific. He has produced over 500 documentaries, several of which have garnered recognition at events such as the Asian Television

Awards and New York Festival. He holds a Masters in both History and Film and Television Production from New Delhi, India.

🗣️ [PANEL] Meet the Commissioners



### Wendy Wong

Creative Director, Tusitala (RLS) (SINGAPORE)

More than 12 years in the print and digital media design industry have not dulled Wendy Wong's passion for design. As Tusitala's Creative Director, she focuses on digital publishing projects, User Interfaces and User Experiences.

When she's not seeking comfort from food, the mom of two girls enjoys being with books and nature.

🗣️ Speed Pitching (Media)



### Wu Shuangying

Deputy Director, Hunan Juvenile and Children's Publishing House (CHINA)

Wu Shuangying is a children's book critic and has written academic articles on children's book theories. She is also the author of *Field Mouse Sells Flower*. She is the winner of Outstanding Junior Editor in Hunan Province, Annual Children's Book

Editing Award, Great Editor in China Award, and National Women Award in Hunan Province. Her edited works have also won several awards including the China Publication Award, Outstanding Publication Award, National Children's Literature Award, and the Bing Xin Children's Book Award.

🗣️ Rights Exchange



### Yeow Kai Chai

Director, Singapore Writers Festival (SINGAPORE)

Yeow Kai Chai has two poetry collections, *Pretend I'm Not Here* (2006) and *Secret Manta* (2001). He was one of four authors who co-wrote *The Adopted: Stories From Angkor* (2015). He is a co-editor of *Quarterly Literary Review Singapore* and the festival director of the Singapore Writers Festival.

🗣️ [PANEL] If We Don't Support Authors and Illustrators, Who Will?

**Yuko Takesako** - See **COUNTRY OF FOCUS: SPEAKERS** on page 10.

**Yumiko Sakuma** - See **COUNTRY OF FOCUS: SPEAKERS** on page 10.

🔍 Country of Focus  
🗣️ Writers & Illustrators Conference  
🗣️ Cross-Platform Summit

🗣️ Teachers Congress  
🗣️ Parents Forum  
🗣️ Masterclasses

🗣️ Rights Exchange  
🗣️ Language Programmes  
🗣️ Performances, Activities & Others

# AFCCSKETCH 2016 WINNERS



Illustration by Joffrey Z. Atienza (Philippines),  
*Origami Daydream*  
Winner of afccSKETCH 2016, Voters' Choice




Illustration by Tran Dac Trung (Vietnam, based in Singapore)  
Winner, afccSKETCH 2016, Judges' Choice

# AFCC REGISTRATION

DATE	TICKETS	EARLY BIRD	NORMAL
25 – 29 May	<b>Full Festival Pass</b> Includes all Conferences (Writers & Illustrators Conference, Cross-Platform Summit, Teachers Congress and Parents Forum). Excludes Masterclasses.	S\$ 450	S\$ 500
25 – 29 May	<b>Writers &amp; Illustrators Conference: 3-day Pass</b> Includes Cross-Platform Summit	S\$ 300	S\$ 350
	<b>Writers &amp; Illustrators Conference: 1-day Pass</b>	S\$ 150	S\$ 200
27 May	<b>Portfolio Review</b>	–	S\$ 20
26 – 27 May	<b>Illustrators Combo</b> Admission to the session “Conversation with Shaun Tan” and Portfolio Review	–	S\$ 50
26 – 27 May	<b>Japanese Sessions Pass</b>	–	S\$ 100
27 May	<b>Cross-Platform Summit</b>	S\$ 150	S\$ 200
28 – 29 May	<b>Preschool &amp; Primary Teachers Congress</b> Includes all sessions of Parents Forum	S\$ 150	S\$ 200
29 May	<b>Parents Forum: Full-day Pass</b>	–	S\$ 80
	<b>Parents Forum: Individual Sessions</b>	S\$20 / session	
28 May	<b>Masterclass: Full-day</b>	S\$ 150	S\$ 200
14 – 15 May	<b>Fun with Languages</b>	Free	Free

 Early Bird pricing available till 31 March 2016.

 Ticketing charges apply.

 Lunch & tea breaks provided for full day conferences

*Register Online at*

**AFCC.COM.SG/TICKETS**

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# LOCATION & DIRECTIONS



## ● NATIONAL LIBRARY BUILDING

100 Victoria Street  
Singapore 188064  
[www.nlb.sg](http://www.nlb.sg)  
Nearest MRT Station: Bugis

## ● SINGAPORE MANAGEMENT UNIVERSITY

Classroom 4.1, Seminar Rooms 3.1 & 3.2  
School of Social Sciences & Economics,  
Level 3 & 4  
90 Stamford Road, Singapore 178903

## ■ HOTEL GRAND PACIFIC

Official Conference Hotel

## ■ OTHER ACCOMMODATIONS NEARBY

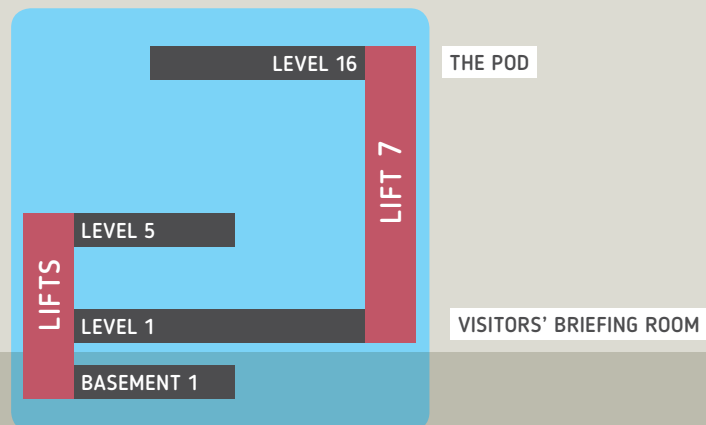
## 🚆 TRAIN STATIONS

## PROGRAMME LOCATIONS WITHIN THE LIBRARY:

POSSIBILITY ROOM   IMAGINATION ROOM

THE PLAZA

CENTRAL PUBLIC LIBRARY   MULTI-PURPOSE ROOM



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## The AFCC Scholastic Asian Book Award 2018

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**JAPAN** is the Country of Focus at **AFCC 2016**, showcasing Japanese children's publishing and content creation with featured Japanese speakers at the Festival.

For information on all programmes, visit **[WWW.AFCC.COM.SG](http://WWW.AFCC.COM.SG)**.

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*Information correct at time of printing. The festival organisers reserve the right to change speakers, events, session times, dates, and/or other details when necessary.*

**[www.afcc.com.sg](http://www.afcc.com.sg)**