



# PANZ Book Design Workshop

Friday 20 September 2024  
9am – 1pm

## PROGRAMME

MC Suzy Maddox (Ngāti Kahu ki Whangaroa; Ngāti Rua, and Ngāpuhi),  
Hachette Aotearoa New Zealand & PANZ Council

**VENUE:**

The National Library of New Zealand, Stanley  
Street, Parnell, Auckland

9.00am	Registrations open	
<b>Session 1</b>		
9.30am	<p><b>The Judges' Decision is Final</b></p> <p>The four judges of the PANZ Book Design Awards dive into the nitty gritty of the judging process, discuss the tricky decisions they had to make and highlight the stand out designs.</p>	<p><b>Panel: Anna Brown (Chair, Judging Convener, Professor Toi Rauwhāangi / College of Creative Arts, Massey University), Te Kani Price (Ngāti Tūwharetoa, Te Whakatōhea, Programme Manager and Creative Director at HUIA Publishers), Chloe Blades (Bookseller, Social Media Manager and Book Club Host at Unity Books), Simon Waterfield (Senior Designer, Lift Education).</b></p>
<b>Session 2</b>		
10.15am	<p><b>What is a Book?</b></p> <p>What is a book? — Following on from the Judge's Decision is final session, this workshop will unpack some of the sticky questions around the ever-elusive definition of what constitutes a book. Current Masters of Design student Thomas Cumming (Massey University) will provide an interactive workshop and share his research into Artists' books and book-like objects. Be ready to have your thinking challenged!</p>	<p><b>Workshop: Masters of Design student Thomas Cumming (Massey University) with Anna Brown (Professor Toi Rauwhāangi / College of Creative Arts, Massey University)</b></p>
<b>11.00 - 11.30 Morning Tea</b>		
<b>Session 3</b>		
11.30am	<p><b>The Distinct Emerging Identity of Aotearoa New Zealand (book) design</b></p> <p>Our expert panel take a look at what it is that makes Aotearoa's publishing unique, delving into cross cultural collaboration, and audience and author traits in the local vs international markets.</p>	<p><b>Panel: Chair - Te Kani Price (Ngāti Tūwharetoa, Te Whakatōhea, Programme Manager and Creative Director at HUIA Publishers), Tyrone Ohia (Ngāti Pukenga, Ngāi te Rangi) is the Creative Director and Founder of Extended Whānau), Shaun Naufahu (designer at Alt Group), and Chloe Blades (Bookseller, Social Media Manager and Book Club Host at Unity Books)</b></p>
<b>Session 4</b>		
12.15pm	<p><b>Rinse and Repeat: Effective Design for Sequels and Series</b></p> <p>Our panel discuss the unique challenges and opportunities when designing sequels and series for trade and educational publishing, looking at what they are, what they mean for designers, and the underlying driver – brand recognition.</p>	<p><b>Panel: Simon Waterfield (Chair, Senior Designer, Lift Education), Grace Thomas, Publisher, Penguin Random House, Kat Quin, Director, Illustrated Publishing and Te Kani Price (Ngāti Tūwharetoa, Te Whakatōhea, Programme Manager and Creative Director at HUIA Publishers)</b></p>
<b>PROGRAMME ENDS 1PM</b>		