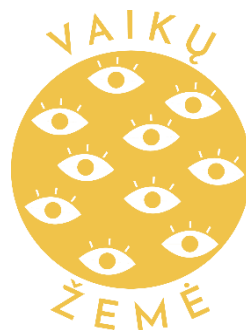


# Children's Literature in Lithuania. A Decade of Change

Presented by Justinas Vancevičius, co-founder of the  
reading promotion program „Children's World"

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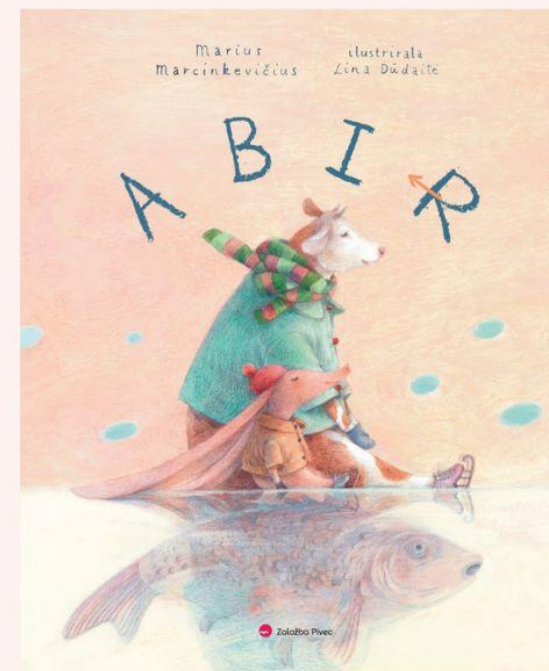
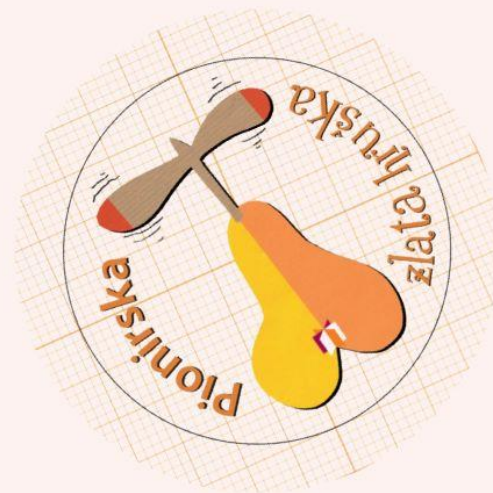
...

VILNIUS  
UNESCO CITY  
OF LITERATURE

# DEUTSCHER JUGENDLITERATUR PREIS 2021







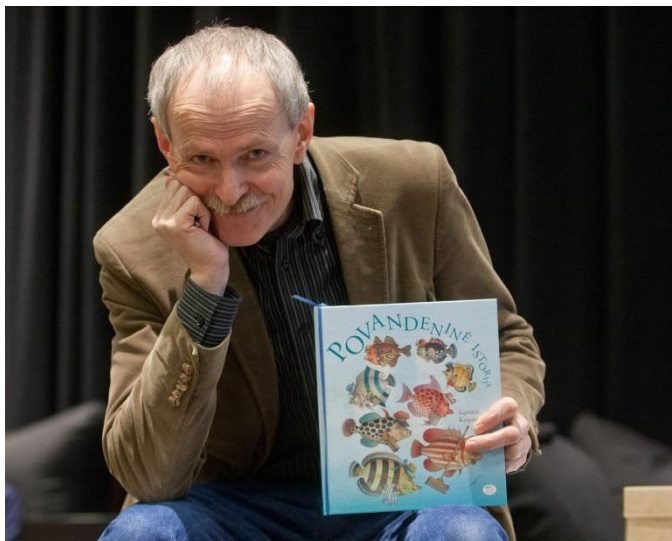
ZLATO HRUŠKO, ZNAK KAKOVOSTI  
MLADINSKIH KNTIG, STA PREJELI TUDI DVE  
NAŠI SLIKANICI!



Založba Pivec

# **THE AUTHORS**

**(illustrators and writers)**







„Kake Make and the Elf of Mess”,  
2010 IBBY Lithuania awarded it  
the title of The best book of the  
year for the youngest readers.

Lina Žutautė „Kakė Makė ir Netvarkos  
nykštukas“, Alma Littera, 2010



Lina Dūdaitė



Ieva Babilaitė

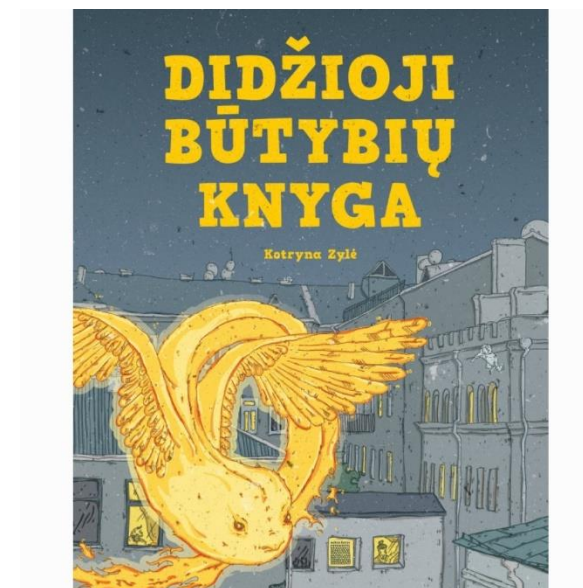
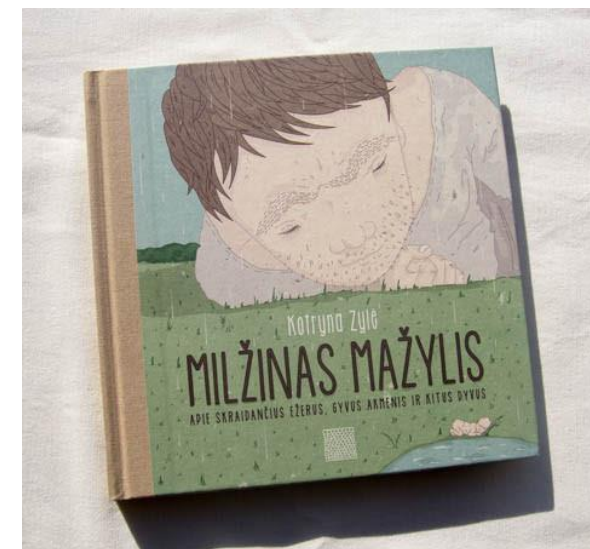
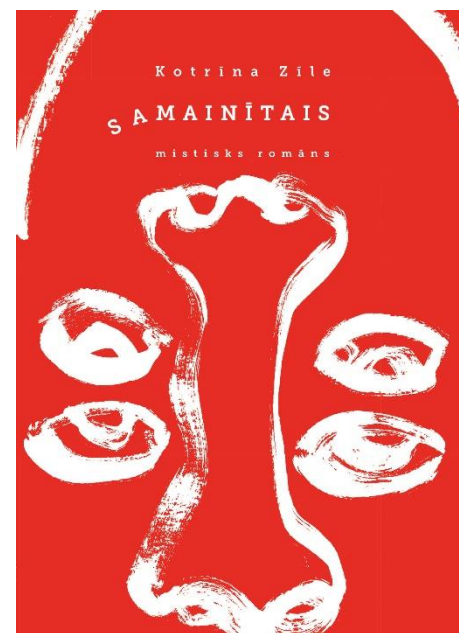


First silent book in  
independent  
Lithuania, Tikra  
knyga, 2018





Kotryna Zylė



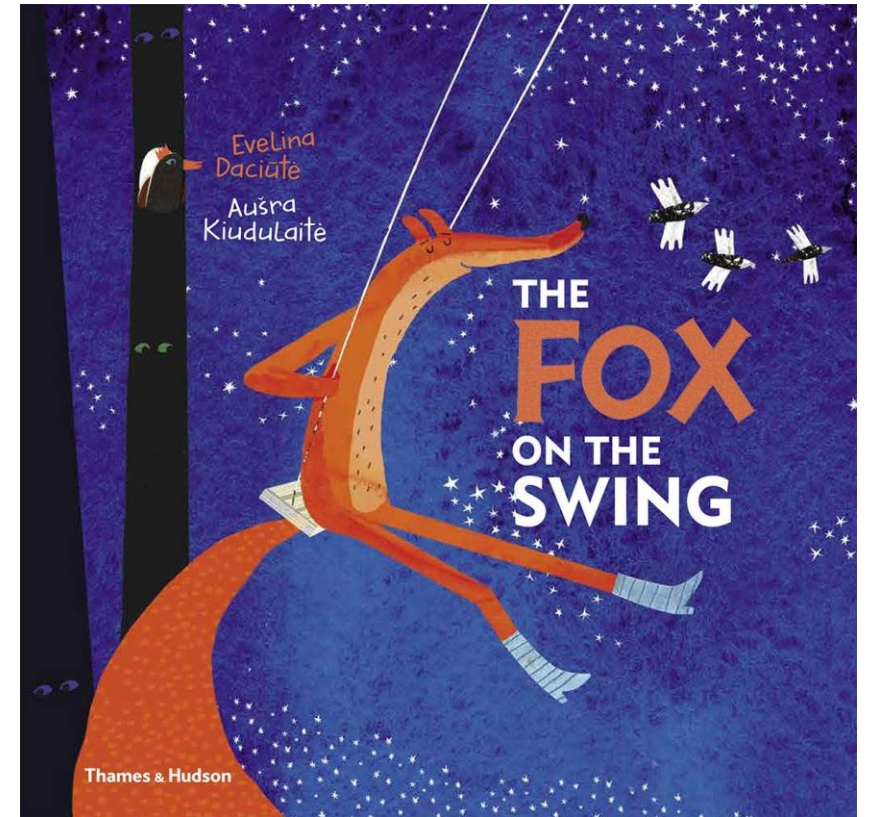
All these books published by „Aukso žuvis“



Aušra Kiudulaitė



Evelina Daciūtė



„The Fox on the Swing“ („Laimė yra lapė“), Tikra knyga, 2016. The Batchelder Award in 2019 (American Library Association. For books originating from outside USA, and translated into English).





Rasa Jančiauskaitė



Bologna Book Fair visual identity 2020



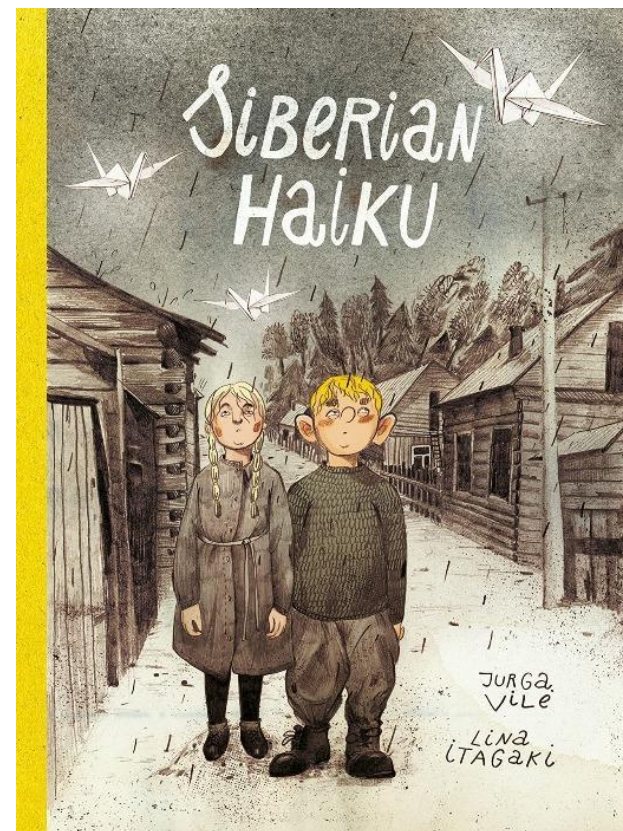




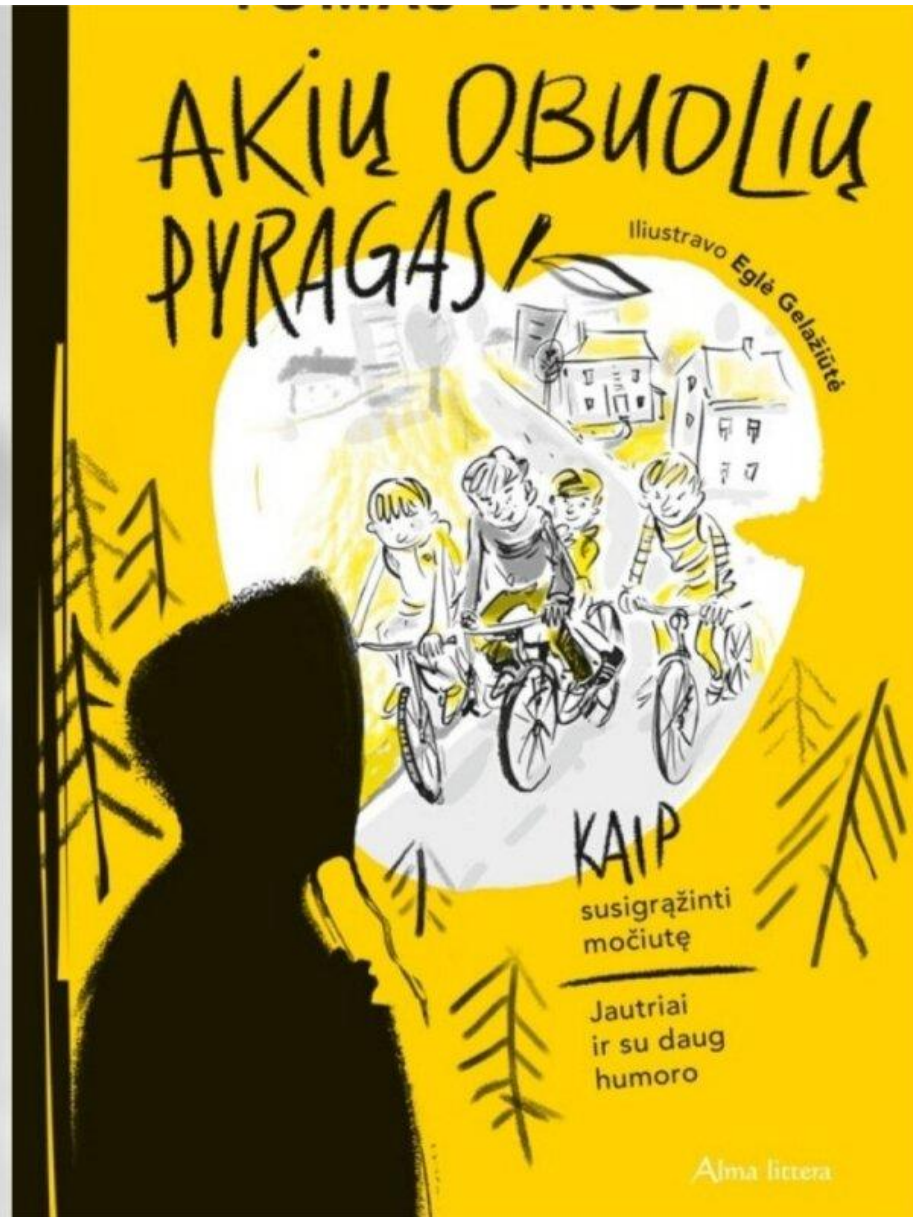
Jurga Vilė



Lina Itagaki



Siberian Haiku, Aukso žuvys, 2017

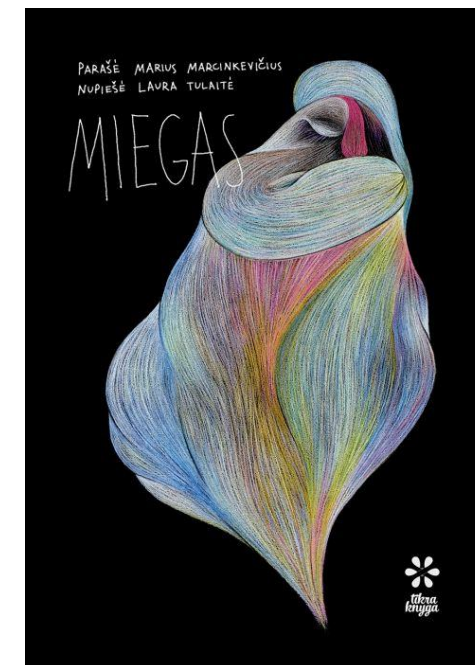
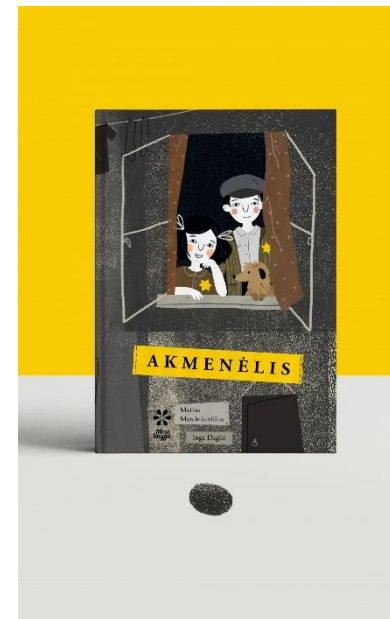


Tomas Dirgėla



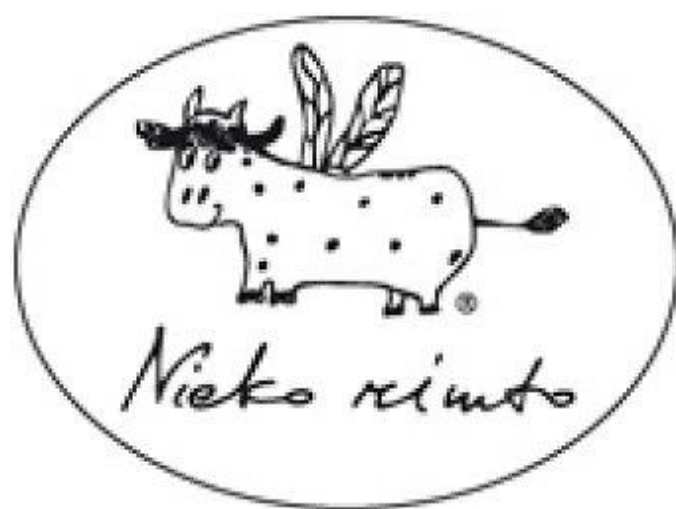


Marius Marcinkevičius





**THE PUBLISHERS**

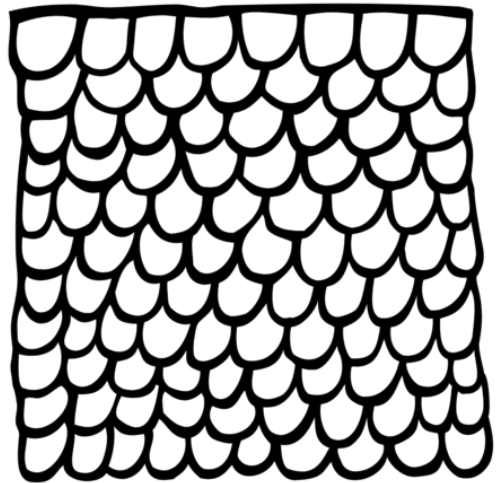


Alma  
littera

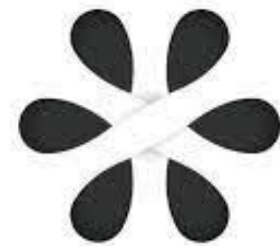
baltos lankos  
LEIDYKLA

TYTO  ALBA

aukso žuvys



Est. 2010



*tikra  
knyga*

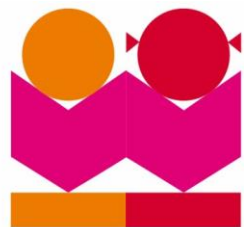
Est. 2014



ŽALIAS  
KALNAS

Est. 2016





**BOLOGNA  
CHILDREN'S  
BOOK  
FAIR**



20.–24. Oktober 2021  
**FRANKFURTER  
BUCHMESSE**  
Ehrengast Kanada

# Creative contests

„Alma littera“ publishing house organizes two literary contests for writers/illustrators:

- Since 2014 - contest to create books for teenagers (main prize 2900 Eur).
- Since 2021 - contest to create books for 0-12 y.o. children (main prize 2900 Eur).

**READING PROMOTION**



- State and local institutions - libraries, museums, and schools.
- Non-governmental organizations - associations, foundations, other NGOs.

# Libraries

- National library, district libraries, regional libraries, city libraries, specialized libraries (for people with visual impairment).
- Special reading rooms for children or entire children literature departments.
- National or local reading promotion campaigns/programs.

# Book fairs at district libraries

- Klaipėda district's Ieva Simonaitytė public library - organizes 6 years.
- Šiauliai district's Povilas Višinskis public library - organizes 9 years

Special program of events for children, children book publishers.

# National reading promotion projects



Summer with a book. Six years, very popular (11k followers on Facebook), have to read 5 books on a certain topic, enter into competition. Organized by Vilnius, Kaunas, Klaipėda, Šiauliai, Panevėžys district libraries.



Promotes reading with dads. Involves celebrities, influential people. Organizes lives and online events. Organized by the National Library.



Based on international experience. Program makes a gift to every newborn child - a book and educational materials. Organized by the National Library.



# Local reading promotion projects

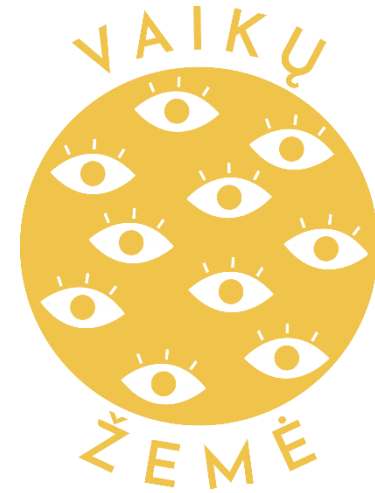


“Reading festival” - a program of events which also included children’s section. Organized by Vilnius district library since 2017.



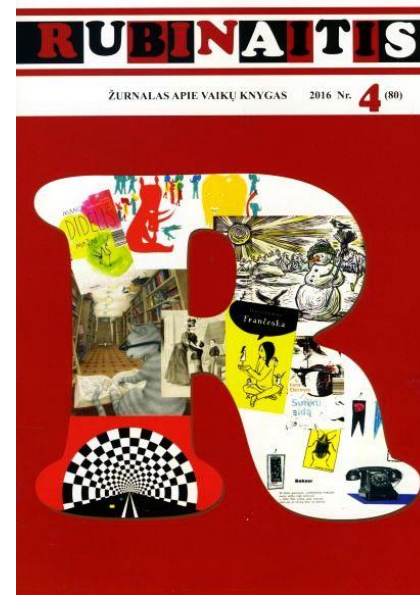
Summer on Book terrace. Jonava public library.

# Reading promotion programs by NGOs



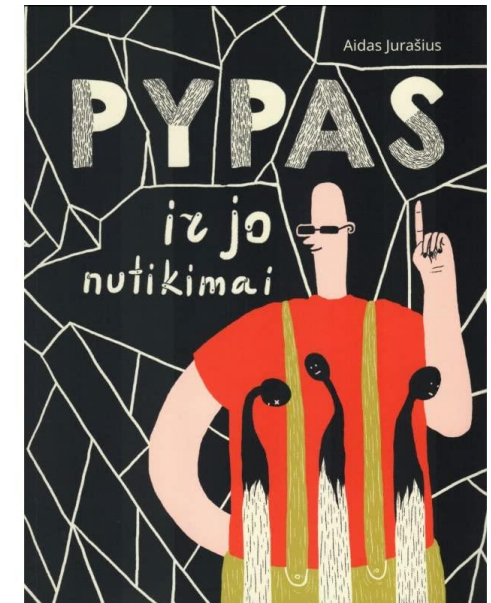
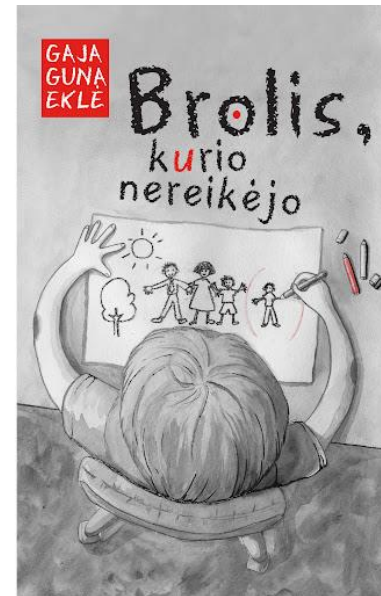
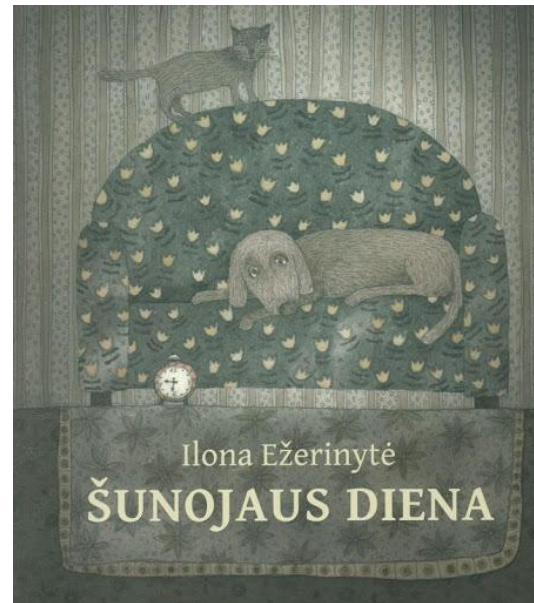
# IBBY Lithuania ([www.ibbylietuva.lt](http://www.ibbylietuva.lt))

- Organizes International Children's Book Day celebration (April 2nd), during which the most notable children's book authors and illustrators are awarded and the previous year in children's book world discussed.
- Publishes quarterly magazine "Rubinaitis" about children's books for teachers, librarians, literary researchers, writers, illustrators, publishers, parents and students since 1994.



# Charity Foundation “Educating Children” ([www.svieskimevaikus.lt](http://www.svieskimevaikus.lt))

- Controversial, political.
- Organizes national children’s literature contest. Publishes the books of the winners (3 first places) in large numbers (13k) and gives them as gifts to libraries.





# Reading promotion program „Children's World" ([www.vaikuzeme.lt](http://www.vaikuzeme.lt))

- Working with children in different contexts – family, school, diaspora communities.
- Working with children literature industry (authors, publishers, libraries, other organizations).
- Working with wider educational and cultural community.

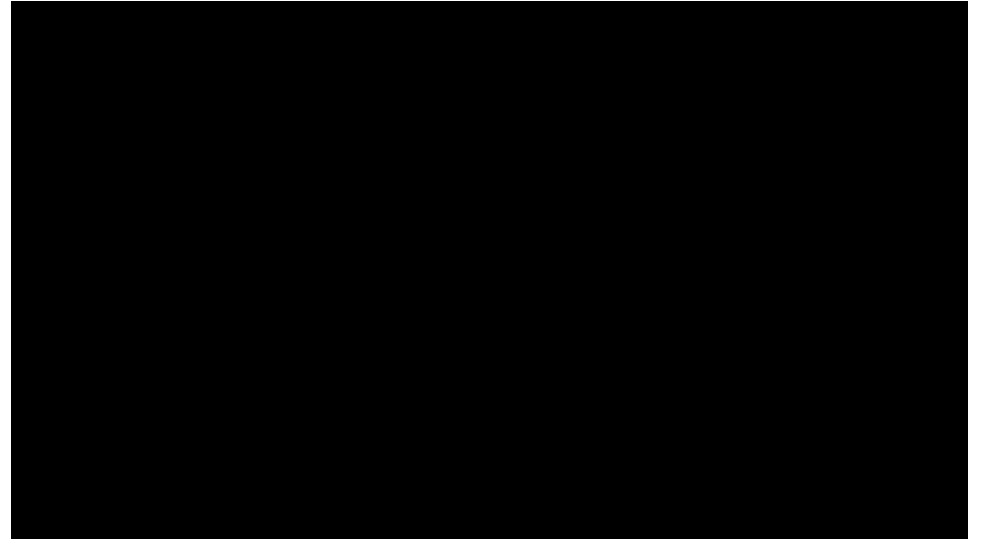
Based on these principles:

- Inclusiveness and representation
- International approach
- Interdisciplinary approach

# Children literature festivals



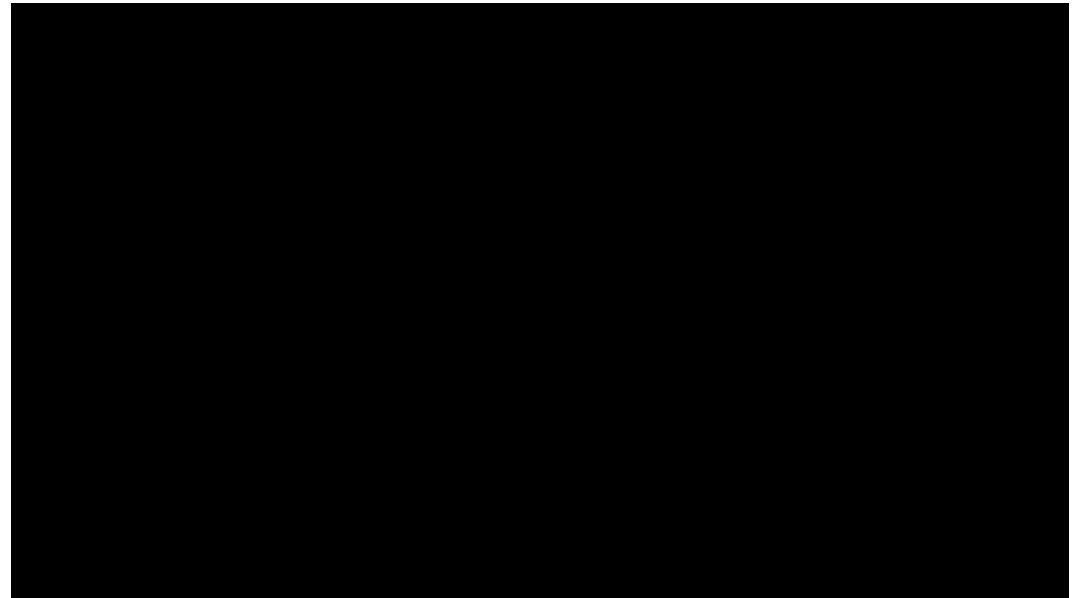
Children's Book Island



Adventures in the Wild

# Tiny books

- [www.knygiukai.lt](http://www.knygiukai.lt) - collaboration project between 55 authors (writers and illustrators). Result - 37 tiny books.
- [www.tinybooks.eu](http://www.tinybooks.eu) - collaboration project between 36 authors from LT, LV, EE. Result - 18 tiny books on different human rights topics.



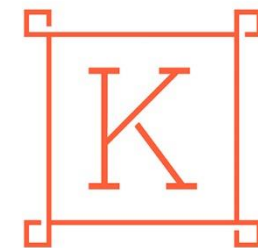




# **SUPPORT SCHEMES**

# Lithuanian Council for Culture ([www.ltkt.lt](http://www.ltkt.lt))

- Provides area and program financing to public organizations and NGOs.
- Literature area;
- Children and Youth program (250 000 euros last call)



LIETUVOS  
KULTŪROS  
TARYBA



# Lithuanian Culture Institute ([www.lithuanianculture.lt](http://www.lithuanianculture.lt))

- Translation Grant Programme;
- Lithuanian Culture Promotion Programme;
- Study Visit Programme;
- Vilnius Book Fair;
- Programme “Creative Europe”





# Kultūros pasas/Cultural Passport ([www.kulturopasas.lt](http://www.kulturopasas.lt))

- Collaboration project between Ministries of Education and Culture;
- A collection of various cultural education activities and schools can chose from and attend. Expenses are covered by the state.



# What changed?

- From national to international. Illustrators' competitions, book fairs, translations, international awards;
  - From relying on „safe“ authors to searching for new talents;
  - From formal interaction with the audience to informal and creative;
  - From one media approach to interdisciplinary approach;
  - From individual initiatives to national and international projects;
- 
- ✓ Improved education on the importance of reading;
  - ✓ More easily accessible information about reading and books;
  - ✓ Diversity in book topics, styles, genres;
  - ✓ Diversity in literary and reading promotion events.