



**6th edition**

**A WELL DESIGNED BOOK**

**– let's start with children**

---

**11 May 2018** / 9:45 a.m. – 3:00 p.m.

Cinema Room, the Academy of Fine Arts in Katowice, ul. Raciborska 50  
free entry

## **6th Conference Programme**

### **A BOOK FOR CHILDREN – HOW IS IT DONE?**

#### **– A hero in illustrated children's books**

---

**9:45 a.m. A celebratory opening** Rector of the Academy of Fine Arts in Katowice prof. Antoni Cygan

---

**10:00 a.m. Subject: Hero. Projects implemented by the students of the Academy of Fine Arts in Katowice. Working methods.**

Anna Machwic

In 2002, she graduated from the Academy of Fine Arts in Katowice with a degree in graphic design. Since 2003, she has been working at her home university, where she heads the Illustration Studio. Since 2008, she has been the curator of the international competition *A well designed book – let's start with children* and the accompanying conference *A children's book – how is it done?*

---

**10:30 a.m. From frustration to creation – „Goodnight Stories for Young Rebels”  
– 2 authors, 60 illustrators, 100 stories of extraordinary women.**

Joanna Walczak

Since she was a child, she liked to play with words and she still does. Graduate of English studies at the University of Silesia. Her adventure with publishing books began in Książnica Publishing House. Once she wanted to become a writer, sometimes she works as a translator, and now she is discovering other writers for children and young people as the publishing director of Debit Publishing House. She thinks it's worth rebelling and following our dreams. Her sporting passions are bike and windsurfing. She lives with her husband and three daughters in Katowice.

---

**11:00 a.m. Children's book art: praise of stupidity, praise of madness.**

Grzegorz Leszczyński

Professor of the University of Warsaw, director of the Polonicum Centre for Polish Language and Culture for Foreigners, head of the Department of Popular Literature, Children and Youth Literature at the Faculty of Polish Studies of the University of Warsaw. He deals with children and youth literature, popular literature and culture and literature of the second half of the 19th century. Recently, he has issued, among others, a monograph *Wielkie małe książki. Lektury dzieci. I nie tylko* (2015) a lexicon for young readers *Daję słowo. Wędrowki po języku i literaturze* (2016). He has a wife, a daughter, a son, a dog and five cats.

---



6th edition

A WELL DESIGNED BOOK

– let's start with children

---

11:30 a.m. coffee break

---

12:00 a.m. **Black or red – visual interpretations of Little Red Riding Hood.**

Małgorzata Malwina Niespodziewana

A graduate of the Academy of Fine Arts in Cracow (studies at the Faculty of Graphic Arts in the years 1993-1998, in 2007 she received her doctoral degree, and in 2017 her post-doctoral degree). Since 2013, she has been working as an adjunct professor at the Faculty of Art at the Pedagogical University of Cracow. She's teaching illustration classes. The body and feminism in art remains a constant point of reference for her work, in which she refers to biographies, texts and works of avant-garde artists, among others, to Katarzyna Kobro, Erna Rosenstein, Maria Jaremy (in 2017 she participated in the exhibition *The Power of the Avant-Garde* at the National Museum in Cracow). She created an artistic concept of a universal body, she combines various artistic fields, most recently: graphics, illustration, drawing and comics. Founder of MaMa Group and co-founder of Group 13 – female graphic designers. The author of thirty individual exhibitions, she took part in over one hundred and fifty group exhibitions in Poland and abroad. Winner of many awards and distinctions, among others, scholarship of the Minister of Culture and Art in 1997/8; *The Mythological Europe Revisited* in Italy; *Creative City of Cracow* scholarship in 1999, *Mino Art Village Project* in Japan in 2002 and 2006; in 2005, she was submitted to the *Passports of Polityka* weekly magazine for 2004, Grand Prix International Biennial of Graphics of The Baltic Sea Countries Kaliningrad – Königsberg in Russia in 2005. She lives and works in Cracow.

---

12:30 a.m. **100 faces of Alice. About the illustrations for Lewis Carroll's diptych.**

Anita Wincencjusz-Patyna

Art historian and critic, doctor of humanities in the field of art sciences. Assistant Professor at the Eugeniusz Geppert Academy of Fine Arts in Wrocław, Deputy Dean of the Faculty of Painting and Sculpture. Scholarship holder of Trinity College Dublin and International Jugendbibliothek in Munich. She cooperates with the Bratislava Illustration Biennale, the Croatian Illustration Biennale, the Municipal Gallery in Wrocław, the Baltic Sea Cultural Centre in Gdańsk, the Gallery of Modern Art *Bunkier Sztuki* in Cracow and other cultural institutions. Member of the Polish Section of IBBY (International Board on Books for Young People). Jury member of the national *Good Pages* competition in Wrocław and the international *Picture Story Book Quadrennial* in Riga (Latvia). Author of the book *Stacja Ilustracja: Polska ilustracja książkowa 1950-1980. Artystyczne kreacje i realizacje* (Wrocław 2008), *Para-buch! Pociąg do ilustracji. Ewa Kozyra-Pawlak i Paweł Pawlak* (2017), co-author of *Look! Polish Picturebook* (2016), a book also published as *Polska szkoła książki obrazkowej* (2017) and numerous articles in scientific journals devoted to illustration and book graphics, as well as the artistic community of Wrocław.

---

1:00 p.m. **Where does the character form come from?**

Nikola Kucharska

She was born the same year that Czechoslovakia broke up, Kapuściński published his novel



6th edition

A WELL DESIGNED BOOK

– let's start with children

---

*Imperium* and Jerzy Owskiak founded the Great Orchestra of Christmas Charity. For most of her life she lived in Chorzów, although she currently travels between Siemianowice (where she lives), Katowice (where she studies) and Wrocław (where she intends to move). She became known as a prolific illustrator, an avid comic book creator, a novice board game illustrator and author of 10 books. After three and a half years of undergraduate studies, she graduated from the Academy of Fine Arts in Katowice with a bachelor's degree, but returned to her home university in the same year to continue her Masters studies. If she's lucky, she will graduate in 2018, for the second time, with a Master degree in graphic design, with a diploma in illustration. Among her own publications, she appreciates the most: *Kobo in a supermarket* (which she created in cooperation with Michał Kubas, publ. Tadam 2017), *How does it work? Animals* (Nasza Księgarnia, 2017), *Greek myths for children in pictures* (Nasza Księgarnia 2017), and nominated in the PTWK contest for the most beautiful book 2016 *Journey around the world. North South. East West* (Nasza Księgarnia 2016). She cooperates with many Polish publishers, including Tadam, Literatura, Media Rodzina czy Nasza Księgarnia, although most of her books are published by the latter. She occasionally works on various projects with companies and private clients. Her books were translated into over 6 languages and published in France, China, Russia and the Czech Republic. Privately, she's the owner of three black cats and one brownish. She's a passionate reader. She likes to sleep, watch TV shows and drink coffee in large quantities.

---

1:30 p.m. coffee break

---

2:00 p.m. *My various books*

Opening of the exhibition of illustrations and books by Nikola Kucharska  
The hall at the Library of the Academy of Fine Arts in Katowice, ul. Raciborska 50

---

2:30 p.m. „*Child – a hero and recipient.*” About the „*Here or There*” exhibition and more.

Magdalena Kłos-Podsiadło; Ewa Solarz

Magda Kłos-Podsiadło – publisher of books for children, co-founder and editor-in-chief at the Wytwórnia Publishing House. Talent hunter, promoter of Polish illustration in Poland and abroad. Co-curator of the exhibition *Here or There? Contemporary Polish illustration for children*.

Ewa Solarz – art historian by education, curator of exhibitions, author of books for children. For many years a journalist and editor-in-chief in magazines and interior design services, today she is involved in popularizing Polish culture in Poland and abroad. She is a curator for number of projects and exhibitions related to art, design, book illustration and ecology. He collaborates with the Adam Mickiewicz Institute, the Zachęta National Gallery, the Book Institute, the Łódź Design Festival, Gdynia Design Days, the Museum of the City of Gdynia, the Regional Museum in Stalowa Wola, the Arsenal Gallery in Białystok, the Kielce Design Institute, Cieszyn Castle, the Polish Institute in Stockholm, Berlin, Budapest, STGU (Association of Graphic Designers), BWA in Wrocław, the National Institute of Museums and Collections Protection, EC1.

---

3:00 p.m. Closing

---