



PANZ Book Design Workshop

Friday 25 September 2026

9am – 1pm

PROGRAMME

MC Suzy Maddox, PANZ President

VENUE:

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

9.00am

Registrations open

Session 1

9.30am

The Judges' Decision is Final

The 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.

Panel: Erica Harrison (Chair, Judging Convener, illustrator, children's book designer and co-founder of Messy Press), Carly Yates (designer at Seven), Dr George Hajian (designer, artist, and Senior Lecturer at Te Wānanga Aronui o Tāmaki Makau Rau, Auckland University of Technology)

Session 2

10.15am

The Publisher Designer relationship - in conversation with Michelle Hurley and Kate Barraclough

What makes a successful partnership between publisher and designer? Our experts discuss how a strong brief is developed, how feedback is best given and received and how both parties navigate competing priorities.

Speakers: Michelle Hurley, Publisher at Allen & Unwin Aotearoa New Zealand and Kate Barraclough, designer Kate Frances Design

11.00 – 11.30 Morning Tea

Session 3

11.30am

Creative Control in the AI Age

Our panel will discuss how AI is already changing book design workflows and look at the benefits and the risks. As more and more publishers and awards criteria put limits on AI use what protections can be put in place to ensure human generated content is protected and AI use is transparent.

Panel: Dr George Hajian (Chair, designer, artist, and Senior Lecturer at Te Wānanga Aronui o Tāmaki Makau Rau, Auckland University of Technology), Gideon Keith, (Creative Partner at Design Studio Seven) and Dr Jo Bailey (Designer and Educator and Researcher at Toi Rauwhāngi College of Creative Arts, Massey University)

Session 4

12.15pm

The Design Genius: Doing more with less

How do skilled designers and well-regarded studios address design restrictions such as heavy text, budget limitations and commercial imperatives? This panel explores thoughtful design and innovative thinking that reaches beyond barriers to create exceptional design. Designers and publishers should be prepared to talk about how they have responded to these challenges in practice, and how the relationship between creative ambition and practical constraint shapes the final book.

Panel: Erica Harrison (Chair, Judging Convener, illustrator, children's book designer and co-founder of Messy Press), Carly Yates (designer at Seven), plus Adrian Kinnaird, Senior Editor Bateman Books, cartoonist, writer and co-founder of graphic novel publisher Earth's End Publishing.

PROGRAMME ENDS 1PM