

第十八屆台北國際書展  
Taipei International  
Book Exhibition  
2010 Jan. 27- Feb. 1

**TiBE**  
Meeting with Asian Publishers

閱讀與出版的嘉年華會  
Meeting With Asian Publishers

# Destination France

France, Guest of Honor of the  
Taipei International Book Exhibition 2010

**0- Introduction**

**1- Pavilion**

**2- Publishers**

**3- Authors**

**4- Professional Forum on French Publishing Market**

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# 0- Introduction

Taipei International Book Exhibition is well-known as the most significant gateway to access to the Asian book market and professionals for rights negotiation and international collaboration for the French publishers. It attracts more than 500 publishing houses from 40 countries every year.

In 2010, Taipei Book Fair Foundation invited France to be the Guest of Honor of the TIBE which takes place from Jan. 27 to Feb. 1.


The collaboration between Taiwan and France is increasing in recent years. We hope that the following aims will be reached during the next fair:

-  Motivating the intensive business chances for the French publishers regarding the rights negotiation and trading with Asian publishers
-  Establishing the mutual interaction between Asian and French exhibitors and chance for promotion of French publications
-  Creating the best communication between the French and Taiwanese authors
-  Building a profound understanding for the Taiwanese readers to French culture and new publishing trend

# 1- Pavilion

Integrated pavilion where most of the French activities take place

## Book Area

 French books in French: around 1,700 titles and 250 books related to art and cultural heritage

 French books translated in Mandarin and published in Taiwan

## Professional Area

 Publishers / Publishers

 Authors / Publishers

## Exhibition Area

 Posters introducing each publisher and author invited to the fair

 Five book-related exhibitions

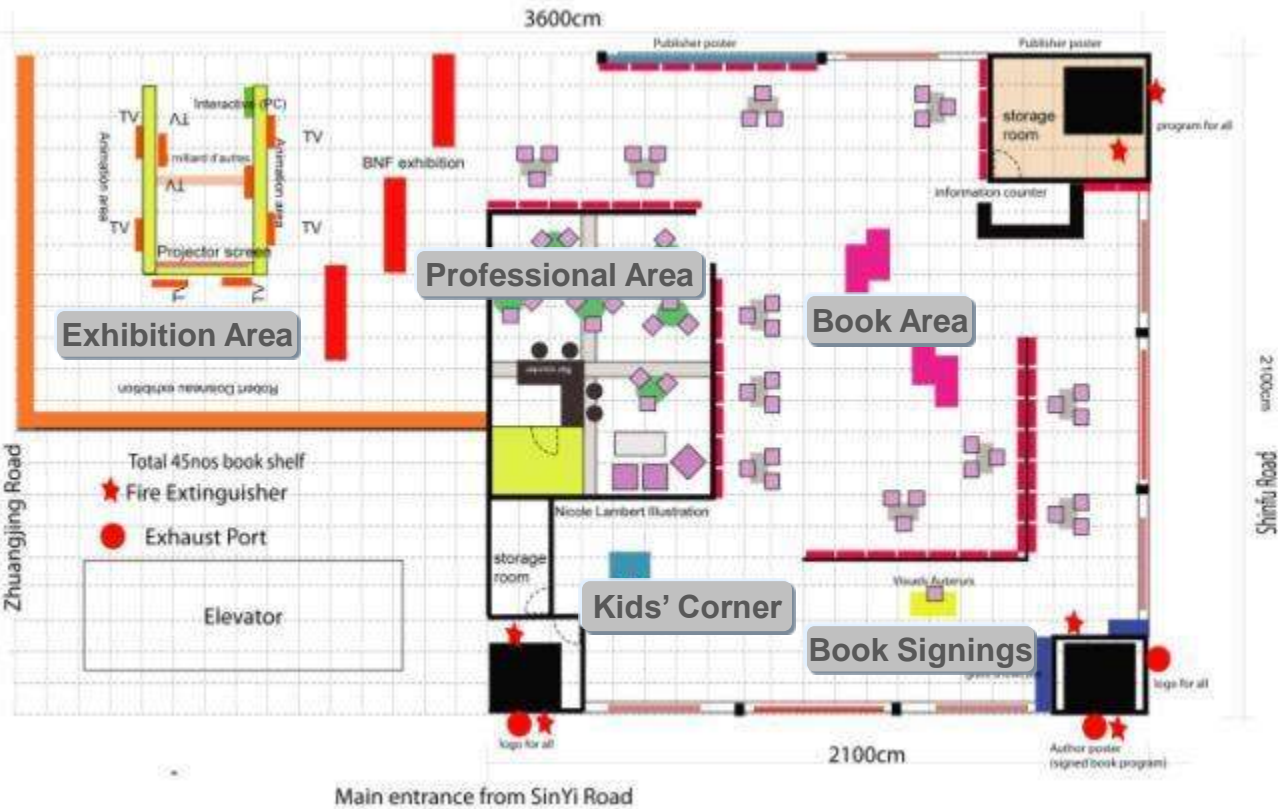
## Activity Area

 Book signings, workshops, performances, etc.

 Kids' corner

# 1- Pavilion

Contemporary and elegant design with all areas connected
















Updated on Jan. 12th, 2010

PLAN

## 2- Publishers

Delegation of 13 representatives of French publishing houses

-  Albin Michel: Solène CHABANAIS
-  Autrement: Stéphanie VERNET
-  Casterman: Sally MAK
-  Denoël: Claire ANOUCHIAN
-  Hachette Jeunesse Image: Anne VIGNOL
-  Hatier / Didier Jeunesse: Anne RISALITI
-  HongFei Cultures: Chun-Liang YEH
-  La Martinière: Marianne LASSANDRO
-  Le Baron Perché: Brigitte STEPHAN
-  Rouergue Jeunesse / Actes Sud Junior: Nathalie ALLIEL
-  Rue du Monde / MeMo / Être: Hannele LEGRAS
-  Sarbacane: Frédéric LAVABRE
-  Place des Éditeurs / Solar: Jean-Louis HOCQ

# 3- Authors

## Literature

**Muriel BARBERY is a French novelist and professor of philosophy (Crown & Business Weekly)**

Barbery, born in Casablanca, Morocco, entered the École Normale Supérieure in 1990 and obtained her agrégation in philosophy in 1993. She then taught philosophy at the university before she decided to settle down in Japan. Though she may have taken a vow of discretion before the media, Barbery is nonetheless observing, from a distance and in silence, the nascent stirrings of Hedgehog Therapy. Her book “Une gourmandise” has been first published by Crown in 2004. Her novel “L'Élégance du hérisson”, published by Business Weekly International, topped the French best-seller lists and, reprinted 50 times in France, has sold more than 80,000 copies in Taiwan, setting a new record!



Photo : Muriel Barbery © Stéphane Barbery



# 3- Authors

## Literature

**Roland BRIVAL is a novelist, literature critic, dramatist as well as a composer and jazz singer**

Roland BRIVAL was born in the French West Indies Martinique Island. He has become one of the foremost French language authors in Carribean literature. Painter, dramatist, composer, singer, novelist, he is a leading proponent of an art that brings together different influences and cultures.

He has published more than 15 books:

L'ensauvagé (2007)

Coeur d'Ebène (2004)

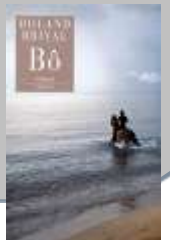
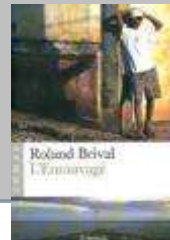
En eau trouble (2002)

La robe rouge (2000)

Biguine Blues (1999)

Bô (1998)

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



# 3- Authors

## Literature

**Philippe CLAUDEL**, is a writer, filmmaker and lecturer at the European Institute of Film and Audio-visual of University of Nancy II (Ecus)

Three of his books have been published in Taiwan:

- “Les âmes grises”, Prix Renaudot 2003, adapted for the cinema in 2005
- “La petite fille de Monsieur Linh”
- “Le rapport de Brodeck”, Prix Goncourt des lycéens 2007, Prix des libraires du Québec 2008, Prix des lecteurs du Livre de poche 2009

His movie “Il y a longtemps que je t’aime” was first screened in Taiwan on June 12th, 2009.



# 3- Authors

## Literature

**Jean-Noël PANCRAZI** is a French writer born in Algeria, which he left at the age of 13 to settle down in south of France and then in Paris (Aquarius) Professor of Modern Literature, he is also a collaborator at “Le Monde des Livres” and jury member of the Prix Renaudot since 1999.

- “Tout est passé si vite” was published in Taiwan in 2009 by Aquarius Publishing Company.
- In “Quartiers d’hiver”, the narrator tells about the life of a gay bar, his friendship with a sadomasochistic painter, how he falls in love with a homeless young man with HIV / AIDS epidemic as background for all these topics.
- “Madame Arnoul”, in which he explains his childhood in Algeria, is a book full of emotion and sensibility.

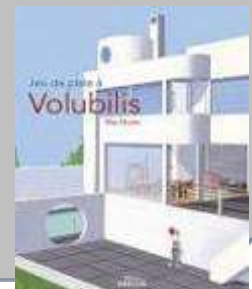


# 3- Authors

## Illustration books (children, comics)

### Max DUCOS is an artist painter and illustrator of “Jeu de piste à Volubilis” (Hsinex)

He was born in Bordeaux, where he’s still living. After he obtained a baccalaureate in literature, he went to the Faculty of Fine Arts in Bordeaux, then to the Ecole des arts décoratifs of Paris, where he majored in volumes. In 2006, he published his final year project “Jeu de piste à Volubilis” which won in 2008 the “Prix des incorruptibles” so as the “Prix Versele” in Belgium. He is also the author of “L’ange disparu” and one of the members of the collective of illustrators “Rêves de cabane”.

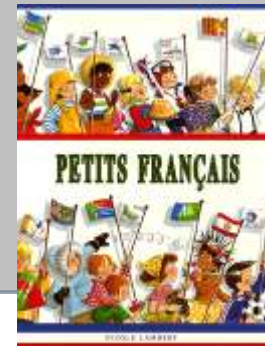


# 3- Authors

## Illustration books (children, comics)

### Nicole LAMBERT is a scriptwriter and illustrator of “Les Triplés” (Grimm Press)

In her childhood, she used to draw and write stories. Model at the age of 16, Lambert travelled the world. She went to the Ecole des Arts décoratifs and was only 21 when she attended the Beaux-Arts of Paris. She is a famous fashion designer, creates toys and press illustrations for kids... Her first drawing strips, “Les Triplés”, was published in 1983 and has been made into a cartoon television series. Lambert also published “Petits français” and “Petits européens”, the latest one was exhibited in Taiwan while “Lire en fête” festival in 2007 at the Taipei City Library. She is now publishing in Taiwan “Taiwan - Treasures Island” and “Les Triplés” will be translated and published in Taiwan by “Grimm Press”.



# 3- Authors

## Illustration books (children, comics)

**Brigitte LABBE** is a writer and director of “Goûters philo” collection (Magicbox)

Born in 1960, she has worked in advertisement and communication before she decided to devote most of her time in writing books. She moderates philosophical afternoons tea tacklings with kids in schools, libraries... and even coffee houses!



# 3- Authors

## Illustration books (children, comics)

**François PLACE is one of France's leading artists and a well-praised fiction writer (China Times)**

He has illustrated many books and is also a renowned author in his own right.

Some of his best works include: “Les Derniers Géants” (“The Last Giants”) and “L’atlas des géographes d’Orbae” (“The Atlas of the Geographers of Orbae”), both published in Taiwan by China Times Publishing Company.



# 3- Authors

## Illustration books (children, comics)

**Olivier FERRIEUX is a French artist whose works are composed by amazing use of colors and energetic characters of little elf-like creature (China Times)**

Ferrieux is a graphic artist who has already showed phenomenal talents with exhibitions of his work in France, Switzerland and Japan. However, he was especially fascinated by Chinese language and culture. Therefore, with the goal of living in a Chinese-speaking environment, Ferrieux decided to settle down in Taiwan since 1995.

After publishing almost ten illustration books and holding a number of exhibitions, Ferrieux started to compose some poetic passages in order to help his creations of little creatures to further come alive. In his lately published work, “Couleurs”, he uses words in both French and Chinese to enhance his imagination of the different colors.



# 3- Authors

## Social Sciences and Humanities

### **Stéphane DOVERT is a specialist on politics and history of South-East Asia**

He founded the Research Institute on Contemporary Southeast Asia (IRASEC) which he headed from 1998 to 2003. He was Counselor for Cooperation and Cultural Affairs in Burma. He is now the head of Books Division at the French Ministry of Foreign and European Affairs. He authored a lot of essays and publications in southeast Asia as well as some books, which stories take place in this sub-region of Asia.



# 3- Authors

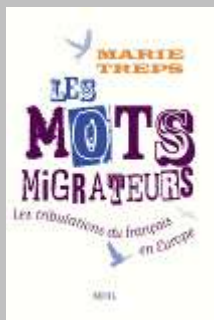
## Social Sciences and Humanities, Children's Books

**Marie TREPS is a linguist at the French National Centre for Scientific Research**

“With French, it’s the imagination that travels” states the researcher. She has been tracking down the words that have found a comfortable home in the 28 European countries into which the language has ventured – words that convey a certain image of France and the French.



© Seuil E.Marchadour



# 3- Authors

## Art and Lifestyle

**Anne CAZOR is the co-author of “Petit précis de cuisine moléculaire” (Cubepress)**

Cazor is a Doctor in Molecular Gastronomy and food-processing engineer. With her scientific and technological knowledge, she has selected and explicated in a simple way, in this handbook, 20 molecular mechanisms related to 40 groundbreaking recipes, for all lovers of cookery books. She will be accompanied by Marion Guillemard, a food stylist.

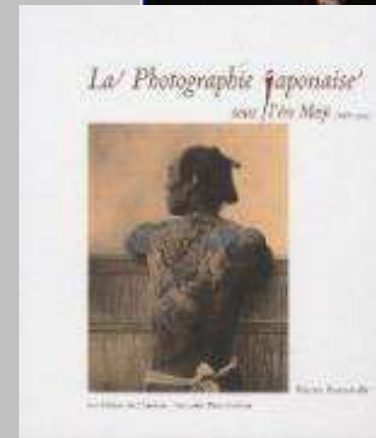


# 3- Authors

## Art and Lifestyle

**Patrick BONNEVILLE** is the Director of French Institute in Taipei and former diplomat appointed in Japan

The photos he presents in his book “La photographie japonaise sous l'ère Meiji” date from the Meiji period (1868-1912), inspired by a traditional mise-en-scène similar to woodcut relief prints: representations of common life, portraits of geishas, elders, priests, samurais, etc., photos often taken in a studio environment. We also can find remarkable pictures taken outdoors.



# 3- Authors

## Art and Lifestyle

### **Mariko POIMBOEUF lived three years in Taiwan (Commonwealth)**

After following her husband, the former Director of French Institute in Taipei, in his overseas postings in China, Thailand, Japan and Australia, Poimboeuf lived in Taiwan between 2006 and 2008, during which she experienced firsthand that art [in Taiwan] is long, life is short. “Taiwan has indeed been a lovely surprise”!



### **Patrice DELMOTTE is a French photographer living in Taipei (self-published)**

He discovered the magic of the photography in 2004, as he received a small digital camera as gift. For him, the human body offers the most complex, sophisticated and harmonious scenery to explore.



# 4- Professional Forum on French Publishing Market

Introduce the latest developments of French Publishing Market to the Taiwanese professionals (officials, publishers, librarians, etc.)

Date: 28 January 2010, 9h30-18h00

Venue: TICC R102 (Taipei International Convention Center)

## 1<sup>st</sup> part: Book Industry in France

### 9h30-10h30 Overview of the French Publishing Sector

Mr. Jean-Guy BOIN, Managing Director, Bureau international de l'édition française

Moderator: Mr. Linden LIN, Chairman TIBE

### 10h40-11h40 The Sales Channels for Books in France: The Place of the Independent Bookstores

Mr. Jean-Guy BOIN, Managing Director, Bureau international de l'édition française

Moderator: Mr. Rex HOW, President of Locus Publishing Co.

### 11h50-12h50 The Challenges of the Digital Publishing Sector in France

Mr. François NAWROCKI, Centre national du Livre

Moderator: Mr. Rex HOW, President of Locus Publishing Co.

## 2<sup>nd</sup> part: The French Public Institutions related to books

### 13h30-14h30 Digitization in Libraries: The Bibliothèque nationale de France

Mr. Thierry GRILLET, Bibliothèque nationale de France

Moderator: Dr. Ovid J.L. TZENG, Advisory Council, National Science Council, Executive Yuan

### 14h40-15h40 Supports to the Publishing Sector from the Centre national du Livre

Ms. Catherine RUGGERI, Secretary-General, Centre national du Livre

Moderator: Dr. Ovid J.L. TZENG, Advisory Council, National Science Council, Executive Yuan

## 3<sup>rd</sup> part: Export of French books

### 15h50-16h50 French Literature and Publications' Promotion across the Globe

Mr. Stéphane DOVERT, Head of Books Division, Ministry of Foreign and European Affairs

Moderator: Ms. LIU Li, Associate professor of the department of French of Tamkang University

### 17h00-18h00 Export Strategy of the French Edition

Mr. Jean-Baptiste DUFOUR, Volumen

Moderator: Ms. LIU Li, Associate professor of the department of French of Tamkang University

Notes: Taipei International Convention Center (TICC) has facilities for simultaneous interpretation (French, English and Chinese)

# 5- Cultural Events and Activities

## Exhibition

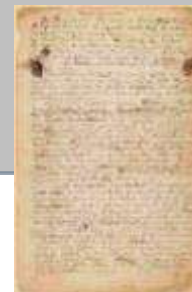
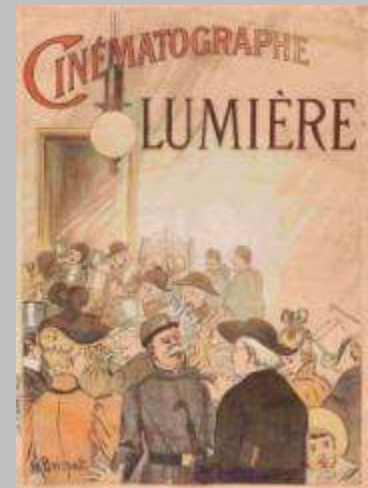
### “En français dans le texte”, exhibition from the National Library of France

A selection exhibited on the French Pavilion of the 60 reproductions of manuscripts which are part of the exhibition from the National Library of France presented in the National Central Library.

French culture, what does it mean ?

Sixty documents, even though they're really eclectic, can't give any answer to this question. But still, it's enough to get an idea of what it may be.

All these texts - printed matters, manuscripts, drafts, outlines, notebooks... - registered in the collections of the National Library of France and presented in the National Central Library and on the French Pavilion as well, have something in common: the French language.



# 5- Cultural Events and Activities

## Exhibition

### **“Portraits d’écrivains”, Robert DOISNEAU’s photograph exhibition lend by the Maison de Balzac Museum in Paris**

38 original photographs of writers taken by Robert Doisneau are exhibited on the pavilion. These first print runs have been yield by Doisneau to the Maison de Balzac in 1989. All the snapshots have been taken between 1942 and 1986 and recount an entire period of French literature. Writers are photographed in their common life, at home or outside. All are masterpieces of this French photographer who became famous for his frank and often humorous depictions of Paris street life. Curator: Yves GAGNEUX, Director of Maison de Balzac Museum in Paris.

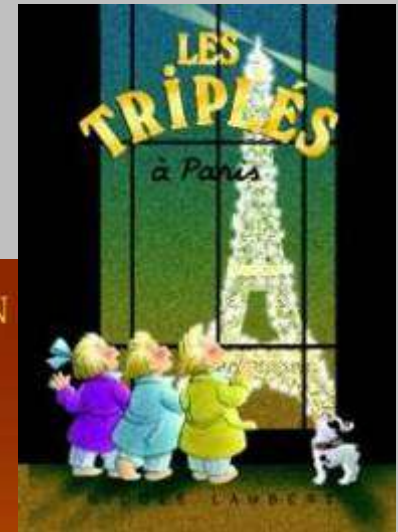


# 5- Cultural Events and Activities

## Exhibition

### “Paris / Taiwan”, exhibition of Nicole LAMBERT

Very few people are familiar to French comics. That is why Nicole Lambert decided to print 3 albums of “Les Triplés” to test the Taiwanese market. She has been working on the project “Taiwan – Treasures island” till the end of 2009. She will bring original artworks (40 pieces / theme: Paris & Taiwan) and the original of “Les Triplés à Paris”.



# 5- Cultural Events and Activities

## Exhibition

### “6 billion others”, a Yann ARTHUS-BERTRAND project

A journey through humanity, diversity and respect. From laugh to tears. Screening of short movies about discrimination, freedom, love, anger, life’s meaning, change one’s life, hard to say, first memories, joy, family, kids’ laugh and a teaser about global warming. From the famous photographer who published “The earth from the sky” and shot “Home” which was released worldwide on June 6th 2009.



# 5- Cultural Events and Activities

Lectures, book signings, round-tables, workshops, performances

**Jan. 27 (Wed)**

16h00 - 18h00 French Publishers Round-Table (Theme Square)

**Jan. 28 (Thu)**

10h30 - 10h50 Alliance française “Greetings & Salutations” (French Pavilion)  
11h00 - 12h30 Marie Treps (Activity Center II/French Pavilion)  
12h30 - 13h30 Peppermoon (French Pavilion)  
13h40 - 16h00 François Place (Theme Square/French Pavilion)  
16h00 - 16h30 Anne Cazor (French Pavilion)  
16h00 - 17h15 Mariko Poimboeuf (Activity Center I/French Pavilion)

**Jan. 29 (Fri)**

10h30 - 10h50 Alliance française “Hobbies” (French Pavilion)  
11h20 - 12h30 Nicole Lambert (French Pavilion)  
14h00 - 14h45 Marie Treps (French Pavilion)  
16h00 - 16h30 Patrick Bonneville (French Pavilion)  
16h00 - 17h30 Stéphane Dovert (Activity Center I/French Pavilion)  
16h20 - 18h00 Brigitte Labbé (Theme Square/French Pavilion)  
18h00 - 18h45 Marianne Lassandro & Jean-Baptiste Dufour (Activity Center I)

# 5- Cultural Events and Activities

Lectures, book signings, round-tables, workshops, performances

**Jan. 30 (Sat)**

10h30 - 10h50 Alliance française "Pets & Animals" (French Pavilion)  
11h00 - 12h00 Max Ducos (French Pavilion)  
11h00 - 12h30 Anne Cazor (Theme Square/French Pavilion)  
12h00 - 13h00 Nicole Lambert (French Pavilion)  
13h00 - 13h30 Anne Cazor (French Pavilion)  
13h00 - 13h45 Yves Gagneux (Activity Center I)  
13h10 - 14h10 Max Ducos (Hall III)  
14h00 - 15h00 Brigitte Labbé (French Pavilion)  
15h00 - 17h00 Philippe Claudel (Theme Square/French Pavilion)  
17h00 - 17h45 Lin De-Yo, Françoise Zylberberg & Hugues Mignot (Activity Center I)

**Jan. 31 (Sun)**

10h30 - 10h50 Alliance française "Emotions" (French Pavilion)  
11h00 - 11h45 Philippe Claudel (Activity Center I)  
11h00 - 12h30 Max Ducos (Theme Square/French Pavilion)  
13h00 - 13h30 Alliance française "Fairy tales" (Kids' Corner)  
13h40 - 15h40 Muriel Barbery (Theme Square/French Pavilion)  
14h00 - 15h00 Max Ducos (French Pavilion)  
14h30 - 15h30 Brigitte Labbé (Hall III)  
15h00 - 16h30 Jean-Noël Pancrazi & Ang Li (Activity Center I/French Pavilion)  
16h00 - 16h30 Brigitte Labbé (French Pavilion)  
16h30 - 18h00 Olivier Ferrieux (French Pavilion)  
17h00 - 17h45 Virginie Barré & Alexandre Nicolas (Activity Center I)

# 5- Cultural Events and Activities

## Kids' Corner

### Different workshops and activities for kids

Each of those is going to deal with different issues:

- Anne CAZOR: cooking workshops on molecular gastronomy
- Max DUCOS, Nicole LAMBERT, Olivier FERRIEUX: illustration workshops
- Brigitte LABBE: philosophical afternoon tea tackling with kids

Furthermore, the Alliance Française in Taiwan will moderate several French language discovery workshops on different topics:

- Greetings & Salutations
- Hobbies
- Pets & Animals
- Emotions
- Fairy tales



# 5- Cultural Events and Activities

## “From Page to Film”, French Film Festival

### Screenings of DVD films adapted from French books

- Persepolis
- Un long dimanche de fiançailles
- Le scaphandre et le papillon
- Ensemble c'est tout
- Arthur
- Le grand Meaulnes
- Monsieur Ibrahim et les fleurs du Coran



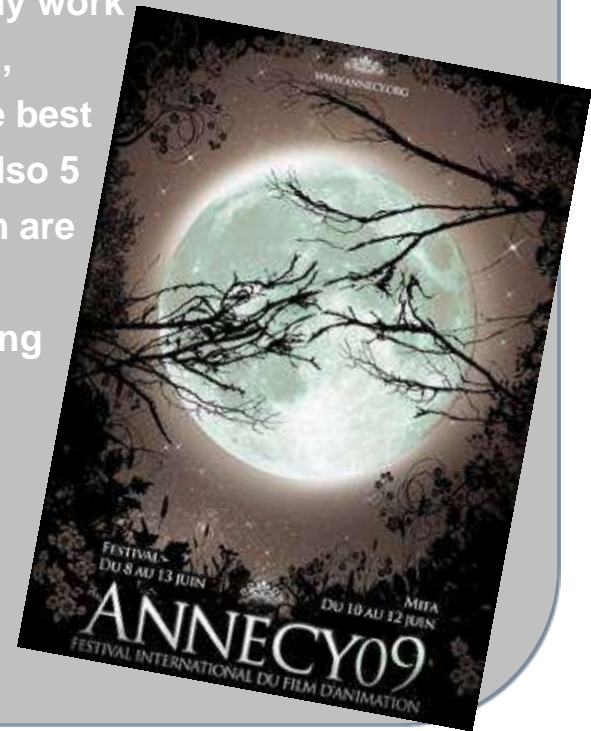
# 5- Cultural Events and Activities

## “The Best from Annecy Animation Film Festival”

### French Animation Short Film Festival

60 short films selected by Annecy Animation Film Festival and Cultures France and combined by Serge Bromberg, Festival Artistic Director. This program is a travel through French animation history, from great masters early work (René Laloux, Paul Grimault, Michel Ocelot, Jacques-Rémy Girerd, Jean-François Laguionie, Sylvain Chomet) to new talents from the best French animation schools like Gobelins, Supinfocom. There are also 5 foreign films from Argentina, India, Israel and Hungary. All of them are arranged in 6 thematic sections:

- The short and long of it (short films that were later declined in long features)
- Kid shiff
- Ah! love...
- Social shorts
- Break of dawn
- We are not machines



# 5- Cultural Events and Activities

## Welcome Reception

### A “French touch” to the official TIBE Welcome Reception

- Roland BRIVAL will declaim a few poems with local musicians
- Some samples of molecular cuisine prepared from Anne CAZOR’s book recipes
- PEPPERMOON will perform some of their most famous songs



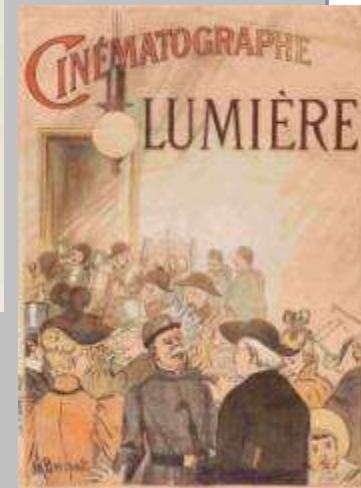
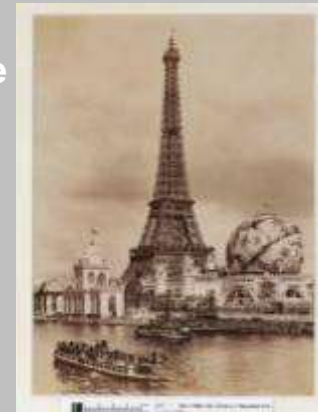
# 5- Cultural Events and Activities

## Associated Events

**“En français dans le texte”, exhibition from the National Library of France in the National Central Library  
Jan. 25 – Feb. 27, 2010**

First exhibition in Taiwan from the National Library of France  
60 reproductions of manuscripts are exhibited  
in the National Central Library.

French culture, what does it mean ?  
Sixty documents, even though they're really eclectic,  
can't give any answer to this question. But still,  
it's enough to get an idea of what it may be.  
All these texts - printed matters, manuscripts, drafts,  
outlines, notebooks, etc. - registered in the collections  
of the National Library of France and presented in the  
National Central Library, have something in common:  
the French language.



# 5- Cultural Events and Activities

## Associated Events

### “Animamix” Biennale in Museum of Contemporary Art Dec. 5, 2009 – Jan. 31, 2010

Participation of the following two French artists who will be coming to Taipei and give lectures during the book fair:

- Virginie BARRÉ's very stylized drawings, similar to the aesthetics of comic book images, represent strangely natural figures. Some of them remind one of friends or passers-by, while others are easily recognizable as cult film actors. In this way, her drawings give the viewer the feeling that his life is tinted by fiction, in which film scenes crop up from time to time.

- Alexandre NICOLAS, born in Toulouse in 1970, studied at the Ecole Nationale Supérieure des Beaux-Arts in Toulouse and obtained his Diplome National Supérieur d'Expression Plastique (DNSEP) in 1997. Famous companies such as Airbus, Hermes or Club Med value his talent and often team up with him.



# 5- Cultural Events and Activities

## Associated Events

Two premieres of French movies adapted from books  
View Show Xin-Yi (Jan. 30, 17h00)



“Sagan”: Françoise Sagan's life dramatized in a biographic film, directed by Diane KURYS, distributed in Taiwan by Cineplex, with French actress Sylvie TESTUD



“De l'autre côté du lit” adapted from the book of Alix GIRAUD de l'AIN, directed by Pascale POUZADOUX, distributed in Taiwan by Swallow Wings, with the French actors Sophie MARCEAU and Dany BOON. Pascale POUZADOUX will be in Taipei on this occasion

# 5- Cultural Events and Activities

## Associated Events

### Peppermoon Concert

After the release of their first CD album “Nos Ballades” in June 2009 (1,500 sales in Taiwan only), Peppermoon will start their first Asian tour by Taipei, before joining Shanghai, Beijing, Seoul and Tokyo.

- Jan. 27: The trio will perform at the TIBE Welcome Reception
- Jan. 28: Peppermoon will be at the book fair for two showcases and meet their fans (12h30 & 17h30)
- Jan. 29: Peppermoon will perform at The Wall Taipei Live House (19h30)



## 6- Schedule

**Jan. 25 (Mon)**

14h00: “En français dans le texte” Exhibition Opening (NCL)

**Jan. 26 (Tue)**

14h00: TIBE Press Conference (WTC)  
19h00: TBFF Dinner for French Guests (Shanghai Shanghai)

**Jan. 27 (Wed)**

11h00: TIBE Opening Ceremony (WTC)  
14h00: French Pavilion Opening and Reception offered  
by the French Institute in Taipei (WTC)  
19h00: TIBE Welcome Reception (Grand Hyatt Hotel)

**Jan. 28 (Thu)**

9h30: Professional Forum on “French Publishing Market” (TICC)  
12h30 & 17h30: Peppermoon Showcases (WTC)  
19h00: “Le Pigeonnier du Quercy” Bookshop Party (Le Pigeonnier)

**Jan. 29 (Fri)**

19h30: Peppermoon Concert (The Wall)

**Jan. 30 (Sat)**

17h00: “Sagan” and “De l’autre côté du lit” Movie Premieres  
(Vie Show Xin-Yi)

**Dec. 5 (Sat)  
Jan. 31 (Sun)**

“Animamix” Biennale (MOCA)

# 7- Organizers and Partners

## Main Organizers



## French Partners



**Maison de Balzac, Paris**

# 7- Organizers and Partners

## Taiwan Partners

