



FUN DA CION



SPRING 2000

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Mariángeles Fernández, Editor;
Mariana Díaz, Communications Director;
(mdiaz@fundaciongr.es)
Telephone: +34 917 002 840,
Fax: +34 917 002 858
www.fundaciongr.es

Looking ahead, but faithful to our traditions

The Foundation is proud of its history. Almost 20 years of sponsorship activities have strengthened our position as a professional entity in the development of cultural attitudes. An ongoing task of the Foundation has always been the promotion of books and reading habits through our permanent programs. This publication highlights and summarizes the harvest yielded by many years of hard work, and its future issues will update the information about our activities. In this first issue, we have chosen to look back at our past, the base upon which we have raised the magnificent building that the Foundation is today.



Antonio Basanta, General Director of the Germán Sánchez Ruipérez Foundation, answers questions about the institution and its new projects

Question: The Foundation is in the threshold of a new era. How do you evaluate the previous years?

Answer: The Foundation has already traveled a long road. Ever since that distant date of October 1981, when the Foundation was chartered, we have been engaged in numberless activities, and have firmly established our technical centers of Salamanca, Peñaranda and Madrid. We have also enriched the professionalism of our personnel, but first and foremost we have served the cultural needs of a society that nurtures us and benefits from our efforts. Twenty years have elapsed since the Foundation was born, and now it has reached a stage of maturity and stability.

Q.: Ever since its early beginnings, the Foundation's activities were focused mainly on the area of books and the promotion of reading. Will these major interests prevail in the future?

A.: Beyond a doubt. The Foundation is the lifetime work of a publisher. For Germán Sánchez Ruipérez, the Foundation is an inexhaustible vocation. Besides, if twenty years ago the Foundation made a commitment to encourage readers and stimulate reading habits, how not to do the same thing now, when reading is more relevant than ever before?

Reading is the key to the new culture of Informatics. We cannot sail safely through this world of ours without understanding and analyzing the wealth of information surrounding us.

And to fulfill that commitment we have to foster literacy, we need to enhance to an optimum degree the right of every citizen to master and love reading. However, we are not talking only of reading books or other printed materials, although these are the basic modes of reading. We are talking about a type of reading that cannot ignore the new supporting aids that help human beings to attain their full potential and enable them to wholly enjoy social interaction. That's why the Foundation, without forsaking in the least its foremost vocation, is willing and ready to enter new fields where all of today's new modes can be harmonically approached.

Q.: What new modes are you referring to?

A.: Specifically, to our interest—reinforced now—in the world of education, the new pedagogical systems and innovative methods of learning. New and enriching knowledge must go hand in hand with new and enriching learning experiences. We are also eager to contribute to our national linguistic diversity, to the unstoppable and felicitous growth of the Spanish lan-

guage—Castilian—, and to the cultural values that this expansion entails. The Foundation, as I said before, mirrors the dreams of a man who is essentially a publisher, but also a businessman. That's why we are planning, in this new stage of our evolution, on giving specific attention to the business world, especially to its ongoing processes of humanization and modernization. Last but not least, I would like to emphasize our purpose of going in depth into a process of ethical growth. This will lead us to find the keys to peaceful coexistence in today's world, that needs solidarity and fairness, even more than tolerance.

Q.: Would you explain the Foundation's current organizational structure?

A.: From the point of view of its governmental bodies, the Foundation is ruled by a Board of Trustees. This Board comprises three areas that are the embodiment of the Founder's wishes. On one side we have the presence of the personal roots, represented by the Family Group, true guarantor of the independence and continuity of the Foundation's endeavors. The Head of this Group is Isabel de Andrés. A second area deals with the responsibility of inserting the Foundation into the society that nurtures it and towards which the Foundation projects itself. This area justifies the existence of the Institutional and Honorary Board. This Board, chaired by Fernando Lázaro Carreter, includes major institutions that represent the community, along with prestigious public and private entities. Finally, the Executive Board assumes responsibility for the specific activities carried out by the Foundation, driven and coordinated directly by Germán Sánchez Ruipérez. Respected and well-known personalities, akin to the work areas of the Foundation, serve on this Board. These Trustees are also people who have been especially close to our Charter President. The Executive Secretary General is in charge of coordinating the different executive teams that work under the supervision of the Secretary General's Office. From the point of view of the activities performed, the Foundation has established in Madrid an office in charge of rendering general services of management and negotiation, and three technical centers, namely: the Center of Study, Analysis and Debate, in Madrid; the International Center of Children's and Juvenile Literature, in Salamanca, and the Center of Sociocultural Development, in Peñaranda de Bracamonte, Province of Salamanca.

Q.: What are the reasons for the special positioning of the Foundation in these three specific areas?

A.: Our President's will, ever since the Foundation was born, was to be wherever the Foundation was most needed. More often than not, we tend to have a very limited vision of our country. We tend to think that the really important things happen only in the major cities. And, of course, it is necessary to be present in these cities. However, we cannot overlook the fact that Spain is a whole territory that includes many medium-size cities, as well as a very important rural population. That's why we must be in Madrid (where we are getting ready to launch, in the near future, a rather special project), but we must be also in Salamanca (a prototype of the provincial Spanish cities), as well as in Peñaranda de Bracamonte and its region, a typical sample of the rural environment.

Q.: Would you like to summarize several of the projects that the Foundation will be launching throughout this year?

A.: Firstly I will mention our involvement in a very important task: the Plan to Enhance Public Libraries, sponsored by the Ministry of Culture. This Plan is already

moving on. In recognition of our involvement, the Foundation has been appointed to coordinate and conduct the main research within this Plan. We feel this has been an honor, which we really appreciate, and expect this research will be completed by the end of this year. I would like to mention also our sponsorship of the First Journalistic Award "Fundación Germán Sánchez Ruipérez", endowed with 2,000,000 pesetas. The judges will render their decision in October. The purpose of this award is to foster the writers' interest in encouraging reading habits in the population. We want to contribute to developing a strong love of reading in our society at large, and we expect that all major media will be our allies in these efforts. To encourage this love of reading might well be one of the challenges in the future of Spain, and we must face it rather urgently. This explains why the byword of this journalistic award is: "The 21st Century: a century for reading". I want to mention also a series of conversations with publishers, and a qualitative study whose subject will be the publishing industry in Spain. In the first one of these two projects, we will be benefitting from the wisdom of eight outstanding Spanish publishers. We are looking forward to learning from them that the publishing profession goes far beyond the economist's viewpoint, and also that it is much more involved with the ideals of fostering culture and living up to the permanent commitment of spreading cultural values. The second project—a qualitative analysis of the publishing industry—is meant to supplement the quantitative evaluation that is published annually. To implement this project we will rely upon the participation of renowned scholars. The Book General Office and the Spanish Federation of Publishers' Guilds will cooperate with the Foundation in this study.

Q.: As my last question, how would you define the Foundation?

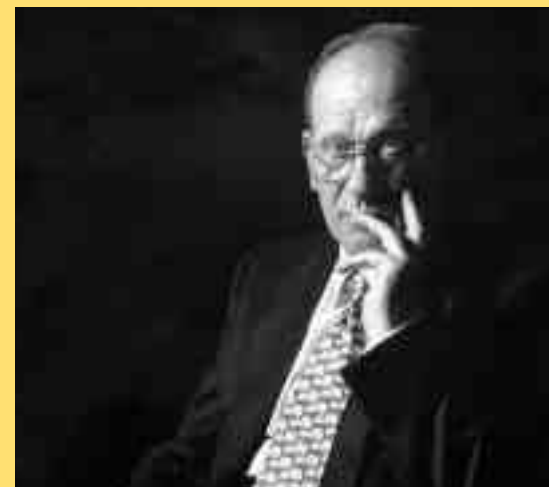
A.: As a dynamic institution in a process of continuous renewal, and very much aware of its responsibilities towards society. The very existence of the Foundation is thoroughly justified by the concerns of its Charter President, whose wishes are to express, through the Foundation, his altruistic purpose of fulfilling his social commitment. This purpose is often achieved through a discreet attitude, quite devoid of talkativeness, and always working with consistency.

The task of educating citizens to help them develop a stable and long-lasting relationship with culture requires a permanent and selfless effort.

The goals to be attained call for medium- and long-term projects.

This explains the physical reality of our Centers, the stability of their professional staffs, and the permanent nature of most of their programs. Time is a precious and essential commodity, which—when wisely evaluated—is always a great ally. ■

M.D.



My Column

We are launching a periodical publication that will cover our Foundation's major activities.

Since this publication inescapably calls for brevity, it will be necessary to exercise the ability to summarize, considering that it is quite difficult to provide a detailed and extensive description of the work performed by each one of our Centers.

The Foundation keeps on going ahead, consolidating itself with greater strength than ever before. I sincerely wish to focus my dreams and my energy on the Foundation, because in that way I may continue contributing something to the development and enhancement of our world.

Our society is now more open, more modern and more diverse than ever. Without bragging and without partiality, I do believe that today we are going through extremely favorable conditions and, in the years to come, we must give the best of ourselves to crown with success the current trends. In this process, we must iron out disrupting inequalities and ensure the prevalence of harmonizing values in the community, fostering a social environment of growing participation, meaningful dialogue and mutual understanding.

Reflection and action: that is the way. All factors—many of them unpredictable—must be analyzed, and there are yet many specific goals to be reached because we still have many voids around us waiting to be filled up. The tasks to be accomplished include improving literacy rates (truly a master key in the present age of Informatics); spreading information about, and utilization of, the new ways to access knowledge; adopting new and original learning methods; encouraging a holistic approach to the education of individuals; enhancing our rich and diverse linguistic heritage and using it to the fullest; caring about the evolution of leadership of the Spanish language and Hispanic values around the world ... And there many other fields in which we are asked to assume responsibility. This sense of responsibility is the driving force behind our conviction about a much needed commitment to ethical values and ethical awareness. Everybody must play a role. Nobody is excepted from this duty. We will be doing our best, through our Foundation, to encourage the discussion of ideas and a fruitful dialogue in our pluralistic society, and also to motivate specific achievements, thus taking full advantage of the great opportunities that surround us.

Quality culture for a rural area

The Center of Sociocultural Development of Peñaranda de Bracamonte has changed the cultural habits in the region

The ratio of readers of the daily press is far above the Spanish national median. Visiting art exhibits, enjoying the theatre, learning music, or approaching the new informational technology, are activities that the people of the region have incorporated into their daily habits.

The people of Peñaranda de Bracamonte and its region, in the Province of Salamanca, have gone through a remarkable evolution of their cultural behaviors and habits, since the Center of Sociocultural Development of the Foundation “Germán Sánchez Rui-pérez” was established eleven years ago. There has been such a dramatic change that it is valid to discuss it in terms of “before” and “after”.

This has been documented by a study (*The Cultural Development of Peñaranda de Bracamonte and Its Region*) conducted in 1999 by a team of sociologists of the University of Salamanca. It is a field research that comprised two groups within the population of the region: students of Mandatory Secondary Schools, and people 16 years of age and older. This research also included in-depth interviews and discussion groups with women aged from 25 through 55 years, and also with disabled youngsters who attend the occupational workshops sponsored by ACOPEDIS (Regional Association of Parents of Disabled Children). Variables taken into account in this study included age, gender and place of residence of the interviewees.

The report of the findings of this research refers to a previous study (A Study of the Cultural Attitudes and Needs of a Castilian Region), which was commissioned by the Foundation and conducted in 1982-84, whose purpose was to inquire about the cultural and educational habits of the people of the region, including their ways of investing their leisure time. An effort was made to describe the concerns, attitudes and hopes of the potential beneficiaries of the Center that was projected at that time as a tool of cultural vitalization.

A comparison between the findings of both reports show how the Foundation’s work has had a dramatic bearing on

a basically rural habitat, relatively homogenous from a social and cultural standpoint,

in spite of such homogeneity, important differences were noticed between the town of Peñaranda de Bracamonte (6,600 inhabitants) and the 33 municipalities of the region of Tierra de Peñaranda (25,000 inhabitants). Thus, it was found that back in 1982 two thirds of the population thought that reading was “a loss of time”. Now, only 7 percent of the interviewees, according to the sociologists of the University of Salamanca, hold such an opinion. Moreover, 22 percent of the people had openly stated that they never read. Today, this proportion is down to 10 percent. These figures show that reading habits, among the people of Peñaranda and its region, have grown by 20 percent. And there is something that is even more significant: this increment has been one percental point higher than the increment registered for the whole of the Spanish population during the same period.

A good example to show how reading habits have grown among the people of Peñaranda is the current ratio of readers of the daily press. Back in 1982, the proportion of these readers reached 41 percent, whereas today it reaches 82%, well above the median for the rest of Spain (61 percent) and France (73 percent).

It must be noticed that this evolution has been not only quantitative, but also qualitative. The Salamanca study has shown that the people of Peñaranda have entered the new millennium with more discriminating and less utilitarian attitudes regarding their reading preferences.



Many of the respondents said that “to read anything, no matter what, is not what really counts” and disagreed with the opinion that sustains that “the most important books are those that are useful for practical reasons, like studying or working”.

The Center of Sociocultural Development has played a decisive role in this remarkable evolution of reading habits. It is not by chance that the Municipal Library is under the roof of the Center’s facilities. The operation of this library is a paradigm of the cooperation between the private and public sectors. The same applies to the Municipal School of Music, also housed in the Center’s building.

As a matter of fact, most of the Center’s activities revolve around the Library, which has currently 24,000 volumes. Furthermore, its audiovisual and multimedia aids are consistently gaining in importance. Besides, electronic information services, through Internet, have made possible the involvement of a growing number of distant users.

The Center, through its programs geared to fostering reading habits, also offers—in addition to its consultation and loan services—multiple activities to enliven the reading experience; art exhibits; publication of reading guides and manuals, and advice to nearby libraries.

Beyond a doubt, the Library is a frame of reference within this cultural space accessible to the people. In 1999, 96 percent of teenagers and 90 percent of adults who were interviewed answered that they did know and use the Library.

Let's keep in mind, however, that the Center provides many other services in the area of education and cultural dissemination. These services include informative courses; workshops; foreign language teaching; informatics; exhibits, and music and performing arts, among many other activities. Exhibits are especially attractive for the general public. From 1982 through 1999, attendance to exhibits has increased by more than 25 percent. Of those who were interviewed last year, 47 percent had visited the exhibits —32 percent occasionally, and 15 percent with greater frequency.

The Foundation's work in the area of cultural dissemination seeks to offer to the people of Peñaranda the same level of quality that city dwellers are used to enjoy. Local people are thus developing a taste for the movies, music and the theatre. Performances are staged at Teatro de la Fundación and Teatro Calderón. The latter is owned by the Municipality, but managed by the Center. Both of them are incorporated into the Theatre Network of Castile and León.

The Foundation devotes a sizable portion of its resources to educational processes. These processes include, among others, encouraging people to develop new cultural habits in their leisure time, as well as more sophisticated pursuits, always emphasizing the new technologies.

To overcome the traditional educational deficits in the rural milieu, and to offer the possibility of gaining and updating knowledge, are the fundamental objectives within the formative area.

Women —teenagers as well as adults— are the most interested in cultural dissemination courses and workshops, according to the findings of the sociologists. However, educational activities cover other fields too, such as foreign language learning and Social Recovery courses. These courses address the needs of young students who have failed at school. The purpose is helping them find an appropriate place in the labor force. The Foundation and the Municipality share responsibility for these endeavors.

The dynamic nature of the total options set forth by the Center is shown by the great number of citizens of the region who are familiar with the Center and its activities. Eighty-eight percent of teenagers and 82 percent of adults stated that they knew about the Center. Of course, these figures vary according to the greater or lesser proximity to the Center. Among the respondents living in the city of Peñaranda itself, 97 percent of the teenagers and 92 percent of the adults know the Center. As a whole, 90 percent of the population of the region has either a good or a very good opinion of its programs and facilities.

The truth is that the Center of Sociocultural Development is today a meeting place, a place for communication, cultural improvement and cultural entertainment, accessible to everybody, as well as an efficient and permanent landmark in Tierra de Peñaranda, a region whose cultural profile is very different from the cultural profile of other Spanish regions with a similar economic, social and cultural make-up.

Changes are particularly obvious in Peñaranda de Bracamonte, a city that has earned its place as a veritable service

hub for several municipalities of the provinces of Salamanca and Avila. The historical commercial activity of the area is now enriched with a diversified and up-to-date cultural life.

Several factors, such as age and gender, have a bearing on how the people of the region take advantage of the cultural options offered by the Foundation, but the strongest influence is that of the municipality of residence of the people involved. This poses new challenges to the Foundation. Now that the Center is firmly established in the main city of the region, the Foundation is looking out for those other smaller towns which, mainly due to poor communication and transportation services, are not benefitting from the full effects of the sociocultural evolution.

The team of researchers who conducted the study about *The Cultural Development of Peñaranda de Bracamonte and Its Region* was headed by Angel Infestas Gil, Doctor of Sociology, a professor at the University School of Sociology, University of Salamanca; Marta Lamba Ortega, Full Professor of Sociology, University of Salamanca, and Encarnación Pérez Alvarez, Full Professor of Social Work, University of Salamanca.





Ground Floor
Scale 1/200

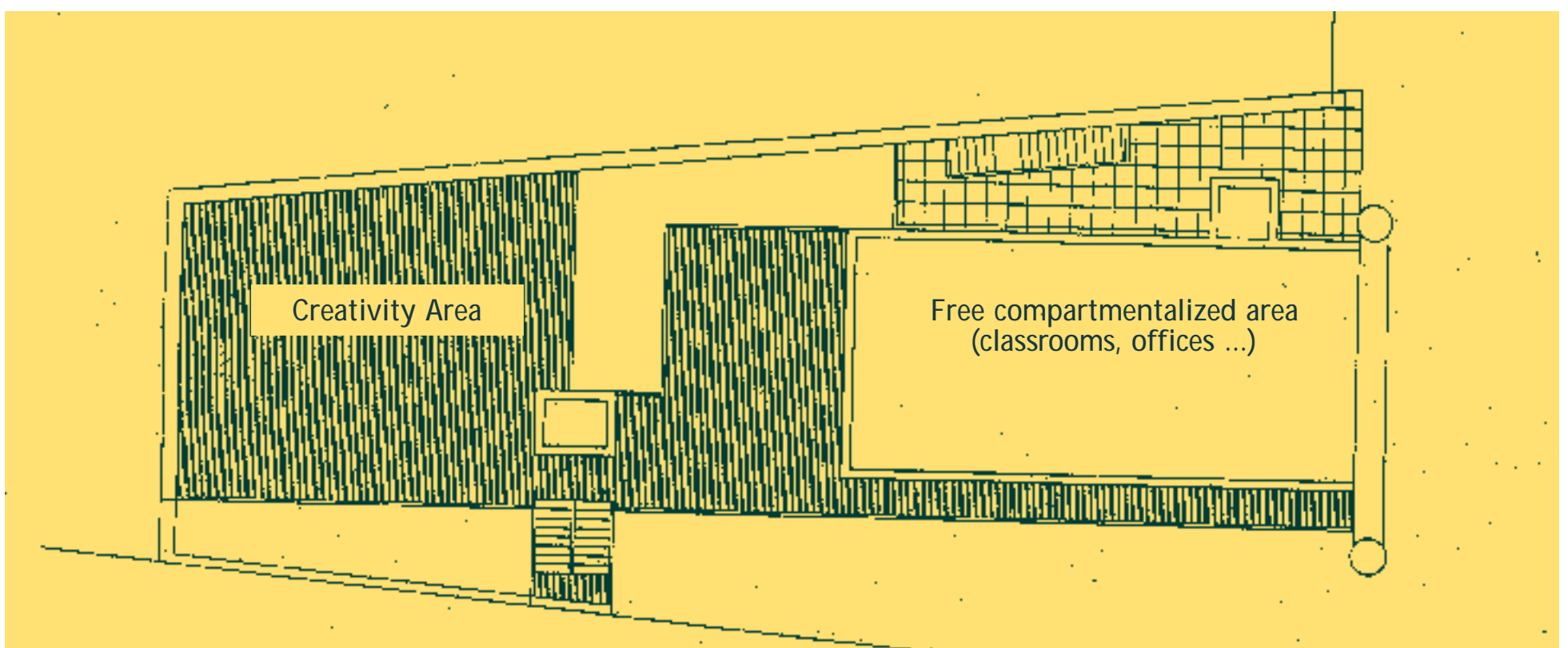
The Foundation is planning on building a new center in Peñaranda de Bracamonte

The Foundation will expand its presence in Peñaranda with the construction of a new building. This will serve as a new center of activities to supplement the existing options. Special emphasis will be placed on the projection of this expansion towards the whole region.

The new building's four floors will rise on the lot of the old Jai Alai Court, donated by the Municipality. This lot adjoins the Convent of the Barefooted Carmelite Nuns, built in the 17th century, which has been granted the status of Cultural Heritage Property.

The new technologies, present since the beginning in the existing building of the Foundation on the Main Square, will play also a major role in the new building, which will house the various communication media that provide local and regional coverage. There will be also classrooms; workshop areas; individual cubicles for people engaged in creative pursuits, and other multi-purpose areas. Finally, the new building will have special facilities to welcome the various cultural associations in the region and interact with them.

Second Floor
Scale 1/200



First Person Singular Conversations with publishers

The Foundation has organized a series of conversations with eight publishers, all of them representing different essential aspects of the publishing trade in Spain throughout the 20th century. The series aims at capturing the unpublished reminiscences of leading publishers who have in common their vocation and professionalism, and focuses on their unique pursuits. These convivial exchanges will be also a recognition of their contributions to the cultural values through the impact of each one of their respective catalogues of publications on the community of readers. The publishers invited to this series are founders of publishing firms—all of them established more than thirty years ago—that have played and still play a very special role in our country and the rest of the Spanish-speaking world. Driven by their avocation and specific formative experiences, and self-furnished with a solid knowledge of the publishing business, these men and women stand out in the realm of culture with their own individualities, because each one of them knows that a publisher identifies him or herself with “his” or “her” catalogue. That’s why the Foundation decided to shape this series into a conversational format with an interviewer. The purpose is to stir up the memory of the guest publishers and invite them to recount their own remembrances and personal experiences “in the first person singular”. One thousand hours would not be enough to capture this wealth of reminiscences. That’s why, due to the time limitation, a special emphasis will be placed on certain specific aspects of the publishing profession. The interviewers have been chosen from different fields. They will be writers, young publishers, and professors who have been frequent contributors to the participating publishers’ publications.

The Schedule of the Series:

May 8: Amparo Soler (Castalia)
May 11: Josep Lluís Monreal (Océano)
May 17: Francisco Pérez González (Taurus)
May 25: Juan Salvat (Salvat)
June 1: Germán Sánchez Ruipérez (Anaya)
June 7: Beatriz de Moura (Tusquets)
June 15: Jorge Herralde (Anagrama)
June 22: José Manuel Lara Bosch (Planeta)

The conversations will take place in the headquarters of the Sociedad General de Autores (SGAE), Fernando IV, 4, Madrid, 7:00 p.m.

The Foundation at Liber Book Fair

During the last International Liber Book Fair, which took place in Madrid, Antonio Basanta Reyes, the Foundation’s General Director, partook in a round table whose subject was “The Spanish language and the libraries”. Basanta called for a coordinated effort from all sectors, with a view to develop “open and dynamic libraries” capable of reinforcing “the habit of reading in its widest scope, and also of providing consultation and information services”. The moderator of this round table was Fernando de Lanzas, General Director of Books, Archives and Libraries. The other participants were Ramón Abad, Director of the Library of the Cervantes Institute of New York; Clara Budnik, Director of the Chilean National Library, and Alfonso Quintero, Director of the Venezuelan National Library.

Basanta emphasized the importance of the early formative years of a reader, explaining that every reading experience leaves “its imprint on the vocabulary”, and added that “there is nothing like language to help us develop as human beings, and reading is one of its essential nutrients”. Always with the important role of libraries in mind, Basanta said that everything done to secure “the citizen’s full and free access to books ensures the progress of society”.

Agreements

Cooperation, an excellent tool to promote culture

The Foundation, ever since it was established, has cooperated with public and private institutions, whether national or international, and recently has signed several agreements geared to the development of work programs whose objectives include the promotion of books and reading habits, and the research, creation and evaluation of public libraries in Spain.

An agreement with the Ministry of Education and Culture

Mariano Rajoy Rey, Minister of Education and Culture, and Germán Sánchez Ruipérez, Charter President of the institution that bears his name, signed last January an agreement of cooperation to conduct a study about the Public Libraries of Spain. The study, whose technical direction will be provided by the Foundation, will try to explore the real situation of the public library as an institution in Spain, its evolution, its achievements and limitations, the establishment of new communication and information technologies, the current innovative trends, and the minimum requirements that should be met by the public libraries and their staffs. The study will be published jointly by the Foundation and the Ministry.

An agreement with the Spanish Federation of Publishers’ Guilds

Josep Lluís Monreal, President of the Spanish Federation of Publishers’ Guilds, and Germán Sánchez Ruipérez signed on January 12, 2000, in Salamanca, an agreement of cooperation whose basic purpose is to schedule a series of programs geared to support and protect the publishing activity in Spain, and also to promote the habit of reading books. The agreement specifies that the Foundation will be in charge—in the public events organized by the Federation— of the slots devoted to the critical discussion of reading. At the same time, both institutions will work together in analytical studies about reading habits and the publishing activity, among other subjects included in the general objectives of the agreement.

An agreement with the University of Castilla-La Mancha

Luis Arroyo Zapatero, Rector of the University of Castilla-La Mancha, and Antonio Basanta Reyes, General Director of the Foundation, in an agreement signed in Cuenca in October 1999, established avenues of cooperation to better fulfill those objectives that are shared by both institutions. The University and the Foundation will work together in a research and academic program, at the postgraduate level, in such areas as Reading, Education, Children’s and Juvenile Literature, and Library Management.

The True Story of The Ugly Duckling

An exhibit on the life and works
of Hans Christian Andersen
revived in Salamanca the tales
of our childhood

Hans Christian Andersen touched our hearts with the tender story of *The Ugly Duckling*; awakened our consciences with the troubled life of *The Little Seller of Matches*; made us have a good laugh at the emperor and his farcical "new clothes", and filled our eyes with tears as we grieved over the sad fate of *The Little Mermaid*. Hans Christian Andersen kindled the feelings and emotions not only of ours, but also of our parents, grandparents and great-grandparents ... The truth is that this storyteller has been with us for more than a century, filling the dreams of millions of children around the world with the magic of the lovely characters he created.

However, many of those who have enjoyed reading the tale of *The Ugly Duckling* perhaps do not know that this sad story with its happy ending seems to be like a replica of its author's life, who was the son of a humble shoemaker, but managed himself to win over the hearts of his contemporaries thanks to his exceptional talent to tell stories. The Foundation's Center in Salamanca, with the cooperation of the Embassy of Denmark, made possible for the people of Salamanca to learn a little bit more about the life of this great storyteller.

The exhibit, whose formal opening was presided by John Bernhard, Ambassador of Denmark, included reproductions of manuscripts, letters, documents and personal belongings of the author, as well as many other valuable items, such as drawings made during his many trips, and portraits of Andersen and some of the characters who went with him through his lifetime. These historical pieces belong to the Museum of the City of Odense, birthplace of Andersen, who—in addition to his tales and stories—also wrote novels, plays and travel books.



The Foundation's Center in Salamanca enlivened the exhibit with the performance rendered by a storyteller who played the role of Andersen's estate's executor. This performer not only recited the tales of the Odense shoemaker's son, but also dramatized several episodes of Hans Christian's passionate life.

This exhibit, of an extraordinary documentary value, was not intended only for children. Far from it, it also captivated the interest of adult visitors, since this was the first time that this wealth of material was made accessible to the Spanish public.

8

The Center of Documentation and Research on Children's and Juvenile Literature A valuable compilation service

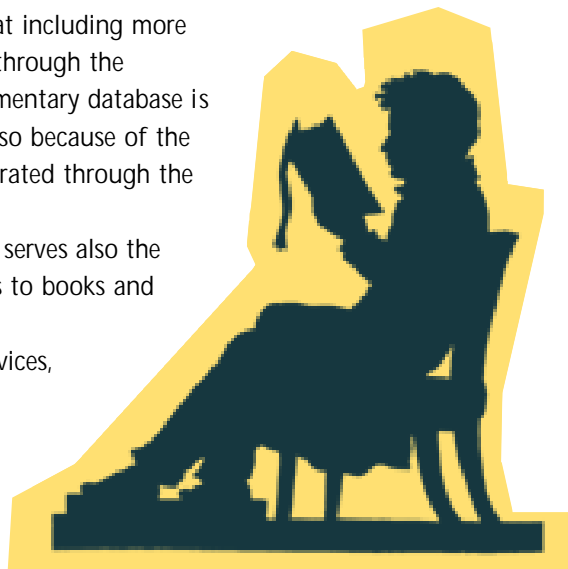
The Center of Documentation and Research on Children's and Juvenile Literature, established in 1998, specializes in three major areas: children's literature; reading activities for young people, and children's and school libraries.

Its documentary treasure is available in a catalogue format including more than 50,000 bibliographical entries, which are accessible through the Foundation's Web page: www.fundaciongsr.es. This documentary database is rather diversified, not only because of its contents, but also because of the sources of its many entries, including those that are generated through the Center's own programs and activities.

The Center, besides promoting and encouraging research, serves also the continuous education of professionals whose work relates to books and reading programs, as teachers, librarians or publishers.

Users are given the opportunity of accessing different services, including consultation, selective dissemination of information, interlibrary loans, and specialized lists. They can also benefit from an informative service comprising online courses and other innovations. Besides, a Summary Newsletter (*Boletín de Sumarios*) is published from time to time.

The Center has joined the Latin American Network of Documentation Centers. There is an ongoing policy of exchange of information and project development.



Thanks to the Foundation, the pleasures of reading are accessible to children, through a program of traveling exhibits

The Salamanca Center has launched a program of exhibits, with pedagogical support, through a loan system involving schools, libraries and other cultural institutions. Animated cartoons, guides, games and CD Rom technology are used to enliven these exhibits. The montage compositions available to the Center will be displayed this year in different parts of Spain.

El Mundo de los Cuentos (The Realm of Stories) seeks an active participation of children, who are given the opportunity not only of listening to the adventures of major characters, but also of touching the various items displayed on the stage where the plot unfolds, and they can also enjoy watching the illustrations. In this voyage through imagination and sensorial experiences, children are deftly guided by a narrator.

Un Siglo en Viñetas (A Century in Vignettes) summarizes 100 years in the history of comics, thus offering an overall view of the evolution of this medium. At the same time, *Un Siglo en Viñetas* is also an invitation to discover the values of this genre, which has earned its own place within the sphere of literary creativity.

Finally, *El Mundo en las Manos (The World in Your Hands)* opened for children, aged seven through 12, the world of knowledge through informative books. The options offered are quite

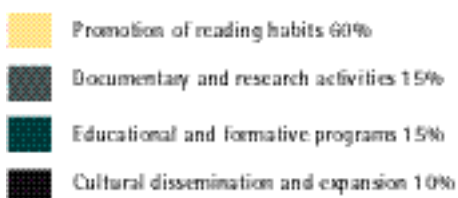
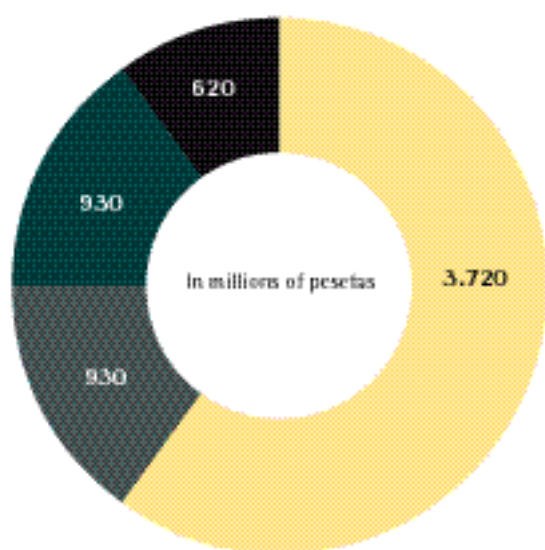
diversified, since they cover from games to experiments (learning by doing). Children can enjoy the many opportunities presented to them by these books, as they tread on the exciting path of learning.

A few numerical data

The social project that was caressed for a long time by our Charter President had its beginnings in the first headquarters of the Foundation, located on the very Madrilenian Paseo de la Castellana boulevard. Now, almost two decades after its inception, we see the results accrued by this institution, an institution that has grown up while adapting itself to the needs of a society in a rapid process of change. These results are especially outstanding in the original work areas of the Foundation, namely, the promotion of culture and —more specifically— of books and reading. We offer here several significant figures showing the Foundation's level of activity throughout these years in its three Centers, established in Madrid, Salamanca and Peñaranda de Bracamonte. These activities have been possible thanks to the financial contributions of our Founder and his business corporations*.

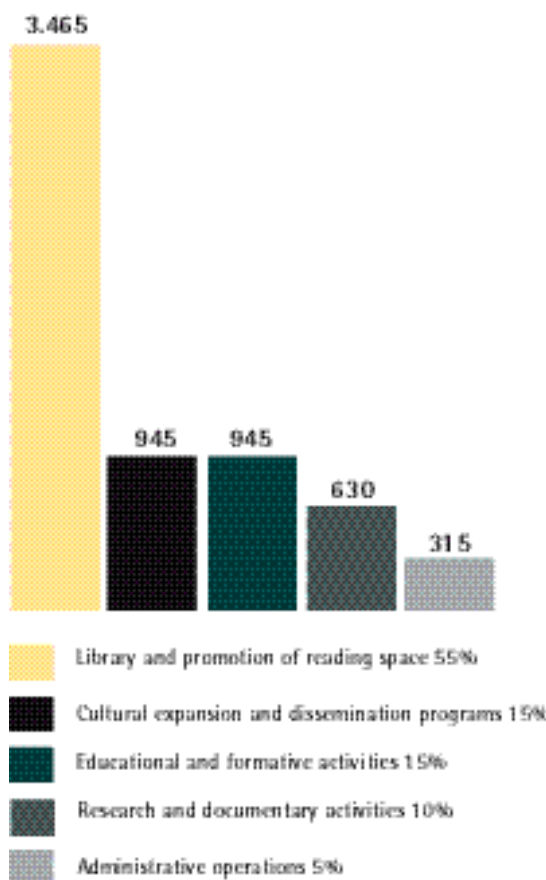
A 6,200 million investment

Since 1981, the Foundation has invested 6,200 million pesetas to develop and implement its programs and projects. Today, the Foundation's real estate properties cover a total area of 6,300 square meters, including its three centers: Madrid, Salamanca and Peñaranda de Bracamonte. The total amount of 6,200 million pesetas has been financially distributed as follows: 3,720 million for *programs devoted to promote and encourage reading habits*; 930 million for *documentary and research activities*; 930 million for *educational and formative programs*, and 620 million for *cultural dissemination and expansion programs*.



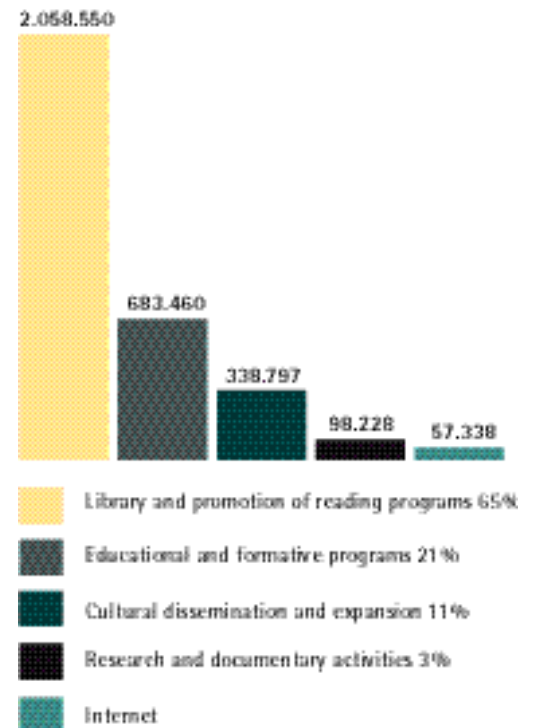
6,300 square meters devoted to cultural programs and activities

Regarding the distribution of physical space, and also keeping in mind the Foundation's different programs, the graphical composition below shows that 3,465 square meters have been allocated to *library and promotion of reading* space, including seven reading rooms with 503 seats; 630 square meters have been set apart for *research and documentary activities*, with 25 reading cubicles; 945 square meters are ascribed to *educational and formative activities*, including a total of 11 classrooms; 945 square meters are occupied by *cultural expansion and dissemination programs*, including a theatre and an assembly room, and 315 square meters have been assigned to administrative operations.



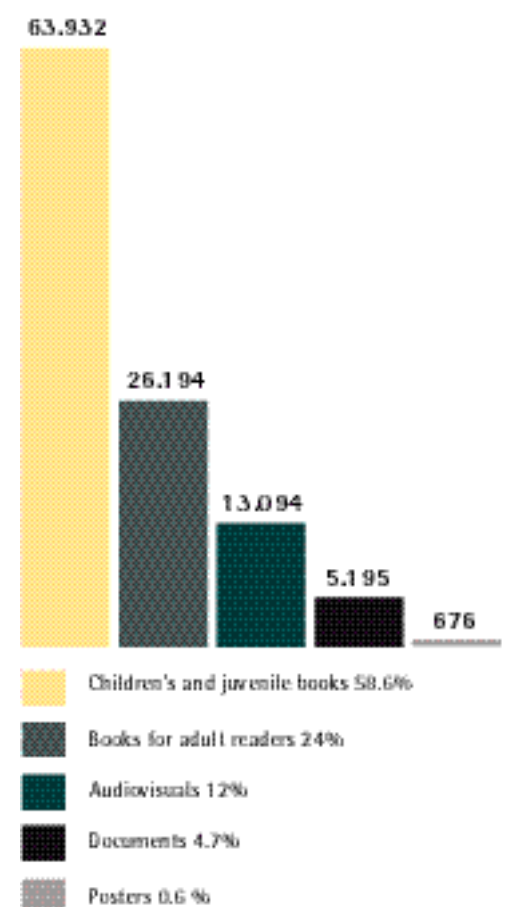
More than three million users

The total number of users serviced by the Foundation throughout these years reaches the impressive figure of 3,236,373, distributed as follows: *Library services and promotion of reading habits*: 2,058,550. *Research and documentary activities*: 98,228. *Educational and formative programs*: 683,460. *Cultural extension and dissemination*: 338,797. *Internet*: 57,338. (A total of 487,651 Web pages has been serviced since January 1999, when the Foundation launched its Web site.)



More than 100,000 books, documents and audiovisuals

The Foundation currently has a wealth of 63,932 children's and juvenile books; 26,194 books for adult readers; 5,195 documents (related to the various work areas of the Foundation); 13,094 audiovisuals (videos, CD-Roms, compact discs, cassettes, DVDs), and 676 posters allusive to books and reading themes. Let's look at the graphical composition below:



* The Foundation, since 1999, has been financed solely by the Charter President's contributions.

Publishing Activity

The Foundation, in order to fulfill the objectives established under its bylaws, has a Publication Department whose publishing activities would be rather difficult for commercial publishing houses. The Department's publications have been grouped under the headings of two separate collections: "Biblioteca del Libro" (The Book Library) and "El Arbol de la Memoria" (The Memory Tree). The former, intended not only for professionals and scholars, but also for the general reader, was established to compile research and informative works about the history of books, the history of reading, and the history of libraries. The latter comprises essays and historical works about children's literature and child sociology.

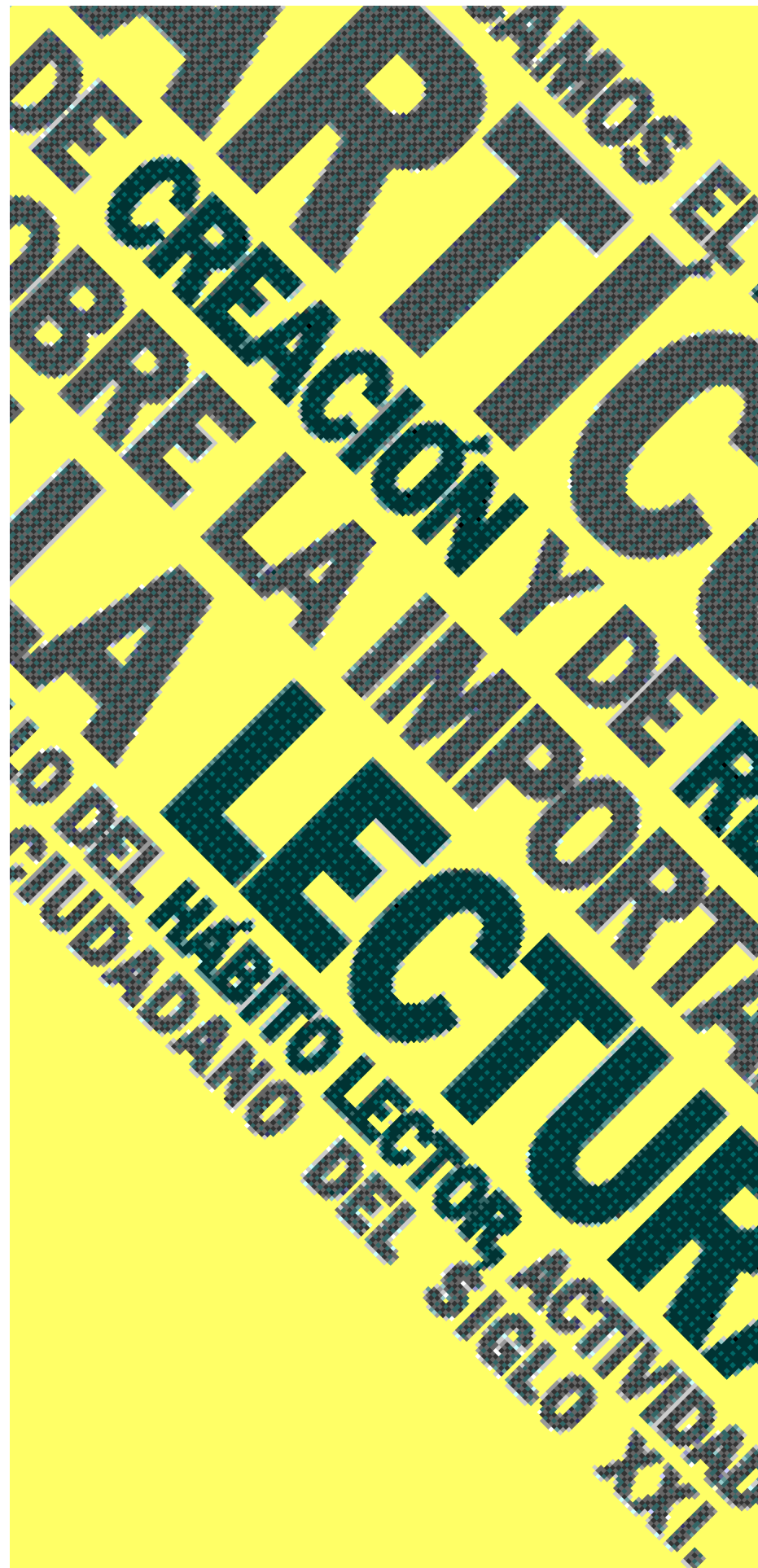


Books

Historia ilustrada del libro español (An Illustrated History of Spanish Books). Under this title, 27 specialists—under the coordination of Hipólito Escolar—explore in three volumes all the stages of the history of publishing in Spain, from the Ancient Age up to now. The texts are backed by 1,500 illustrations. Many of them have never been published before. The first volume—*Los Manuscritos (Manuscripts)*—covers from the Ancient through the Middle Ages. The Islamic, Hebrew and Visigothic cultures coexisted in medieval times, and this first volume includes also the advent of the printing press and the first incunabula. The second volume—*De los Incunables al Siglo XVIII (From the Incunabula through the 18th Century)*—includes several studies about the publishing output, supplemented by works dealing with the art of illustration, the bookbinding trade, and libraries. The third volume—*La Edición Moderna. Siglos XIX y XX (Modern Publishing. The 19th and 20th Centuries)*—deals with the alphabetization of society and the momentous development of publishing in Spain. Its last chapters are devoted to publishing in Catalan, Galician and Basque.

Historia ilustrada del libro escolar en España (An Illustrated History of School Books in Spain). Forty-seven specialists, coordinated by Professor Agustín Escolano, achieved publication of this work in two volumes. The first one—*Del Antiguo Régimen a la Segunda República (From the Ancien Régime to the Second Republic)*—covers the first modern generation of all types of manuals, including primers to teach reading, spelling-books and first readers, all the way up to the advent of school handbooks. The second volume—*De la Posguerra a la Reforma Educativa (From the Postwar Era to the Educational Reform)*—delves into the analysis of the transformation process of school manuals, leading up to the adoption of school textbooks. The documentary wealth of this major work, enhanced by more than 800 illustrations, shows the treasure of ideas and values that prevailed within each historical period.

La Formación del Lector Literario. Narrativa Infantil y Juvenil (The Formative Process of the Reader of Literature. Story-telling Skills in Children's and Juvenile Literature). Teresa Colomer, a professor at the Autonomous University of Barcelona, presents us in this outstanding research work with an essential analysis to understand, from a pedagogical perspective, the path that boys and girls follow in the learning process of the established standards that govern the development of literary works. Furthermore, this book fills a vacuum in the studies conducted so far about children's and juvenile literature.



A century for reading

The Foundation sponsors an award to recognize articles that promote reading

The Germán Sánchez Ruipérez Foundation has established an annual award to recognize creative and thought-provoking articles dealing with the importance of reading as an essential activity in this new century, which shows itself as a century of information and knowledge. *The 21st Century: A Century for Reading* has been chosen as the thematic motto for this contest in its first year.

All articles published in any of the official languages of the Spanish State, from November 1, 1999 through September 1, 2000, may be submitted. Entries must be sent before September 10, 2000 to the Foundation's headquarters in Madrid.

The jury, whose members will have the appropriate qualifications, will consider the literary merits of the entries as well as their congruity with the fundamental subject matter of this contest.

The decision of the jurors will be made public on October 27, 2000. The Award is endowed with 2,000,000 pesetas. A commemorative piece of sculpture will be given to the publication that carried the winning article.

A history of reading

"La mirada en la escritura: una historia de la lectura y el lector" (Focusing on Writing: A History of Reading and Readers) was the subject matter of the international symposium that took place in Madrid, coordinated by the Foundation with the cooperation of The House of Velázquez. The participants discussed the significance of reading in the cultural formative process of Spanish society, as well as the diverse factors that have had a bearing on the evolution of reading since the advent of the printing press. The historical dual role of reading, as a learning tool and as a leisure activity, was also debated.

The formal opening of the symposium was in charge of Fernando Lázaro Carreter, a member of the Royal Academy of the Spanish Language, and Fernando R. Lafuente, at that time General Director of Books, Archives and Libraries, and now the Director of the Cervantes Institute. Spanish and French scholars participated in the symposium: Roger Chartier (Centre de Recherches Historiques, École de Haute Études en Sciences Sociales); François

López, Maxime Chevalier and Jean Marc Buigues (University of Bordeaux); Antonio Viñao (University of Murcia); Leonardo Romero Tobar (University of Zaragoza); Jean-François Botrel (University of Rennes); Pedro Cátedra (University of Salamanca); Philippe Berger (University of Rouen); Nieves Baranda (UNED); Pedro Ruiz Pérez (University of Córdoba), and Jean Michel Láspera (University of Montpellier).

This symposium established the bases for an ambitious research project about the history of publishing and reading in Spain, which will cover from the 16th through the 19th century, sponsored by the Foundation. More than fifty Spanish and foreign scholars will be contributing to this research.

Books in Spain and Portugal, a cultural tool to shortening distances

The Foundation organized, in cooperation with the Hispanic-Portuguese Foundation "Rei Alfonso Henriques", a series of Workdays on the subject of Books in Spain and Portugal that took place in the Spanish city of Zamora. The Spanish Ministry of Education and Culture, the Cervantes Institute, the Portuguese Ministry of Culture and the Camoens Institute were co-sponsors of these Workdays.

Cultural relations between Spain and Portugal were discussed by the participants. In these Workdays, coordinated by Luciano García Lorenzo (Centro Superior de Investigaciones Científicas - The Superior Center of Scientific Research) and Arnaldo Saraiva (University of Oporto), thirty specialists from different areas engaged themselves in the analysis of the fundamental problems surrounding the book theme and tried to open ways of cooperation between publishers and authors from both countries.

Participating writers were Eduardo Prado Coelho, César Antonio Molina, José Luis Alonso de Santos, Mário Claudio, Manuel António Pina, Joao de Melo, Diego Jesús Jiménez and José María Guelbenzu. Translators: Eduardo Naval, Perfecto Cuadrado, Juan Eduardo Zúñiga, Egito Gonçalves and Angel Campos Pámpano. Víctor Freixanes (Alianza Editorial), José Lello (President of the Portuguese Association of Publishers and Booksellers), Ramón Buenaventura (Alfaguara), Arnaldo Fleming (Afrontamento) and Enrique Murillo (Planeta) discussed the problems of the publishing sector.

Joao Barrento (University Nova de Lisboa) and Ricardo Senabre (University of Salamanca) were in charge of debating the subject of literary critique.



The Foundation took part in the events of the Book Week, which took place in the Circle of Fine Arts in Madrid

Lectures on the subject of reading

The Foundation sponsored three lectures on the subject of reading, delivered by writer Alberto Manguel during the Book Week, organized by the Circle of Fine Arts of Madrid to commemorate the birth of Miguel de Cervantes.

These lectures were given on April 19-21, 1999, under these titles: "First Readings: how did we learn to read?", "Reading without words: how to read a picture", and "Reading the Future: Going ahead with reading". The Canadian Embassy cooperated in these events.

Alberto Manguel discussed the various aspects of reading, including our behavior during the act of reading, our approach to books ("to read and to achieve a fruitful reading experience are not the same thing"), and proposed criteria to unveil the author's underlying suggestions and find the keys leading to the enjoyment, understanding and appreciation of the written word.

On the importance of an education for reading

Children's literature and reading: the subject matter of five symposia organized by the Foundation

The organization of symposia, conventions and debates —along with the research of reading and reading habits— is one of the priority activities carried out by the Foundation's Center of Study, Analysis and Debate.

Some of these events already have a long history, as in the case of the Symposium on Children's Literature and Reading, organized by the Foundation under the sponsorship of the General Office of Books, Archives and Libraries of the Education and Culture Ministry since 1996. This Symposium is now on its way to its sixth edition.

More than 100 researchers, critics and professionals in the fields of publishing, literary and graphic creativity, libraries and bookstores, from all the Autonomous Communities of the Spanish State, have contributed to these events their ideas —from their different perspectives— on the subject of readers' education. These symposia take place every year.

The first one, whose theme was "From knowing how to read to enjoying the pleasures of reading", discussed the necessity of encouraging creative reading in order to prepare competent readers, keeping in mind the difference between knowing how to read and enjoying reading. The second symposium —"Literary Critique and Communication Channels"— dealt with the stimulating role of literary critique and its value to influence the preferences of readers. The third one of these encounters, under the title "The literary canon vs. passing fads", discussed the criteria to pass judgment on the aesthetic values of literature. The fourth symposium —"Illustrations as a First Reading Experience and Artistic Education"— was focused on the importance of visual images for the aesthetic education of readers. Some of the proposals and conclusions from these symposia have had an influence upon the Administration's decisions and activities.

The V Symposium, held at the House of the Americas (Casa de América), reached beyond national frontiers and became an international event. Forty-five specialists from Spain, Spanish America and Brazil, along with representatives of associations and institutions related to the area of books and reading, participated in this encounter, whose main objective was to establish the bases for the education of readers. This concept covers from the teaching and practical aspects of reading to cultural policies regarding reading and books.

The proposals submitted to this forum considered in depth the reasons why young people quit reading after they quit school, and explored why the many activities to promote reading, that have been going on for more than 20 years, have failed to raise the reading level of youngsters. Several motions were submitted to encourage reading habits among the youth and to educate competent readers, including the creation of reading clubs and travelling libraries.

The Foundation

The Foundation Germán Sánchez Ruipérez, a private non-profit and cultural institution, established in October 1981, has devoted since its inception a major part of its activities to the promotion of books and reading. The Foundation operates three Centers, located in Madrid, Salamanca and Peñaranda de Bracamonte, to serve the diverse needs of Spain's cultural

environment. After almost two decades of encouraging the development of cultural habits, and already firmly established as an institution, the Foundation welcomes the new century with renewed programs that capture the purpose of its founder: to go ahead providing cultural sponsorship in the most dynamic areas of society.

The Foundation's Centers

Madrid.
Centro de Estudios, Análisis y Debate
Pº de Eduardo Dato, 21. 28010 Madrid
T +34 917 002 840 F +34 917 002 858
fgsr.madrid@fundaciongsr.es

Salamanca.
Centro Internacional
del Libro Infantil y Juvenil
Calle Peña Primera, 14-16.
37002 Salamanca
T +34 923 26 96 62 F +34 923 21 63 17
fgsr.salamanca@fundaciongsr.es

Peñaranda de Bracamonte.
Centro de Desarrollo Sociocultural
Plaza de España, 14.
37300 Peñaranda de Bracamonte
T +34 923 54 12 00 F +34 923 54 16 87
fgsr.pdb@fundaciongsr.es

In Brief

The Foundation publishes the proposals of the VII Series of Workdays on Children's, Juvenile and School Libraries

Under the heading *Literature for the Transition to a New Century. A Critical Revision of Children's and Juvenile Literature in the Last Decade*, the Foundation has published the proposals submitted to the VII Series of Workdays on Children's, Juvenile and School Libraries that were held in Salamanca.

The publication includes the opening lecture, given by Luis Mateo Diez, recipient of the National Award of Literature and, more recently, of the Award of Critique, and the motions submitted by Pablo Barrena, a writer and critic; Gemma Lluch, a professor of Methodology of the Language at the University of Valencia, and Teresa Durán, a specialist in children's and juvenile literature. Almost one hundred specialists, University professors, teachers and librarians, from all the Autonomous Communities, and also from Portugal and France, participated in these Workdays. This encounter also included workshops on publishing and critique, and the speakers had the opportunity of discussing their own experiences regarding the promotion of reading habits.

Small inventions that changed our lives

Under the title "Centuria Doméstica" (A Household Century), the Foundation's Center in Peñaranda de Bracamonte organized an exhibit showing interesting samples of

inventions that throughout the 20th century have contributed to make our lives much more comfortable, such as the zipper, the cordless phone, the washing machine, the dishwasher and the "tetrabrik". This exhibit—a tribute to the inventors of "little things"—reminds us of a past when it was not that easy to squeeze an orange, dust the furniture, iron clothes or relieve the symptoms of a headache.

Iberoamericano de Libros Infantiles y Juveniles, a catalogue published in CD Rom format. It is a compilation of 8,000 bibliographical entries recommended by the major institutions engaged in fostering reading habits in Spanish America and Brazil. The project has been coordinated by the Regional Center for the Promotion of Books in Latin America and the Caribbean (Cerlalc-Unesco). The Fundação



Reading Availabilities

The Foundation has published a new edition of *Biblioteca Infantil CD*, a valuable tool that makes available to professionals working with children and teenagers a wealth of resources (50,725 bibliographical entries) showing the publications within this field that are currently available in Spain. It also offers specialized documents in different formats: books, videos, sound tracks and CD Rom. The contents deal with the promotion of reading habits, children's and juvenile literature, and children's and school libraries.

A Latin American catalogue of children's and juvenile books

The Foundation, through its International Center of Children's and Juvenile Books, has cooperated in the preparation of *Repertorio*

Nacional do Livro Infantil y Juvenil (Brazil); Fundalectura (Colombia); the Asociación Mexicana para el Fomento del Libro Infantil y Juvenil, and Banco del Libro (Venezuela) have also helped in this project.

100 titles for an ideal library

The Foundation will be sponsoring in June the VI Symposium on Children's Literature and Reading. A group of experts in this field will discuss the ideal library of the 20th century. The participants will choose, from the rich publishing production of the last century, the 100 best books in this genre.

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