

From Local Voices to Global Pages

Readmagine 2026

Who are we

UAL & LCC

Arts university

Long heritage of print education

Publishing and communication

MA Publishing – experiential, theory and practice, industry-facing

BA Media School students industry placement year

International, interdisciplinary



The Project

Co-partnerships with UAL

UAL funded sprint project

Challenge-oriented

Research-focused

Student-led speculative project

Co-creation with collaborative partner

Scalable, global opportunity

Meet the team

Research & Development

Team of five Media School students from London College of Communication working across publishing, research, and design in a co-creation partnership with Fernando Pascual from 52 Narratives.

Project Manager



Mireia González-Adrio
MA Publishing

Designer



Ilana Portman
MA Publishing

Researcher



Anika Manansala
BA Advertising

Researcher



Freya Watts
BA Contemporary Media Cultures

Researcher



Seren Rifat
BA Journalism

Agenda

Content

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Research & Industry Insights	8
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User Research	19
Content & Visual Strategy	24
Platform Mockups	27
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Introduction

Project, Institution & Team

Introduction

Connecting Mexican publishing with the UK industry

Purpose

To improve the visibility, discoverability, and accessibility of Mexican publishing within the UK industry.

Approach

A UK-facing B2B platform focused on:

- independent publishers
- rights exchange
- editorial & market context

Research scope

- Industry platform analysis
- UK-facing market visibility
- Rights & discoverability
- Interviews with publishing professionals

Bridging visibility and professional access between Mexico and the UK

Research & Industry Insights

Research findings & publishing insights

Research Framework

Objectives & methodology

Objectives

Identify UK industry needs around Mexican publishing

Analyse visibility and access gaps

Define a UK-facing platform concept

Research Framework

Objectives & methodology

Research Approach

01 Market Research	02 Platform Analysis	03 Industry Insights	04 Content Mapping
UK-facing visibility, rights access, publisher discoverability	<i>The Bookseller</i> , <i>Publishing Perspectives</i> , publisher catalogues	Interviews with UK and Mexico publishers, rights and editorial professionals	English-language materials, contacts, catalogues, market data

Desk-based Research

Market visibility & industry access

UK-facing visibility

How Mexican publishing appears internationally

Rights & discoverability

How publishers, catalogues, and rights information are accessed

Publishing infrastructure

How industry platforms structure professional information

Market positioning

How Mexican publishing is presented and understood abroad

Desk-based Research

Key research findings

Visibility is fragmented

Mexico appears through isolated moments rather than continuous industry presence.

Discovery depends on networks

Book fairs, and existing relationships dominate international scouting.

Information is difficult to act on

Rights contacts, catalogues and market context are inconsistent or inaccessible.

Independent publishers lack visibility

Despite strong editorial identity and export potential.

The issue is not lack of publishing activity, but lack of structured visibility

Industry Insights

Interviews with UK professionals

Publishers

Joel Richardson
Publisher at Penguin Random House



“Books from regions outside Western Europe are usually discovered only when they are actively promoted.”

International discovery depends on existing networks

Richard Davies
Publisher



“Mexican literature already generates excitement — what’s missing is the infrastructure to support acquisitions.”

Visibility requires professional infrastructure

Industry Insights

Interviews with UK professionals

Rights

Lynette Owen
Publishing Consultant, UK



“The value lies in insider knowledge and cultural translation, not just representation.”

Context and curation create value

Helena Font
Rights Assistant at Simon & Schuster



“If information is clear and easy to find, rights teams are far more likely to engage.”

Accessibility increases industry engagement

Industry Insights

Key interview findings

Accessibility increases engagement

Clear English-language materials and rights information improve acquisition potential.

Curated information matters

Professionals value contextualised and selective information over large databases.

Relationships still drive discovery

International publishing remains highly network-based.

Export potential already exists

Especially in contemporary fiction, indie publishing and translated literature.

Opportunity

Gaps & Opportunity Areas

Opportunity

Key gaps identified

Visibility & access barriers

Key gap 1

Fragmented information

Publisher data, catalogues, and rights contacts are difficult to access and navigate.

Key gap 2

Limited international visibility

Mexican publishing appears through isolated events rather than continuous industry presence.

Key gap 3

Lack of contextual market information

UK professionals struggle to evaluate unfamiliar markets without clear positioning and data.

Key gap 4

No structured discovery system

International discovery still relies heavily on personal networks and existing relationships.

The market lacks accessible infrastructure, not international potential

Opportunity

From findings to platform

A platform designed to support discovery, access, and professional exchange between Mexico and the UK

Opportunity areas

Opportunity area 1

Centralised discoverability

A single entry point to explore Mexican publishers, catalogues, and editorial identities.

Opportunity area 2

Rights-ready infrastructure

Accessible rights information, translated materials, and direct professional contacts.

Opportunity area 3

Editorial + market context

Industry insights, trends, and contextual information to support acquisition decisions.

Opportunity area 4

Continuous visibility

A platform designed to sustain discovery beyond book fairs and temporary media coverage.

User Research

User needs & professional workflows

User persona I

Independent publisher, Mexico

Independent publisher based in Mexico City managing a growing catalogue of contemporary fiction and translated literature. Their titles have gained national recognition, but international visibility remains limited.

Goals

- Expand visibility beyond the local market
- Reach international publishers and rights professionals
- Promote their catalogue in English-language spaces
- Maintain control over editorial identity and communication

Needs

- Clear international discoverability
- Accessible publisher profile and catalogue pages
- Direct contact with foreign publishers and distributors
- Centralised market and industry information

Pain Points

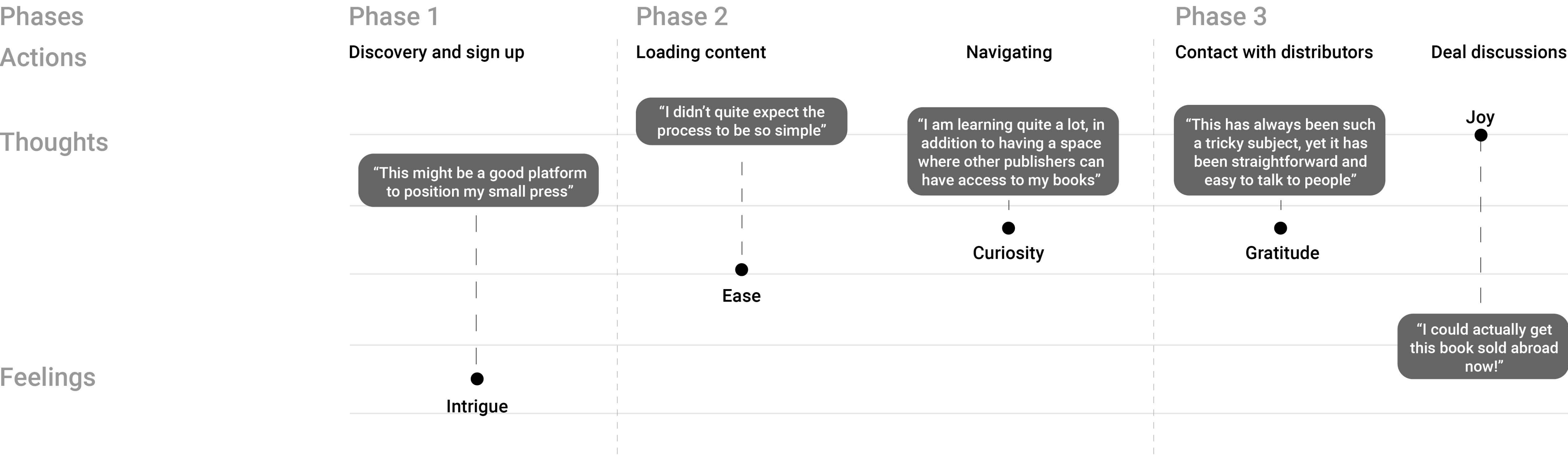
- Limited visibility outside Mexico
- Difficulty accessing international publishing networks
- Fragmented rights and contact information
- Complex or outdated publishing platforms
- Lack of accessible market data

Opportunities

- Greater international reach
- Increased rights and translation opportunities
- Easier professional communication
- Participation in a global publishing network
- Stronger positioning of independent publishing catalogues

User journey I

Independent publisher, Mexico



User persona II

Rights Assistant, UK

Rights assistant at a UK publishing house researching international titles for potential acquisition and translation into English. Works across scouting, catalogue research, and market analysis.

Goals

- Discover promising international titles
- Identify publishers open to rights sales
- Present strong acquisition opportunities internally
- Access reliable market and catalogue information

Needs

- Centralised publisher and rights information
- Clear catalogue navigation and filtering
- English-language materials and summaries
- Direct access to publisher contacts

Pain Points

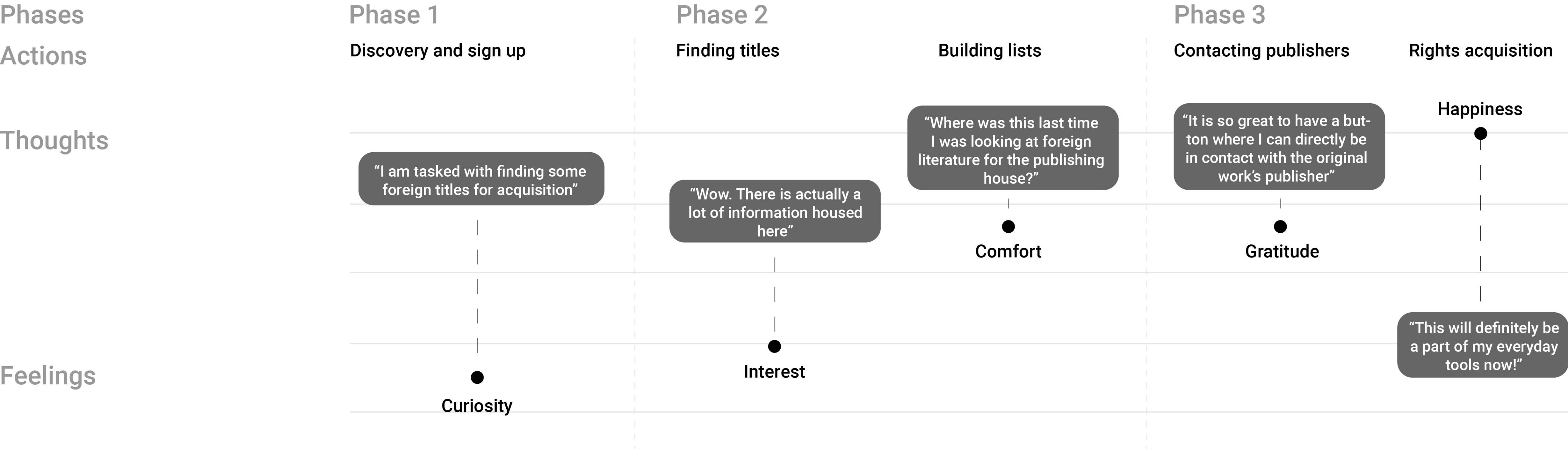
- Limited information on foreign markets
- Difficulty assessing untranslated titles
- Pressure to identify commercially viable books
- Complex navigation and inaccessible databases
- Missing or unclear rights contacts

Opportunities

- Streamlined international discovery
- Easier access to rights information
- Simplified communication with publishers
- Faster research and acquisition workflows
- Greater visibility of emerging markets

User journey II

Rights Assistant, UK



Content & Visual Strategy

Content architecture & visual direction

Content & Visual Strategy

Content architecture & visual direction

Key elements

Key element 1

Self service website

Publishers and small presses are able to create profiles and populate with their own information easily

Key element 2

Centralized data

Accessible data as reported and ascertained for detailed analysis and tailored needs

Key element 3

Segmentation

Filtered information for detailed information and segmented datasets

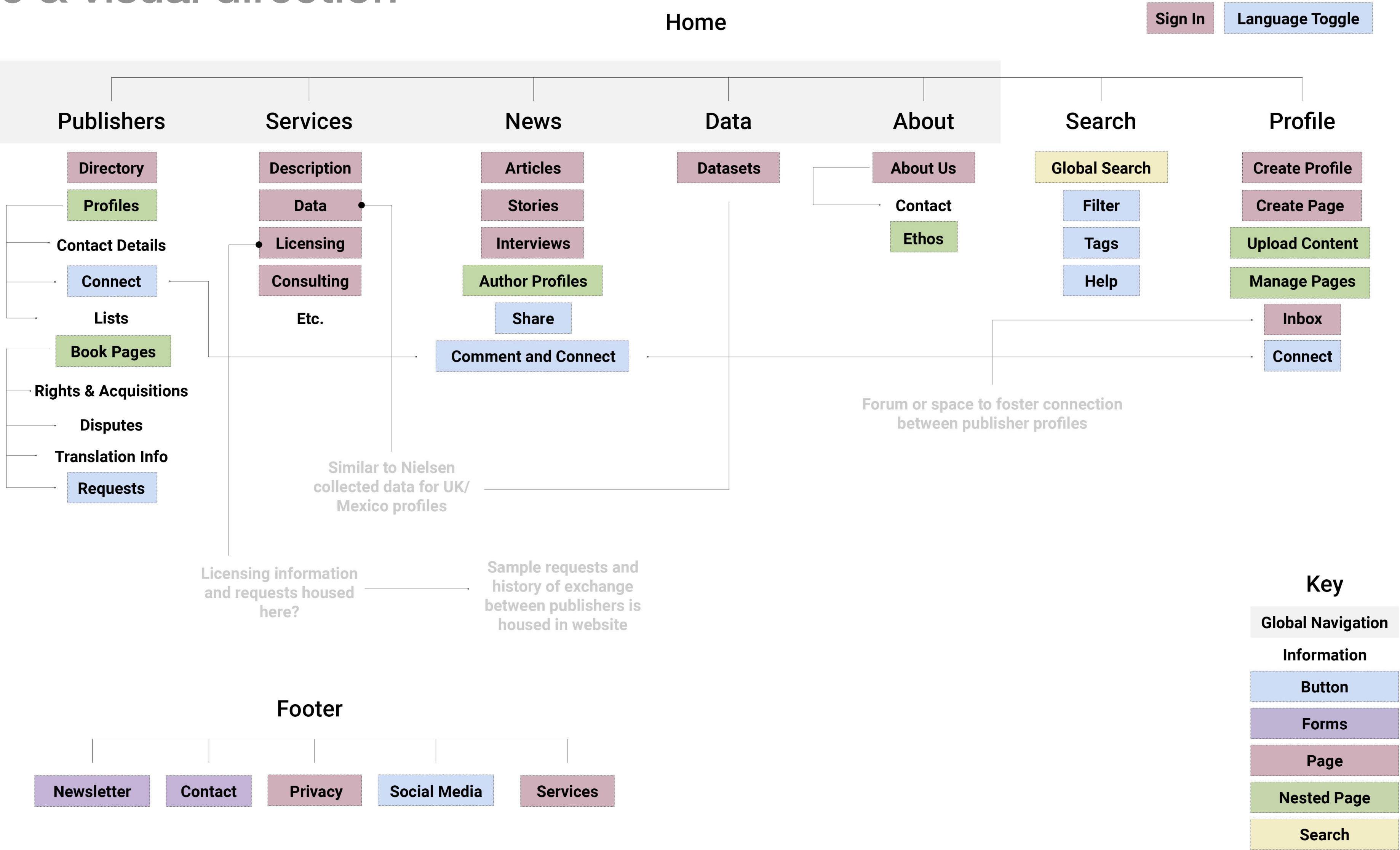
Key element 4

Exchange and mobility

Easy, accessible, and up-to-date information paired with connection spaces across publishing sphere

Content & Visual Strategy

Content architecture & visual direction

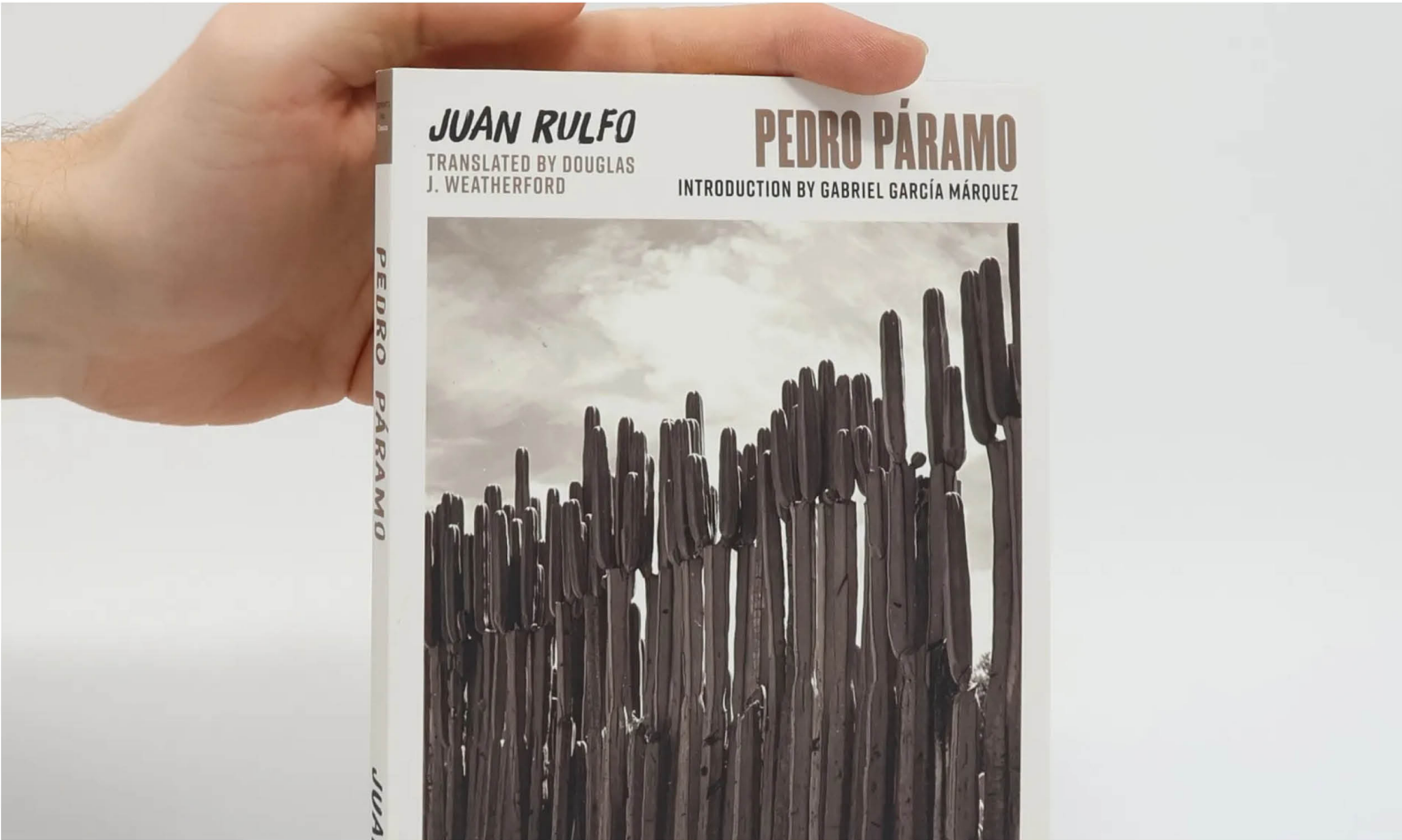


Platform Mockups — Found in Translation

Platform prototype & interface

Found in Translation

Landing page



Books March 2026

A Vague and Uncertain Impression: Juan Rulfo’s “Pedro Páramo,” Translated from Spanish by Douglas J. Weatherford

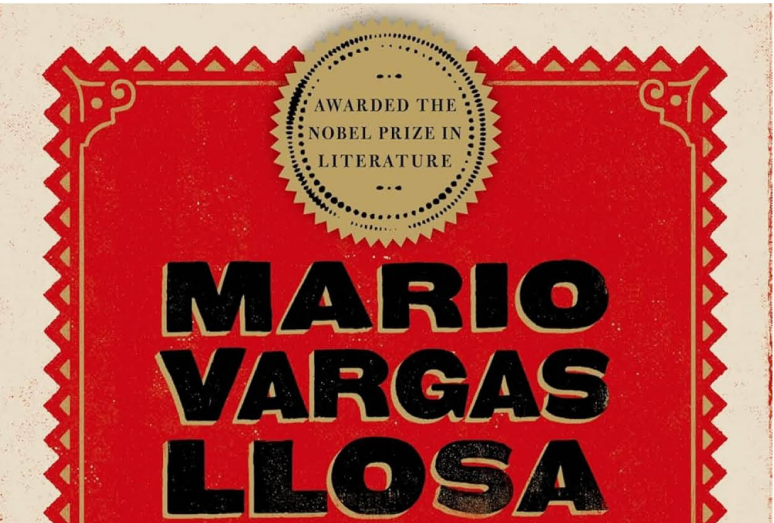
Running just 120-odd pages in its most recent English translation by Douglas J. Weatherford, Juan Rulfo’s *Pedro Páramo* is as dense as it is short. The novel revolves around its titular character, don Pedro Páramo, as he maneuvers his way to the heights of regional, ranchero power in Comala, a remote town in the arid parts of West-Central Mexico. Its plot, though, defies the...



Interview January 2026

An interview with Dahlia de la Cerda, Julia Sanches and Heather Cleary, author and translators of *Reservoir Bitches*

With *Reservoir Bitches* longlisted for the International Booker Prize 2025, we spoke to its author and translators about *Frankenstein*, *Sherlock Holmes* and their favourite Spanish-language authors...



Language toggle

Latest News

Hurricane Season by Fernanda Melchor to be Published by New Directions

The Making of the Unoriginal: Writing and Writers in Mario Vargas Llosa’s “Aunt Julia and the Scriptwriter,” Translated from Spanish by Helen Lane

Feria Internacional del Libro (FIL) Guadalajara dates announced

Featured

INDEX Art Book Fair 2026

Independent Bookstores in Mexico City to keep on your radar

Feature: Piedra Ediciones

News page to house various editorial stories, filtered and segmented by tags

Spotlight for recent news articles and stories

Found in Translation Directory

Region	Language	Rights	Location
			Guadalajara ×
Alias Editorial			Ciudad de México ×
Buen Trabajo			Mérida ×
Can Can Press			Monterrey
Casa Bosques			Querétaro
Cráter Invertido			
Editorial Algarabía			Fiebre Ediciones
Ediciones Andrade			Fondo de Cultura Económica
Ediciones Antílope			Gato Negro Ediciones
Ediciones Hungría			Gris Tormenta
Ediciones Sin Nombre			Impresos de México
Ediciones Urano México			Impronta Casa Editora
Editorial Algarabía			Juan de la Cosa
Editorial de Vecchi			La Cifra Editorial
Editorial Océano de México			La Señorita Etcétera
Editorial Panorama			Laboratorio de Publicaciones
Editorial Porrúa			Librería El Insulto
Editorial Santillana			Libros de Mano
Editorial Sélector			Mundi-Prensa México
Editorial Televisa			Murat

Pearson Education México

Penguin Random House México

Piedra Ediciones

Pitzilein

Proyectos Tegami

Sexto Piso

Taller Arde

Taller California

Taller XD

Temblores Publicaciones

Terminal Ediciones

Terreno Baldío Arte

Textofilia Ediciones

Turner México

Typotaller

Directory of Mexican publishers as logged and databased

Ability to filter by location, region, language, rights, etc

Segmentation via dropdown, bold on hover

Found in Translation Directory

Region Language Rights Location

Alias Editorial
alias
EDITORIAL

Alias Editorial	Editorial Sélector	Mundi-Prensa México	Zini Books
Almadía	Editorial Televisa	Murat	Zolo Press
Buen Trabajo	Editorial Terracota	Pearson Education México	
Can Can Press	Editorial Trillas	Penguin Random House México	
Casa Bosques	ESPAC	Piedra Ediciones	
Charco Press	Fata Morgana	Pitzilein	
Cráter Invertido	Filo de Caballos	Proyectos Tegami	
Editorial Algarabía	Fiebre Ediciones	SARA	
Ediciones Andrade	Fondo de Cultura Económica	Sexto Piso	
Ediciones Antílope	Gato Negro Ediciones	Suave	
Ediciones Hungría	Gris Tormenta	Taller Arde	
Ediciones Sin Nombre	Impresos de México	Taller California	
Ediciones Urano México	Impronta Casa Editora	Taller XD	
Editorial Algarabía	Juan de la Cosa	Temblores Publicaciones	
Editorial de Vecchi	La Cifra Editorial	Terminal Ediciones	
Editorial Océano de México	La Señorita Etcétera	Terreno Baldío Arte	
Editorial Panorama	Laboratorio de Publicaciones	Textofilia Ediciones	
Editorial Porrúa	Librería El Insulto	Turner México	
Editorial Santillana	Libros de Mano	Typotaller	

Selected publisher page shows logo on hover, opens on click

Found in Translation

Publisher Page

Alias Editorial

Alias Editorial appears to focus on artistic and editorial projects, emphasizing collaboration “by artists for artists.” The platform likely serves as a creative space or publisher fostering artistic expression and dialogue. The work has not been translated and disseminated in Spanish, or whose previous editions are out of print or have never been distributed in Mexico. Alias seeks to maintain a modest and affordable approach compared to other art books, while emphasizing the relationship between content and appearance in each book, with a carefully considered design consistent with its stated objectives. Alias is an independent, self-managed project that does not live off grants, but rather off each buyer who supports it and all the editors, translators, and designers who have contributed their effort and dedication to sustain it, above personal interests, thus generating a community committed to the development of art in Mexico.

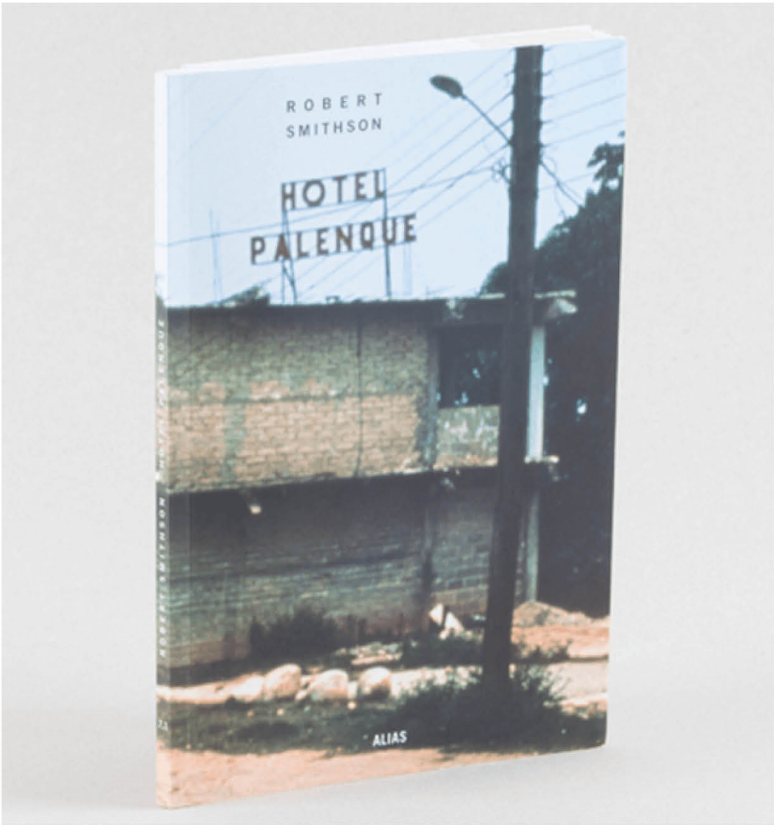
Publications



Abraham Cruzvillegas (tr)

This is why we’re here, by David Hammons

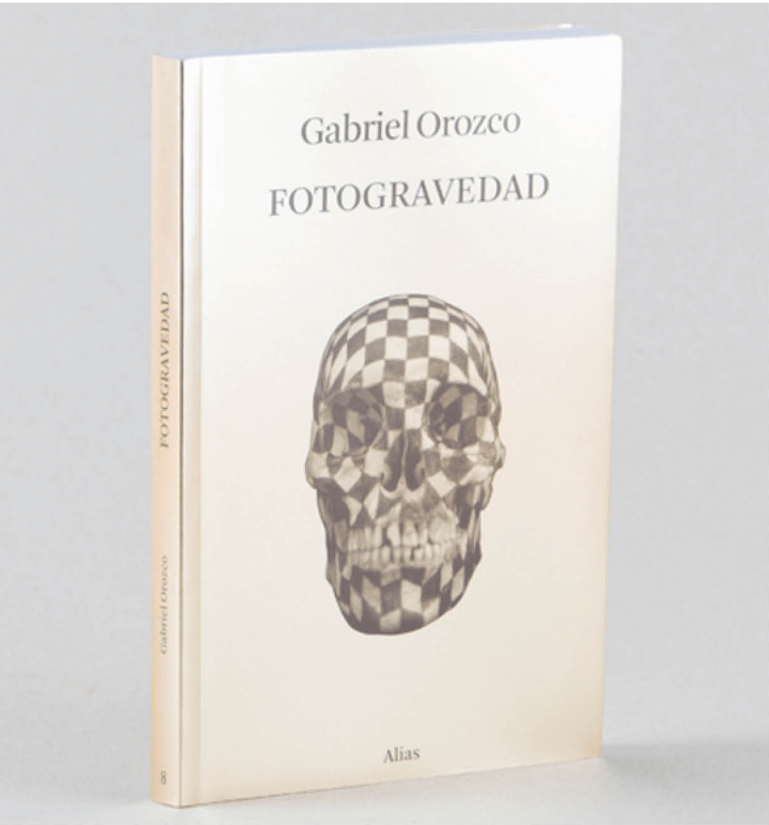
David Hammons is an African American artist, primarily known for his street art in Brooklyn and Harlem, New York, who places himself somewhere between Arte Povera and Marcel Duchamp. Hammons creates his work from the waste and detritus of African American...



Robert Smithson

Palenque Hotel

Robert Smithson was one of the most revolutionary artists of the 20th century. In 1969, the American artist traveled to southeastern Mexico with artist Nancy Holt and gallery owner Virginia Dwan. A lover of road trips, geology, and geography, Smithson created the sculptures titled Mirror Displacements during his journey through the Yucatán Peninsula, which later...



Gabriel Orozco

Photogravity

Gabriel Orozco is one of the world’s most renowned conceptual artists. Beginning in the 1990s, his work, which includes such notable pieces as DS, Empty Shoe Box, and Black Kites, sparked genuine interest among the public, critics, and art historians, who have dedicated numerous essays to analyzing his work. Orozco has also been a significant influence on...



Guy Brett (ed)

Hélio Oiticica

Hélio Oiticica was born in Rio de Janeiro in 1937. Although well-known in Brazil, it was a major installation at the Whitechapel Gallery in London in 1969 that gradually brought him international recognition as one of the most profound and adventurous artists of recent times. Oiticica was both an artist and a thinker. Boldly positioning himself at the intersection...

Updated contact information

Expanded publisher page with reported information and loaded publishing lists

Found in Translation

Publication Page

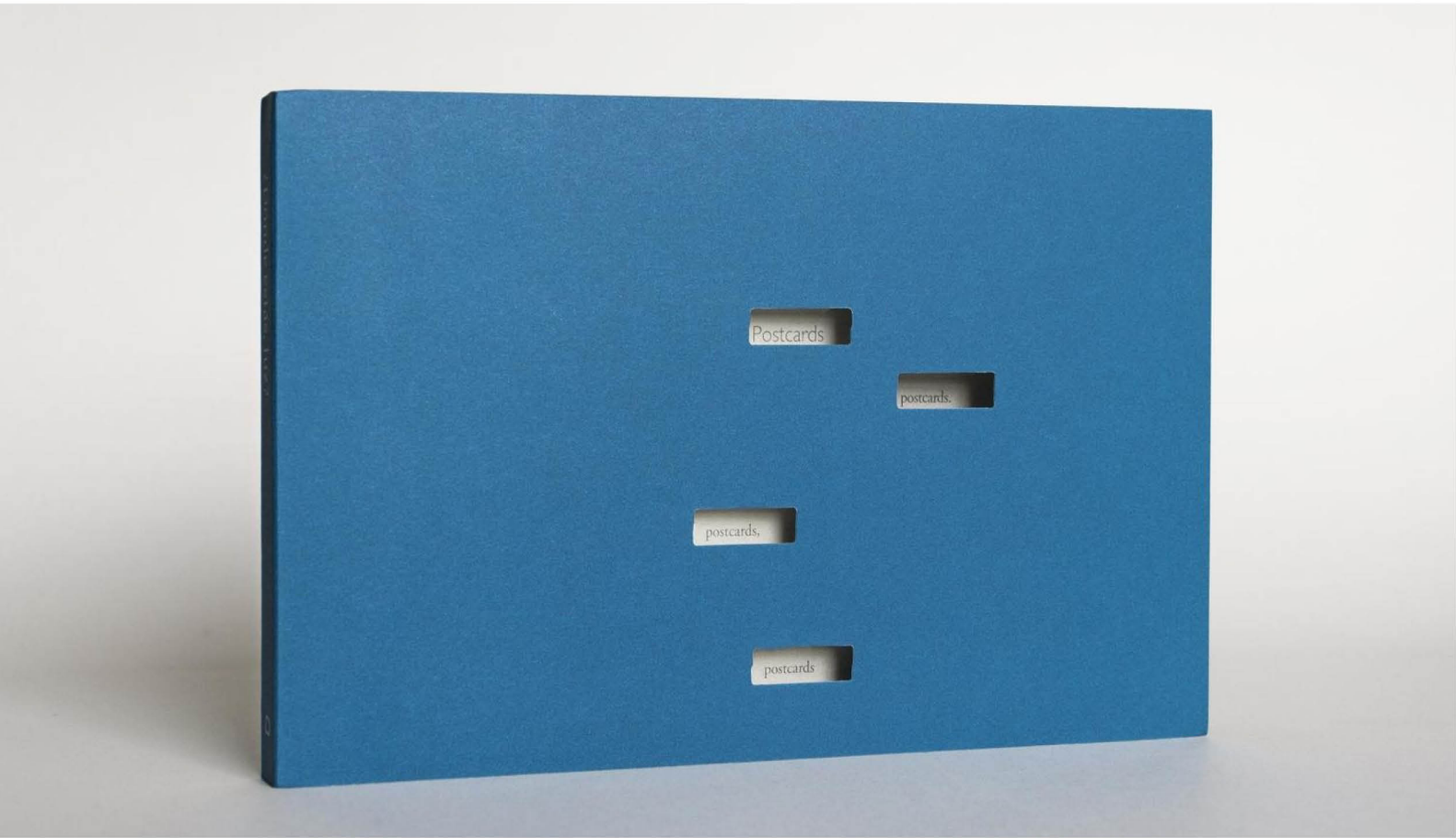
¿Dónde estás luz?

Andrea Martínez, Susana Santoyo

¿Dónde estás luz? is a project by Andrea Martínez that brings together a collection of images that can be interpreted in a way that is meant to be read. Inspired by the writings of Walter Benjamin, she chose to abstract certain phrases that, explicitly or implicitly, addressed light, the image, photography, and its materiality. In the edition, Susana Santoyo created a narrative thread by emphasizing these themes. These fragments from a library are transformed into a book that gives unity and form to these glimpses. This book proposes a holistic reading, inviting the reader to look closely rather than simply skim.

Alongside the provocative nature of a book containing images from other books, this reading, chosen by Andrea Martínez and highlighted by Susana Santoyo, encourages a slower pace, a rhythm different from that of leafing through a publication. The photographs displayed transcend their status as images and become text, generating a chain of conversation between the artist, the editor, and the reader.

Rights	Itatus vendici endicimus dolupta spernamet reium voluptatio. Cate etur, id ea sendi quid quibusae explique asitatem vendam qui cum ernatet vellaut hilliquas sae laut ate re debisim
Distribution	Iquas atus alit rempor sin pos dest, volo consequenideniatis sima inist as et aperatisimus doluptat atus, unte di ducipsa niendus. Ucilictisi officitorae simus et officit omniendi
Translation Status	Laboreped quamus audit faccupatus aut aut odis maximinctur re eturio bea as asperum
Sales and Reception	Iquas atus alit rempor sin pos dest, volo consequenideniatis sima inist as et aperatisimus doluptat atus, unte di ducipsa niendus. Ucilictisi officitorae simus et officit omniendi



¿Dónde estás luz?

2024
206 pages
14 x 21.5 cm
Paperback

Detailed information on each publication reported by publisher, including rights, distribution, translation, sales and reception, etc

Contact Publisher

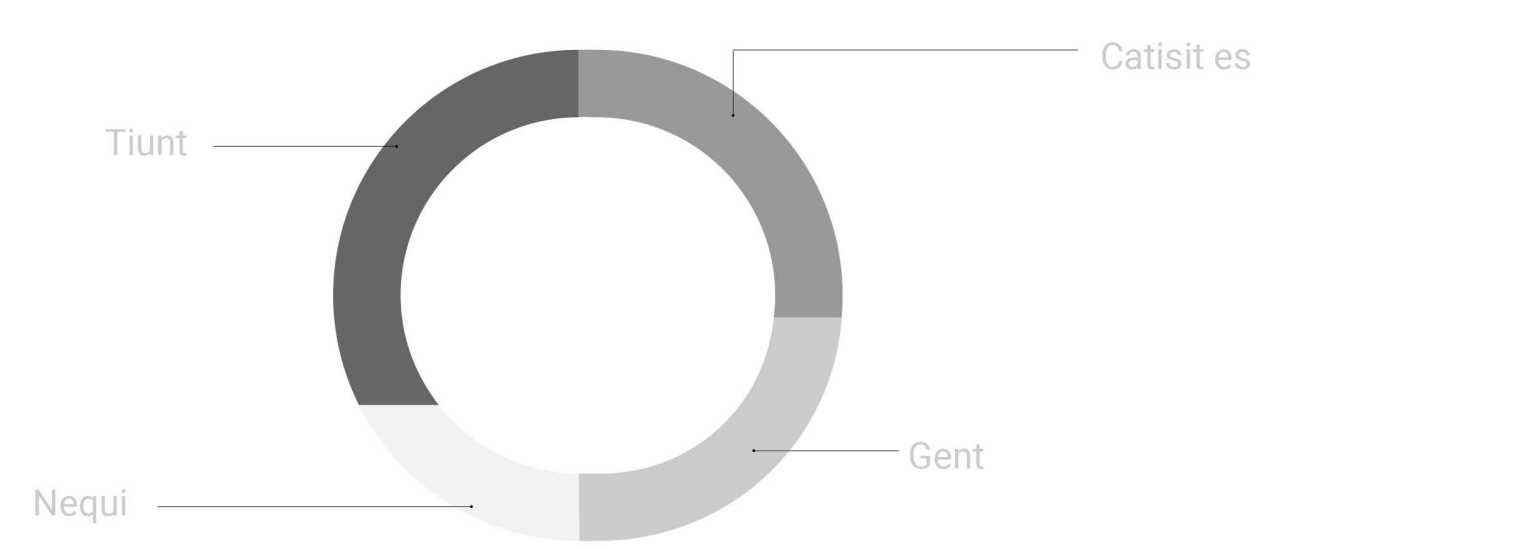
Button to contact publisher for quicker liaison

Found in Translation

Data Page

Filter Sort

Molupta quam sim que volestibus, qui natet



Onse voluptaquis dem laceprepe odi aut magniet, quo blaceri oreiunt eos autaerum aut ad



Is nis vel mo doluptium voluptas re, venis et, con ne offic tores non providunt.

Um dolupie ntiam,	Nem ipsam	Ne	Acitis andam iditio	
%	%	%	%	
Ebitio vel iur rer	Uptat	One s	Quisc	Har
	Pores	%	%	Fio



Detailed and segmented data

Geographic information

Specific and highly specialized information for diverse audiences

Found in Translation News Page

LOGO

Publishers

Services

News

Data

About

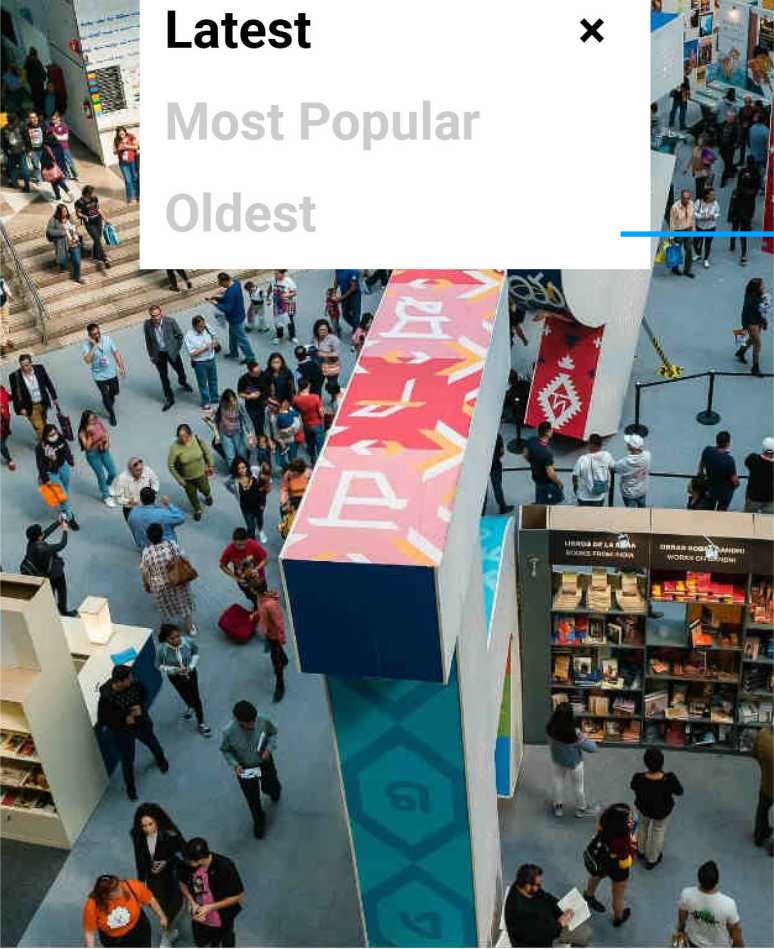
Filter

Sort

Latest

Most Popular

Oldest



Culture March 2026

Unlocking the Potential: Can Mexico Transform its Reading Culture?

As the country with the largest number of Spanish speakers in the world, Mexico sits at a cultural crossroads. While the Guadalajara International Book Fair (FIL) radiates a palpable passion for learning, the day to day reality of reading in Mexican society faces systemic hurdles. In a recent dialogue with Hugo Setzer, former IPA President, a clear picture...



Analysis March 2026

Why the “Statist” Approach Limits Independent Publishers

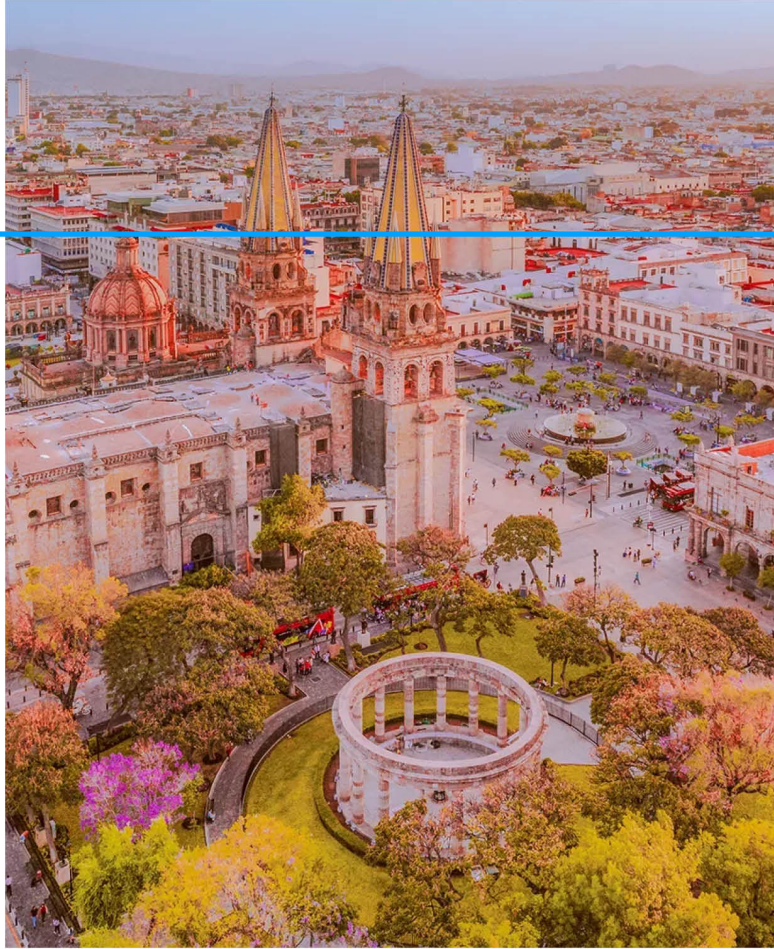
A deep dive into how government subsidized publishing houses and textbook monopolies affect the diversity of the Mexican book market.



Interview February 2026

Hugo Setzer on the Importance of Public Policy

“We have tried to convince the government of the importance of books as engines of economic development, but with little success. Here is what needs to change.”



Report February 2026

The Guadalajara Effect

How the world’s largest Spanish language book fair proves that the Mexican public’s hunger for books is stronger than ever.



News page to house various editorial stories, filtered and segmented by tags

Toggles provide easy sorting

Found in Translation

Article Page

Unlocking the Potential: Can Mexico Transform its Reading Culture?

March 23, 2026 Luis González Martín | Managing Director, GSR Foundation

MEXICO CITY

As the country with the largest number of Spanish speakers in the world, Mexico sits at a cultural crossroads. While the Guadalajara International Book Fair (FIL) radiates a palpable passion for learning, the day to day reality of reading in Mexican society faces systemic hurdles. In a recent dialogue with Hugo Setzer, former IPA President, a clear picture emerged: Mexico’s reading challenges are not due to a lack of interest, but a lack of infrastructure and a “functional” perception of books.

“I don’t believe it’s inherently bad that reading is considered a tool for improving life and social mobility, but I hope that one day Mexican society will also perceive it as a form of pleasure that enriches us as individuals.”
— Luis González Martín

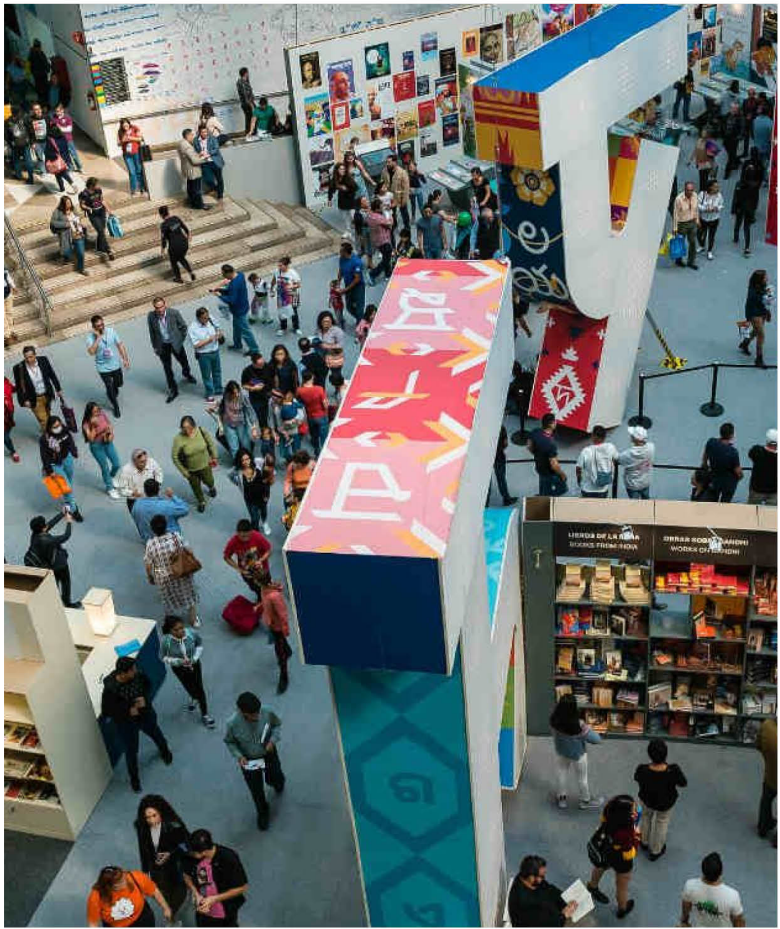
The Three Pillars of the Mexican Reading Gap

- The “Punishment” Perception:** In many Mexican households and schools, reading is still used as a disciplinary measure rather than a reward. Without the “reading for pleasure” spark, engagement remains low among the youth.
- The Educational Monopoly:** Because the government delivers K 12 textbooks directly to schools, there is little incentive for students to visit local bookstores or libraries. This bypasses the development of a “bookstore culture” essential for a thriving industry.
- Functional vs. Leisure Reading:** Quantitative studies show that most reading in Mexico is functional, aimed at academic or professional advancement. Meanwhile, the entertainment industry provides fierce competition for the population’s leisure time.

A Path Forward: The Two Term Policy

González Martín suggests that unlocking Mexico’s potential requires a move away from “statist” approaches. Instead, the country needs long term government policies spanning at least two presidential terms, designed in collaboration with educators and publishing professionals.

“I am convinced that this would propel this great country forward,” González Martín concludes.



FIL Guadalajara 2025



Related News

Why the “Statist” Approach Limits Independent Publishers

Hugo Setzer on the Importance of Public Policy

The Guadalajara Effect

Featured

INDEX Art Book Fair 2026

Independent Bookstores in Mexico City to keep on your radar

Feature: Piedra Ediciones

Found in Translation

Article Page

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A Path Forward: The Two Term Policy

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—

Luis González Martín is the Managing Director of GSR Foundation (Spain) and a member of the IPA Literacy Subcommittee. He is the founder of PARIX, the school for the Spanish book industry.



FIL Guadalajara 2025

Related News

- Why the “Statist” Approach Limits Independent Publishers
- Hugo Setzer on the Importance of Public Policy
- The Guadalajara Effect

Featured

- INDEX Art Book Fair 2026
- Independent Bookstores in Mexico City to keep on your radar
- Feature: Piedra Ediciones

Share to socials

Driven communication and exchange

Add New Comment

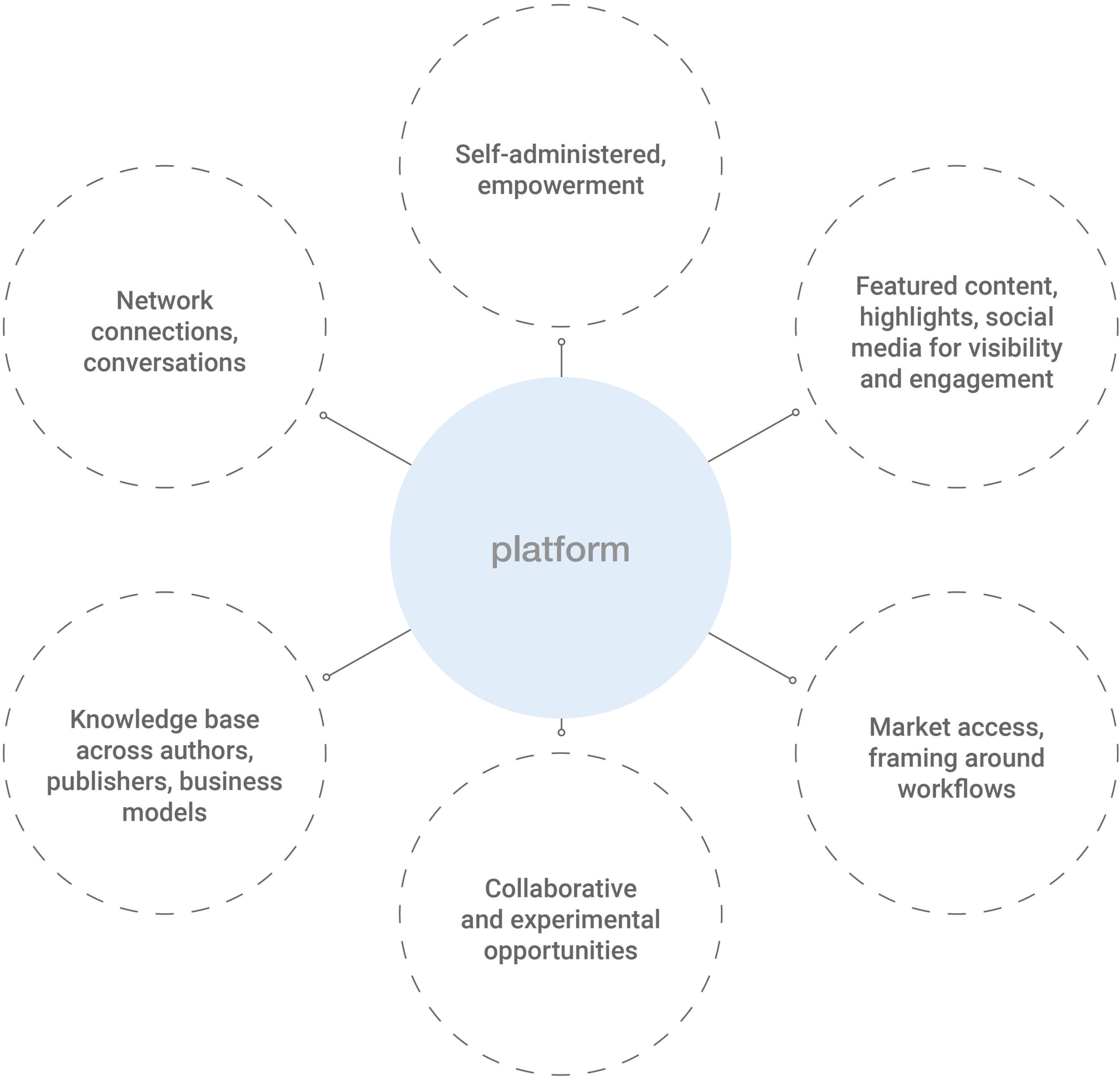
Post

Unique Selling Points

Why is this platform different

Unique Selling Points

Innovation



Unique Selling Points

Why is this platform different

Knowledge

Blends editorial and rights-ready material

Export context, market positioning & comparable titles

Structured around publishing workflows

Network

Discovery platform + industry connections

Continuous international visibility

Direct access to publishers and industry contacts

52Narratives

This project started with a mission to find an audience for Spanish-language content, and it took tangible shape thanks to the support of one of the world's most prestigious creative institutions. Together, we've taken that first crucial step, and we will keep building connections through narrative.

Fernando Pascual, 52Narratives

Contact

fernando@52narratives.com

Call to action!

If you are interested in the project get in touch to stay connected!

Or...

Connect to collaborate on future projects or work with students at London College of Communication

Contact

Evi Kontova
evi.kontova@lcc.arts.ac.uk

Any questions?

Thank you!

Project Manager
Mireia González-Adrio

Designer
Ilana Portman

Researchers
Anika Manansala
Freya Watts
Seren Rifat

Course Leaders
Frania Hall
Hilly Janes

Creative Strategist
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ual ■ **london college
of communication**