

**ABOUT THE EVENT**

The present colloquium will discuss the *status quo* of Brazilian literature in English translation, as well as current challenges and perspectives for its international circulation. In recent years, a growing interest in Brazilian literature has been observed among cultural markets and readers in the United Kingdom and the United States, especially since the publication of *The best of young Brazilian novelists* by Granta Magazine (2012), and new translations of Clarice Lispector's novels edited by Benjamin Moser (2009). With the aim of encouraging reflection on the processes of selection, translation, publication and circulation of Brazilian literature abroad at the current time, King's College London is opening up a space for discussion among students, researchers, publishers, translators and the community through the colloquium "Brazilian literature: challenges for translation". The panels will focus on state-of-the-art themes, bringing together useful examples and experiences in the hope of advancing the debate further.

Translation itself is a border-crossing activity. Thus, literature coming from Brazil can be seen as transnational and transcultural by nature, embracing the authors' experiences as citizens and their movements as global travelers, the publishing houses' cultural cartographies of the country, as well as translators' connections with the literary system. Translators can be particularly important as interlocutors, mediating between Brazil and the global publishing market. However, since José de Alencar's novel *Iracema* was translated into English by the British explorer and writer Richard Burton in the nineteenth century, relatively few works have been translated in the United Kingdom and the United States, whether from the corpus of Brazil's literary classics or more recent writing, if compared to other national literatures.

In fact, the current international profile enjoyed by Brazil in many other spheres throws into relief the limited scope and impact of the small corpus of translated works from Brazil that are as yet available to readers in English. Despite being the sixth most spoken language in the world, present in all continents and officially the language of eight countries, Portuguese is not among the languages most often translated into English. Furthermore, in Brazil, the single Portuguese-speaking country in Latin America, more than 60% of published books are translations, around 75% from English. Meanwhile, in the United States only 3% of new titles every year are translated.

As a number of new initiatives in the translation and publication of Brazilian literature in the US and UK appear to be responding to this deficit, it is therefore an opportune moment to bring together specialists from the field to reflect on the current conjuncture, and the opportunities and challenges it poses. The proposed colloquium aims to offer a forum for scholars and observers of Brazilian culture, and those involved in translation and publishing, to consider the place of the Brazilian literary canon and of new, emergent writing within an international literary context, and to debate the role that translation can play in relocating Brazil's literature in the wider contemporary world.

**PROGRAMME**

**9:30 – 10:00 Registration**

**10:00 – Welcome: Rosane Carneiro Ramos**

**10:00 – 11:45 *Brazilian literature on the international scene***

In April 2007, Andrew Stevens posted on *The Guardian's* Book Blog a text entitled "Where did all the new Brazilian writers go?", criticizing the impoverishment of fresh fiction in translation from Brazil, in contrast to the enviable literary heritage of the Spanish American countries. By contrast, in December 2013, Kristal Bivona published on the *Language Magazine* website the article "Brazilian Literature Goes Global", in which she pointed out that Brazilian literature is becoming increasingly available in translation, although it had been a well-kept secret from the rest of the world for decades.

Our discussion in the first session will begin by bringing together researchers on Brazilian Literature around the topic:

*How has Brazilian literature been located in the process of cultural globalization?*

*David Treece: Chair*

Cimara Valim de Melo (King's Brazil Institute; IFRS) – *Mapping Brazilian literature translated into English: an overview*

Amanda Hopkinson (Manchester University, City University, English PEN, Modern Poetry in Translation) – *Stereotyping Brazil: what contemporary publishing houses look for in Brazilian titles*

Nelson Vieira (Brown University) - *The status quo of Brazilian literature in translation in the USA*

Lenita Esteves (Universidade de São Paulo) – *The role of academia, the publishing market and translators in the reception of Brazilian literature in the English-speaking world*

**11:45 – 12:00 Coffee break**

**12:00 – 13:00 *Brazilian literature and the publishing market***

From a broad marketing perspective, publishers generally have a good knowledge of literary prizes, press reviews, and current publications in order to select the next books to be translated. However, the criteria for the selection of authors and their works in the publishing market are not always apparent when the subject is the translation of Brazilian literature into English. The media can play an important role in filtering the public's access to Brazilian literature, either focusing more on classical and canonical works or giving space to contemporary authors. As a consequence, the publishing houses have contributed to the formation of not only a legacy but also of visions of Brazil and its literature among English-speaking readers, which may differ from those observed in Brazil itself.

We start this session with the following questions:

*What is the role of the publishing market in promoting Brazilian literature translated into English?*

Rosane Carneiro: Chair

Francisco Vilhena (Granta Magazine) – *Granta's project "The best of young Brazilian novelists": challenges and achievements*

Ray Keenoy (Boulevard Books/Oxford) – *Brazilian literature into English from "The Babel guides" and beyond*

**13:00 – 14:00 Lunch**

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**14:00 – 15:30 *Brazilian literature, and the dynamics and politics of translation***

Since Brazil's democratic transition in the 1980s and its integration into the accelerating process of economic globalization from the 1990s, the number of translators and translated works from Portuguese into English has grown if compared to previous decades. Meanwhile, many writers have undergone the experience of geographical movement across the world, and there seems to be a tightening integration of authors, readers, translators, literary agents and editors through the digital media.

This section focuses on the following issue:

*How have translators observed, experienced and evaluated the Brazilian literary system through its translation into English from the late twentieth to the twenty-first century?*

Lenita Esteves: Chair

Nick Caistor (translator from Spanish and Portuguese / Valle-Inclán Prize for translation) – *Shifts in the translation of Spanish-American and Brazilian literature at the turn of the twenty-first century*

Zoë Perry (translator of contemporary Brazilian authors / Guilford College and Anglia Ruskin University) – *Why translate from Portuguese?*

**15:30 – 15:45 Coffee break**

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**15:45 – 17:30 *Beyond Brazilian literature: into the twenty-first century***

Portuguese is not among those languages most often translated into English, falling well behind the top contenders: French, German, Russian, Spanish, and Italian. In contrast, Portuguese lies among the peripheral languages, as it accounts for a very small proportion of book translations worldwide despite the number of speakers and Brazil's prominent economic profile. Portuguese translations are commonly concentrated in Brazil, the United States and the United Kingdom, which indicates that many initiatives for the dissemination of Brazilian literature are still dependent on the Brazilian market. Therefore, given the challenges for Lusophone literatures in relation to the global field of translation, including the training of translators, initiatives to promote linguistic exchange, government incentives and overseas cultural policies, this final session focuses on the following questions:

*What are the factors preventing Brazilian literature from playing a more important role in world culture?*

*How can academia, cultural organizations and governments contribute to the expansion of Brazilian literature translated into English?*

Cynthia Lana: Chair

Moema Salgado (Fundação Biblioteca Nacional, Brazil) – *The Brazilian government and the presence of works of literature from Brazil in the international publishing market*

Luiz Coradazzi (British Council) – *Literary translation and Brazilian literature through British Council programmes*

Daniel Hahn (British Centre for Literary Translation, University of East Anglia) – *The current state of translation from Portuguese into English in the UK*

David Treece (King's College London) – *Brazilian literature translated into English: perspectives and challenges from academia in the twenty-first century*

**17:30 – Concluding remarks: David Treece**

**17:45 – 18:30 Wine reception**

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