

## PANZ Book Design Workshop

Friday 22 September 2023

9am – 1pm

### PROGRAMME

MC Suzy Maddox, 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:</b> David Coventon (Chair, Judging Convener, Graphic Designer and Communication Design Educator), Jo Bailey (Graphic Designer, Researcher and Design Educator, Toi Rauwhārangi / College of Creative Arts, Massey University), Neil Pardington (Kāi Tahu, Kāti Māmoe, Ngāti Kahungunu, Creative Director, Neil Pardington Design), Jenna Todd (Kāi Tahu, Time Out Books).</p>          |
| <b>Session 2</b>                 |   |   |
| 10.15am                          | <p><b>Shelf Appeal: Enticing Readers to Beautiful Books</b></p> <p>What makes a book stand out in a bookshop packed with books, or a busy web page full of text and images? Our expert panel take a look at what makes a book stand out from the rest, delving into clever covers, eye-catching book spines and the power of imagery and colour to pull in book lovers.</p> | <p><b>Panel:</b> Jenna Todd (Chair, Kāi Tahu, Time Out Books) Louisa Kasza (Publicist, Penguin Random House), Megan van Staden (Art Director and Freelance Graphic Designer)</p>  |
| <b>11.00 - 11.30 Morning Tea</b> |   |   |
| <b>Session 3</b>                 |   |   |
| 11.30am                          | <p><b>Crossing Cultures – Visual Translation and Skilled Design.</b></p> <p>Our talented panel share their knowledge on representing different cultures and languages through the art of skilful and effective book design.</p>   | <p><b>Panel:</b> Te Kani Price (Chair, Ngāti Tūwharetoa, Te Whakatōhea, Designer, HUIA) Neil Pardington, (Kāi Tahu, Kāti Māmoe, Ngāti Kahungunu, Creative Director, Neil Pardington Design) and Duncan Munro (Designer, Lucky Stairs Studio)</p>  |
| <b>Session 4</b>                 |   |   |
| 12.15pm                          | <p><b>We Could Be Unsung Heroes</b></p> <p>How do skilled designers and well regarded studios address design restrictions such as heavy text, budget limitations and commercial imperatives. Our panel explores thoughtful design and innovative thinking which reaches beyond barriers to create exceptional design.</p>   | <p><b>Panel:</b> David Coventon (Chair, Judging Convener, Graphic Designer and Communication Design Educator), Jo Bailey (Graphic Designer, Researcher and Design Educator, Toi Rauwhārangi / College of Creative Arts, Massey University), Brittany Irvine, (Designer, First Light Studio). Neil Pardington (Kāi Tahu, Kāti Māmoe, Ngāti Kahungunu, Creative Director, Neil Pardington Design)</p> |
| <b>PROGRAMME ENDS 1PM</b>        |   |   |