

FOR IMMEDIATE RELEASE

## ASIAN FESTIVAL OF CHILDREN'S CONTENT (AFCC) GOES FULLY DIGITAL THIS YEAR



SINGAPORE, 1 July 2020 - The Asian Festival of Children's Content (AFCC) will be returning **3-4 October 2020** in an entirely digital format. The Singapore Book Council (SBC), organiser of the AFCC has decided to re-conceive the annual festival as a two-day digital symposium in response to the pandemic, with a series of workshops,

masterclasses and pitching sessions on **2 October 2020** prelude the digital symposium.

AFCC 2020 celebrates the theme "Voyages", which was chosen before the outbreak. The choice is especially apt, as the festival invites participants to envision a world filled with possibilities in the digital space, even in the face of so many disruptions and much uncertainty now. AFCC aims to traverse boundaries, redefine narratives and discover new truths, as it seeks new avenues of sharing Asian stories for children and young adults.

AFCC 2020 will feature more than 40 local and international speakers, including well-known writers like Mariko Nagai, Minh Lê, and Trevor Lai, illustrators such as Robert Alejandro, educators like Dr Junko Yokota and Rushton Hurley, as well as key figures in the media content and literary industry such as Dexter Ong, Head of Wattpad Studios (Asia) and Peter Florence, Director and Founder of the Hay Festival. The speakers will share about their experiences and efforts in responding to the pandemic.

Several of the topics covered at the digital symposium will feature pertinent topics relating to the world's changing landscape. These include the opening session "Children's Books in the Time of Crisis and Change", "Building Resilience in Children During Crisis" and "Community Engagements in Virtual Spaces", which examines how digital tools have grown in importance in schools and various communities.

AFCC also seeks to address the issues and the way forward in a post-COVID world with panels like "Digital Festivals and Book Fairs: The New Normal?" featuring representatives from various literary festivals around the world discussing the extent digitisation will have on the literary industry in a post-COVID world.

AFCC 2020 will also present a plethora of online programmes consisting of industry-focused sessions such as pitching sessions with publishers and network commissioners, panel discussions and masterclasses.

More information about the speakers can be found in Annex C.

For more information, please visit [afcc.com.sg](http://afcc.com.sg). Information about more speakers will be added to the website in the coming weeks.

Event details

Date: Digital Symposium on 3-4 October 2020, masterclasses, workshops and pitching sessions on 2 October 2020

Venue: Online live Zoom Sessions

Ticketing Information:

Ticketing website: <https://afcc2020digitalpass.eventbrite.sg>

All participants will receive a certificate of participation upon request.

Category	Price	Entitlements
1 Day Digital Pass (3 or 4 October)	\$30	<ul style="list-style-type: none"> <li>- Access to all the live-streamed sessions on the selected day</li> <li>- Access to recorded AFCC sessions for 1 week post-event (for selected day)</li> <li>- Access to AFCC sessions for 1 week post-event (for specific day)</li> <li>- 15% discount for regular AFCC 2021 passes (any type)</li> </ul>



2 Day Digital Pass (3-4 October)	\$50	<ul style="list-style-type: none"><li>- Access to all live-streamed sessions on 3-4 October</li><li>- Access to AFCC sessions for 1 week post-event</li><li>- 10% off Masterclass tickets (for AFCC 2020)</li><li>- 15% discount for regular AFCC 2021 passes (any type)</li></ul>
2 Day Digital Pass+ (3-4 October)	\$60	<ul style="list-style-type: none"><li>- Complimentary copy of new AFCC picture book, <i>Our Folktales: The All-time Favourite Folktales of Asia</i> (U.P. \$20+)</li><li>- Access to all live-streamed sessions on 3-4 October</li><li>- Access to AFCC sessions for 1 week post-event</li><li>- 15% off Masterclass tickets (for AFCC 2020)</li><li>- Priority booking for AFCC 2021 tickets (early worm)</li><li>- 20% discount for</li></ul>



Singapore Book Council

Building Our Imagine-nation

		regular AFCC 2021 passes (any type)
Masterclass (2 October)	\$40 per masterclass	- 10% discount for AFCC 2021 passes (any type)

For media related enquiries, please contact:

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## **Annex A: About Singapore Book Council**

The Singapore Book Council (SBC) is an independent charity with IPC status. Established in 1968 to support Singapore authors and literature, SBC aims to Build Our Imagine-nation by developing creativity, imagination, original thought and empathy. Our programmes focus on creative writing, reading, illustration, translation and storytelling. We are committed to developing a multicultural, diverse literary arts sector through our festivals, training workshops and courses, as well as book awards to recognise excellence.

**Vision:** International recognition for quality, diverse Singapore literature.

**Mission:** To develop, support and advocate a multicultural literary arts sector.

SBC is currently chaired by Ms Claire Chiang, co-founder of Banyan Tree Hotels and Resorts.

The Book Council develops and advocates Singapore's books and literary arts scene by organising a variety of festivals, including the annual Asian Festival of Children's Content (AFCC); giving out prestigious awards such as the biennial national award Singapore Literature Prize; supporting community outreach through the #BuySingLit movement; and building professional capacity through our Academy programmes.

Because it all starts with a story.

SBC is supported by the National Arts Council of Singapore under the Major Company Scheme for the period from 2019 to 2021. For more information, please visit [www.bookcouncil.sg](http://www.bookcouncil.sg).

### **Annex B: About Asian Festival of Children's Content**

The Asian Festival of Children's Content (AFCC), organised by the Singapore Book Council, is the leading festival in Asia focusing on children's books and stories and young adult (YA) fiction. Targeted at writers, illustrators, translators, publishers, parents, teachers and media producers, this one-of-a-kind festival offers a series of exciting panel discussions, workshops, lectures, masterclasses, pitching sessions, networking events and public activities promoting the creation and appreciation of quality children's literature and YA with a focus on Asian themes. Over the past 10 years, the AFCC has grown to become a key literary event in the region, attracting many local and international speakers, as well as thousands of delegates and participants.

AFCC will run online from 3-4 October.

For more information, please visit [www.afcc.com.sg](http://www.afcc.com.sg).

### **Annex C: Featured Selected Speakers**



Name: Bijal Vachharajani

Country: India

Bijal Vachharajani is a senior editor at Pratham Books where she leads a team that creates open access picture books. She is a journalist with over 19 years of experience in writing, communication, and education for sustainable development.



Name: Clelia Gore

Country: USA

Clelia Gore is Vice President of Martin Literary & Media Management, where she is also a literary agent. She is currently on an expat stint in Singapore, but calls Seattle, Washington home. She represents authors of children's and young adult books for the U.S. market, including best-selling and award-winning books.



Name: Dexter Ong

Country: Hong Kong

Dexter Ong is Head of Asia for Wattpad Studios, based in Hong Kong. He oversees Wattpad Studio's expansion in Asian markets, working with local entertainment studios, producers and writers to turn Wattpad stories into film, television, print and digital projects.



Name: Dr Junko Yokota

Country: Chicago, USA

Junko Yokota is Director of the Center for Teaching through Children's Books and Professor Emeritus at National Louis University (Chicago). Her research focuses on picture book illustration and translation, multicultural and international literature, and digital storytelling.



Name: Dr Pieter Aquilia

Country: Australia

Dr Pieter Aquilia is a scriptwriter, script editor and director, who has combined her creative practice with a career in academia. Pieter completed her Doctor of Creative Arts in Scriptwriting at University of Technology Sydney in 2000. Her research publications cover Ethnic and Gender Representation on Screen, and the Media in Asia.



Name: Joanna Cárdenas

Country: USA

Joanna Cárdenas is Senior Editor at Kokila, an imprint of Penguin Random House. She has worked on many award-winning books including *The First Rule of Punk* by Celia C. Pérez as well as the highly-anticipated *Stand Up, Yumi Chung!* by Jessica Kim.



Name: Lisa Hoppe

Country: Australia

Lisa is the Writer and Producer of *H is for Happiness*—a family feature film which won the CinefestOz Film Prize. Lisa's extensive experience as writer, script editor and script producer has seen her work featured across a range of genres and formats.



Name: Lynette Teo

Country: Singapore

Lynette Teo is an assistant editor at Epigram Books. She has an interest in working with authors and illustrators for early reader board books, children's picture books and middle grade to early young adult novels. Lynette is also a published picture book author, making her debut with the book *X and O are BFFs!*



Name: Mariko Nagai

Country: Japan

Mariko Nagai is an award-winning writer and a sought-after speaker on poetry for children. She is the recipient of UNESCO-Aschberg Bursary for the Arts, amongst many others. She is the author of *Dust of Eden* (Albert Whitman 2014) and *Under the Broken Sky* (MacMillan USA 2019).



Name: Minh Lê

Country: USA

Minh Lê is the award-winning author of *Drawn Together*, *Let Me Finish!* and *The Perfect Seat*. He is also writing *Green Lantern: Legacy*, a middle grade graphic novel for DC Comics. In addition to writing books, he has written for a variety of publications, including the New York Times, NPR, and HuffPost.



Name: Peter Florence

Country: UK

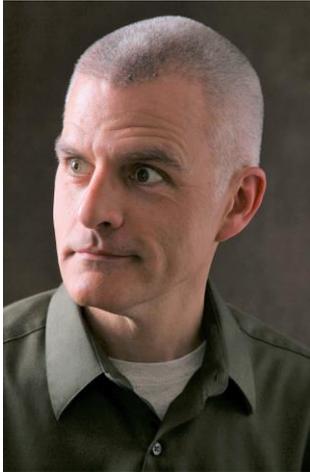
Peter Florence (MBE) is a British festival director, most notable for founding the Hay Festival with his father, Norman Florence. He holds honorary doctorates from The Open University and The University of Glamorgan, and is a Fellow of Hereford College of Arts, The Royal Welsh College of Music & Drama and the British-American Project.



Name: Peter Herbert

Country: Australia

Peter Herbert is the Head of Screen Business and Producing at the Australian Film Television and Radio School (AFTRS). Peter is a writer, producer and executive producer for many international companies including Crawford Productions, PBL Productions, Taffner Ramsay, Beyond International and Granada.



Name: Rushton Hurley

Country: USA

Rushton Hurley is the founder and executive director of Next Vista for Learning, which houses a free library of videos by and for teachers and students. Rushton regularly works with school leaders on professional development, school improvement, and change strategies.



Name: Trevor Lai

Country: Canada/China

Trevor Lai is an award-winning entrepreneur, author-illustrator, and the founder of Up Studios, one of the leading animation studios in China. Trevor has written and illustrated over 25 children's books, including the *Piggy* and *Tomo* series. Trevor has presented over 1,000 creative workshops and industry event keynotes in Asia and North America.

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Full bios of the speakers and their images can be downloaded [here](#).