

“TALKING PICTURES: Selected Books” Evaluation Process

The New York Rights Fair (made up of *Publishers Weekly*, Bologna Fiere and the Combined Book Exhibit), Parsons School of Design and the Hamelin Cultural Association have partnered to launch **TALKING PICTURES: The Visual Book Now**. This multi-layered partnership includes a one-day, free symposium to be held at Parsons School of Design on May 29, 2018 (information and registration coming soon).

Additionally, three **TALKING PICTURES** panels will be produced at the New York Rights Fair, located at the Metropolitan Pavilion at 125 W 18th St, New York, NY 10011.

The first TALKING PICTURES panel at the New York Rights Fair, on May 29 from 4:30-5:15 pm, will reveal a selection of notable books that offer an overview of excellence in visual books, without dividing them by age group or subject matter. Applicants will be judged by a panel of *Publishers Weekly* editors, and representatives from Parsons School of Design, Bologna Fiere, and the Hamelin Cultural Association.

Three notable books will be chosen in each category and will be discussed in depth during the panel. These books will be on display at the New York Rights Fair, raising their global visibility. Following the panel and announcement of the “best” will be a reception to formally celebrate these bodies of work.

Three books will be selected in each of the following categories:

1. Contemporary Art and Photography
2. Architecture and Graphic Design
3. Children’s Picture Books
4. Comic Books and Graphic Novels
5. Cookbooks

The jury will make their selections according to the following criteria:

1. The quality of the editorial design, both in its graphic aspects and as an object.
As the focus of the selected books is the book-as-medium, consideration will be given to all the aspects related to the book’s quality, originality and visual integrity, including its value as an object, its cover, its graphic design, the choice of paper, the paper engineering, etc.
2. The originality and functionality of the rapport between text and images (in those cases where the book contains textual elements).

The common element across all the categories of Visual Book is the interrelationship between words and images. The jury will therefore evaluate the relation between text and image on an aesthetic level and in terms of its importance in expressing the sense of the book being considered.

3. The originality of the project.

The jury will evaluate the innovativeness of each book against the current field of published books, as a way of understanding the book-as-medium, as well as the image-text relationship within it. The book’s content will not be considered on its own, but instead in the context of all of the elements that constitute the book-as-medium (for example, a brilliant, traditionally structured photographic

catalog will be considered not only for the quality of its photographs, but for the overall quality of the catalog as an object in and of itself).

4. All qualifying books must have a pub date between January 1, 2017 and December 31, 2017 in order to be eligible for consideration.

Send two copies of your book to:

New York Rights Fair

c/o Publishers Weekly

BOOK CATEGORY HERE [i.e. "Children's," "Cookbook," etc]

71 West 23rd Street

Suite 1608

New York, NY 10010

Additionally, all submissions must be uploaded as pdfs (note: each category has a unique submission link. Be sure to click the correct link for the category you want to enter):

1. **Contemporary Art and Photography:**
<https://www.dropbox.com/request/yvfrTXUujzEcLJyefGFN>
2. **Architecture and Graphic Design:**
<https://www.dropbox.com/request/FlAQAqWzHnXAJrjiyToc>
3. **Children's Picture Books:**
<https://www.dropbox.com/request/kzQPFx2QVPc6Uy6PNWy6>
4. **Comic Books and Graphic Novels:**
<https://www.dropbox.com/request/LBZgxclsKz6wR5304wAf>
5. **Cookbooks:**
<https://www.dropbox.com/request/lfCdZbaS414b5gmmUolB>

Submission must be received by April 23, 2018 in order to be considered. There is no limit to the number of books publishers may submit.

Questions? Contact us:

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(note that replies might take 1-2 days)