



INTRODUCTION

We are in the midst of new and changing times. There is a space for renewal, for hope. And there stands the Fundación Germán Sánchez Ruipérez. With new impetus, renewed energy and a well-defined guiding purpose: to be continually useful to the society from which it emerged and which it endeavors to serve. Working day by day towards the development of the individual as a whole, foundation of the freedom that fosters the advancement of democratic societies.

AN OPEN DOOR INSTITUTION

The Fundación Germán Sánchez Ruipérez, established in 1981, is a private, non-profit, autonomous and independent institution, committed to the promotion of cultural and educational activities. Its structure, its direction and its programs are inspired in the personal and professional life of its founder —after whom the institution is named— and embody a firm commitment to society. The Foundation's activities cover a set of specific areas, closely linked to each other, in order to give meaning and direction to each one of the projects launched by the Foundation. These projects are the product of careful thought, and their results are responsibly evaluated to determine their eventual application to other spheres of action.

The Foundation's programs, some strive for long-term objectives while others have a more timely and immediate scope, but they all aim at the creation of long-lasting cultural attitudes and habits. These goals are achieved through the efforts of professionals who work at the technical units that shape this institution as a whole, located in three authentic realms within the Spanish territory: Madrid, the Nation's capital;

Salamanca, embodying the traits of provincial capitals; and Peñaranda de Bracamonte, typifying the rural regions.

The Foundation's call to public service is shown in the openness of its endeavors, addressed to all members of the community, and also in the free access to its proposals. Although always striving for stability and efficiency, the Foundation does not shrink from the merits of innovation and renewal as necessary ingredients to achieve continuity and quality.

The independence of the Fundación Germán Sánchez Ruipérez is assured by its financial self-sufficiency —based on the personal contributions of its founder— which makes possible the full implementation of its programs and activities.

PROJECTION OF A MAN'S LIFE

Germán Sánchez Ruipérez, the Founder, was born in Peñaranda de Bracamonte, Province of Salamanca, on September 12, 1926. His father a printer and bookseller, and his mother a teacher, it is in this setting where Germán grows and develops those interests that would later shape his life —books, publishing and his commitment to education.

When the family moves to the city of Salamanca, upon having acquired the Cervantes Bookstore, Germán —a teenager at the time— interrupts his formal education to work and help his family in the new business. His entrepreneurial leanings, and his flexibility to welcome change as a source of continuing renewal, leaves an imprint upon the family's bookstore which soon becomes the most important in Salamanca and one of the best in Spain. There, Germán Sánchez Ruipérez works closely in an environment of intellectual creativity, becoming familiar with the latest books fresh from the publishing houses, and interacting on a daily basis with professors and academics that would visit the place. It is also at this time that Germán meets Fernando Lázaro Carreter, and a close and lasting friendship grows between them. From their conversations and

exchanges, and from his many contacts with other members of the academic community in Salamanca, Germán Sánchez Ruipérez forges the idea of creating his own publishing house. This dream comes true on October 27, 1959, when Ediciones Anaya is officially established.

In a short period of twelve years Anaya reaches an outstanding place in Spain's publishing industry. In time, this imprint of Salamancan origin would become the first publishing group in Spain distinguished for the scope of its multifaceted endeavors, comprising products ranging from textbooks to multimedia creations; books for institutions of higher learning; philosophical and literary works and encyclopedias; and new media and innovative distribution channels, including newsstand sales.

Throughout these years, Germán Sánchez Ruipérez widens his entrepreneurial activities through the creation and acquisition of several publishing concerns in Latin America, various other communications media, and many other business initiatives outside of the publishing industry.

In 1981, the creative drive and will of this exceptional man from

Peñaranda leads him to establish, in his words, “my most endeared project”: the Foundation. “Among all my initiatives,” he adds, “this is the only one to bear my name. Through the Foundation I wish, paraphrasing the words of Ortega y Gasset, to give back to society a substantial part of what society has given me”.

In so doing, Germán Sánchez Ruipérez once again goes ahead of his time, identifying himself with one of the most enlivening trends of this new age: the active participation of society at large in the benefits of culture and education under the auspices of modern-day Maecenas. A modern patronage of culture —with the support of sound business practices— willing to identify and interpret rapidly and efficiently the cultural aspirations of the community.

The Foundation thus proceeds in the development of its project, with a firm commitment to society, guided by a clear all-embracing call, intent on creating a space for thought as a starting point to build up projects, activities and programs, standing always on firm ethical grounds and with a keen vision of the future we all want to share.

A BOUNDLESS VOCATION

The Foundation goes beyond its Spanish origins and projects itself onto the international arena, sustaining relations with similar institutions, whether public or private, most especially with those in the Spanish-American world.

These permanent contacts may adopt many different shapes, but there is always a common denominator: the conviction that cooperation may bring forth positive results for the people who are the intended beneficiaries of common efforts.

The Foundation, contributing to the promotion of joint programs or exchanging experiences with other institutions, intensifies its boundless vocation and the willingness to cooperate that have guided its work ever since its inception. At the same time, the Foundation gathers and stores the dynamism needed to carry out a task that keeps pace with the fast changes of a society whose different peoples are getting closer to each other from a cultural, social and demographic perspective.

The Foundation, in its efforts to take permanent roots in America, has

already reached important agreements with diverse national and international entities and institutions: European Commission, Ministry of Education and Culture, Ministry of Social Affairs, Governing Board of Castilla and León, Governing Board of Galicia, Governing Board of Cataluña, Autonomous Community of Valencia, Autonomous Community of Castilla-La Mancha, University of Salamanca, Pontifical University of Salamanca, University of Carlos III (Madrid), Venezuelan Book Bank, Simón Patiño Foundation (Bolivia), Fundalectura (Colombia), Rafael Pombo Foundation (Colombia), and Fundação do Livro Infantil e Juvenil do Brasil.

OBJECTIVES AND WORK AREAS

In order to fulfill its purpose, achieve the social benefits of its programs and foster its creativity, the Foundation focuses its efforts in those areas where it has developed expertise, and more recently in other fields as well, where the Foundation seeks to create a forum for a meeting of the minds and also for the analysis and debate of issues.

The Foundation, therefore, is willing to contribute to the advancement of education, the creation of reading habits, the promotion of communication, and a deeper knowledge and better usage of the Spanish language and others spoken in Spain. At the same time, the Foundation delves into the field of business development as a driving force to achieve change and prosperity, and into the realm of ethics, not only from a theoretical point of view but with the purpose of fostering ethical attitudes and the practice of tolerance and harmony among men and nations. By so doing, the Foundation perseveres in its purpose of being useful to the society from which it emerged and which it endeavors to serve.

In summary, the Foundation has defined five spheres of activity, all mirroring the personal and professional life of its Founder: a businessman who geared his efforts primarily to the fields of publishing and

communications, thus contributing to the spread and development of education, relying on the Spanish language and Spanish culture as his means of communication, and applying his well-rooted ethical convictions to his behavior and initiatives.

THE CENTRE FOR STUDY, ANALYSIS AND DEBATE. MADRID

The Fundación Germán Sánchez Ruipérez undertakes, at the beginning of this new century, the ambitious task of creating a meeting ground to encourage reflection, analysis and serious discussion. These efforts will set in motion work processes and work programs to be implemented and developed within the areas that we have just summarized above: Education and Reading; Publishing and Communication; Spanish Language and Spanish Culture; The New Role of Business, and Ethical Values.

The Foundation, as an open forum, favors the exchange and discussion of ideas among specialists in a multidisciplinary environment. These discussions must lead to specific measures and activities in those fields of the social and cultural reality considered as priorities by the Foundation.

These challenges have been dealt with since 1981, at the inception of the

Foundation when the Center of Study and Book Promotion was established. At that time, the Foundation launched its first publications and channeled several projects around the training of people willing to become professionals of the book industry. It also set forth campaigns geared to foster reading habits, working in cooperation with domestic and international institutions. Considering the utmost importance of libraries in any campaign of this type, the Foundation gave a special emphasis to the professional training of librarians.

Moreover, since 1988 the Institute of Advanced Studies has been engaged in the graduate training of professionals in the fields of science and technology of communications and education. Among its foremost activities, let us mention the Master of Science program in Design and Implementation of Communication Systems, sponsored by Comet, a European educational program in technological areas, and the Master and Specialist program in Reading, in cooperation with the Complutense University of Madrid.

More recently, the Foundation, in its Madrid Center, has been working in research and analysis within several areas of the utmost importance.

These activities include the Symposium of Education in Values, Transversal Processes and Educational Reform, sponsored in 1994 by the Foundation, where several proposals to achieve a well-balanced synthesis between education and humanism in the educational system were discussed. Joaquín Ruiz Jiménez, Chairman of the Unicef Spanish Committee; Victoria Camps, Professor of Ethics at the University of Barcelona, and Adela Cortina, Professor of Ethics at the University of Valencia, were among the participants in that important event.

In 1998, the Foundation organized a meeting of the Defenders of the People from the Spanish-American countries: “Present and Future of Education in the Spanish-speaking World”. Federico Mayor Zaragoza, at that time UNESCO’s Director General, took part in these debates. The objective of the meeting was to set forth ethical standards based on the values that shaped the Declaration of Human Rights and also on the lofty ideals of equality, tolerance and solidarity.

An international symposium on “A History of Reading and Readers,” with the participation of scholars from Spanish and French universities, was held in 1998. A spin-off derived from this meeting was a research project,

sponsored by the Foundation, that will culminate in a History of Publishing and Reading in Spain, covering from the 16th through the 19th century. More than fifty specialists are currently working on this book.

The Foundation has not overlooked the importance of reading during the childhood years or the role of children's literature. Several symposia on these fascinating subjects have been held since 1994. Reading habits, education for reading, the role of illustrators, the contributions of critics and reviewers, and the parameters of children's and juvenile literature have been discussed in these symposia. In the sixth of these gatherings, sponsored by the Foundation, the participants chose the best one hundred books of the 20th century in these special branches of literature.

Reading is also the leading theme regarding the first Germán Sánchez Ruipérez Foundation Award. The subject is "The XXI: A Century for Reading". The purpose is to encourage the publication of articles, in newspapers and magazines, on how to develop reading habits in our society at large, an essential commitment to be embraced by the citizens in this new millennium.

Utilizing the heading “Under our name. Conversations with Publishers”, the Foundation aims at keeping very much alive the history of publishing, considering that today the publishing industry is often guided by opposing views. The Foundation feels that the most effective way to achieve a revival of the best traditions of publishing is to bring forth the personal and professional remembrances of those men and women who chose to be publishers by vocation, i.e., those who were the founders of publishing houses inspired by the purpose of playing a role in the cultural life of Spain. Ten outstanding publishers will engage in dialogues aiming to preserve this fundamental part of the history of the Spanish publishing industry.

THE INTERNATIONAL CHILDREN'S AND JUVENILE LITERATURE CENTER. SALAMANCA

The International Children's and Juvenile Literature Center in Salamanca was officially inaugurated in June 1985 with a set of innovative goals: to foster the habit of reading; to encourage intellectual development and creative ways for children and teenagers to use their leisure time, and to offer a wide scope of services geared to stimulate research work about reading and books for these age groups.

This Center works on three major areas: the promotion of reading; the training of professional educators and people in charge of enlivening the reading activity (known as animators), and the area of research and reference materials about children's and juvenile literature, being these latter activities specifically ascribed to the Center of Documentation and Research.

In the Promotion of Reading area, children —since a very early age— are given the opportunity of learning that reading can be indeed a very

gratifying experience, not only from the point of view of personal enjoyment, but also as an effective resource to encourage communication and interpersonal relationships.

The building, especially designed for the Center, includes a library with five separate reading rooms to welcome readers between the ages of 3 and 18.

The library has 50,000 volumes, as well as supporting aids such as Internet, CD-Rom, compact discs and cassettes. Young readers also have access to these materials through a loan service. Teachers, specialists and parents cooperate in this joint effort.

The area of academic preparation covers several basic units engaged in updating knowledge and information, encouraging theoretical thought and its practical applications, and pursuing long-term goals through adequate programs, work groups and the exchange of ideas and experiences.

Children, in their first approach to books, need some guidance to diminish the potential difficulties of these first encounters and to keep alive the positive reactions of the child. Training adults to fulfill this need has been

one of the Foundation's major endeavors since 1987, through the organization of courses, workshops, lectures and discussions, among other activities.

The Center of Documentation and Research, established in 1988, specializes in children's and juvenile literature, reading, and school and children's libraries. Its objective is to compile the greatest possible number of documents related to these areas, in different languages and formats, and make them available to professionals interested in books and reading. This Center also organizes multiple channels to disseminate information, taking advantage of the newest technologies, thus serving the current needs of today's users. The Center is linked —through a policy of interchange and joint development of projects— to the Latin American Network of Centers of Documentation.

The Center's documental wealth includes a bibliographical and historical treasure of children's and juvenile literature, comprising works published before 1958, when the Lazarillo Award, granted by the National Institute of the Spanish Book, was established. The Center's library, with more than 6,000 specialized volumes, has gained an outstanding place in its field. The Center of Documentation and Research publishes various

reference material that help locate information available from the Center itself.

The International Book Center reaches the public through different programs, including its far-reaching service of traveling exhibits. These exhibits are directly or indirectly related to the promotion of reading and seek the participation of visitors and spectators through a dynamic approach, with a view to encourage a proactive attitude in youngsters.

This Center has pioneered different projects, such as making books available to children in hospitals; mobile libraries to serve child care centers and schools, and library loans to small municipalities and other entities. It also publishes assorted complementary materials, such as workbooks, bibliographies, informative booklets and commemorative posters, distributed at no cost to libraries in Spain, Europe and Spanish-America.

THE CENTER FOR SOCIOCULTURAL DEVELOPMENT. PEÑARANDA DE BRACAMONTE

The Center of Sociocultural Development, in Peñaranda de Bracamonte, celebrated its Tenth Anniversary in March 1999. Its unique headquarters blend smoothly the neoclassic style in architecture with bold avant-garde innovations. Its facilities are visited, on a daily basis, by people of all ages. This affluence of visitors underscores the success of this multidisciplinary project, especially designed and built for a rural environment, without sacrificing modern conveniences and always stressing the ideal of public service. The Center, which has become a symbol for the people in the region, is a meeting place, a communication and training center, and a haven to invest leisure time in cultural pursuits.

The facilities include a library for children, teenagers and adults; classrooms and multifaceted workshops to teach different subjects and skills; exhibit rooms, and a modern 200-seat theatre. State-of-the-art technologies are evident in its three work areas: the library and activities geared to the promotion of reading; learning and training, and cultural

PUBLISHING ACTIVITY

The Fundación Germán Sánchez Ruipérez, through its Publishing Department, has developed its own and unique publishing activity. A sizable amount of its publications are considered works of investigation and research.

Its catalogue comprises two separate collections: “Library of the Book” (Biblioteca del Libro) and “The Memory Tree” (El Árbol de la Memoria). Together they are effective vehicles for the Foundation to express its concerns.

The “Library of the Book” comprises research and information works about the history of reading, the history of books, and the history of libraries, addressed not only to professionals and scholars, but also to non-specialized readers. This collection, quite unique worldwide in this area, is an essential tool for the research and analysis of the evolution of books, and related areas, through the ages. The collection covers the whole realm of books and reading in all its phases or aspects: authors, translators, techniques of publishing, graphic arts, methodology and ways

to encourage reading habits. It also delves into the subject of libraries: documentation, preservation and classification of books, archives, and terminology.

The Foundation began its publishing activities in 1983, with the publication of *La cultura del libro* (Culture in Books), a compilation of essays written by twenty-three renowned Spanish scholars. These essays amount to a thorough discussion of the role of books as originators and vehicles of culture. The authors also dealt with the concern, new at the time, about the survival of books in the face of the audiovisual culture.

The Foundation has also published several major reference works about books and publishing, intended for researchers and specialists, including *Historia ilustrada del libro español* (An Illustrated History of Spanish Books). Twenty-seven specialists contributed to this work in three volumes, enhanced by 1,500 illustrations, many of them never published before.

The Foundation then undertook another ambitious project: *Historia del libro escolar en España* (A History of Textbooks in Spain). About fifty

researchers explored the specific features of textbooks, a distinctive type of publication that never before had been submitted to a systematic and in-depth study.

Throughout the years, the Foundation's catalogue of publications kept on growing: reference works, dictionaries and manual or handbooks related to different aspects of book publishing. Several specialized titles must be mentioned as well, among them *El laberinto de los libros. Historia cultural de la Barcelona del Quinientos* (The Labyrinth of Books. A Cultural History of Barcelona in the 1500's) and *El diseño de los libros del pasado, del presente y tal vez del futuro. La huella de Aldo Manuzio* (Book Design in the Past, the Present and Perhaps the Future. The Legacy of Aldo Manuzio).

The study of reading is another priority field among the publishing activities of the Foundation. Quite a few fundamental titles have made more easily accessible the subject of reading comprehension to teachers and other professional people. Let us mention, among others, *Panorámica histórica y actualidad de la lectura* (Historical Overview of Reading and Its Current Developments); *Leer en la escuela. Nuevas*

COMMUNICATIONS

The Fundación Germán Sánchez Ruipérez reaches all segments of the public interested in the work of the Foundation through its web site as well as its regularly published newsletter. These channels also serve to reach a wide range of cultural institutions, whether public or private, and society as a whole, potential beneficiary of the many activities of the Foundation.

The Newsletter

This is a quarterly publication that provides information about the Foundation's activities, including the events held at its different Centers, as well as the events organized in cooperation with other institutions in Spain and abroad.

www.fundaciongsr.es

Very much aware of the innovative technologies in the world of communication, the Foundation has established its Web site:
www.fundaciongsr.es.

This Web site is updated on an ongoing basis and displays valuable information about the Foundation's organization; the work areas covered by its different Centers, and its publishing activity. It also includes the Foundation's Annual Reports that capture the dynamic spirit of the institution.

In addition to the Foundation's strategies in the realm of culture, the Web site offers also important documents prepared by the Foundation, most especially in the areas of reading, libraries, and children's and juvenile literature. These documents include several catalogues, a database, reading guides, training courses, information about exhibits prepared by the Foundation, and also about the Foundation's libraries and the services offered by the Center of Documentation and Research (a constituent part of the International Children's and Juvenile Literature Center in Salamanca), and other assorted publications.

Through its Web site, the Foundation is directly in touch with the users of its various Centers and keeps them posted about its scheduled activities.