



# PANZ Book Design Workshop

Friday 29 July 2016

9.30am–1pm

## PROGRAMME

**CONVENOR:**  
Jenny Hellen  
Publisher  
Allen & Unwin New Zealand

**VENUE:**  
National Library of New Zealand  
Level One, 8 Stanley Street  
Parnell, Auckland

### Session 1

**9.30am**

**The Judges' Decision is Final**

The judges of the PANZ Book Design Awards discuss the awards, the entries and a few of their favourites.

*Chair: Odessa Owens*

**Panel:**

Odessa Owens, Arch MacDonnell, and Rowan Sommerset.

### MORNING TEA 10.30–11.00 AM

### Session 2 Keynote

**11.00am**

**Book Designer, Art Director and everything in-between**

Vida Kelly has more than 20 years experience as a publishing and book designer with Penguin, Harper Collins, and Pan MacMillan in London where she was Art Director of Picture Books and Gift Books from 2003 to 2006, before moving to New Zealand. Vida is the colourist for Quentin Blake and has worked with: Raymond Briggs; Axel Scheffler & Julia Donaldson; Allan Ahlberg; Emily Gravett; and Freya Blackwood. She will talk about what she does and how she does it.

**Presenter:**

Vida Kelly in conversation with Julia Marshall.

### Session 3

**11.45am**

**When Design Briefs Go Wrong (and Right)**

A rousing and highly visual discussion between leading NZ designers and publishers on why sometimes book design goes horribly wrong. And just as importantly, why it can usually be righted. Our panelists will finish the session by highlighting those books which design they most admire and why.

*Chair: Jenny Hellen*

**Panel:**

Vida Kelly, Fergus Barrowman, and Kate Barraclough.

**PROGRAMME ENDS 1.00 PM**