

Picturebook in translation. English-language books in Poland – Polish-language books in the Anglosphere

In the first years of the 21st century in Poland, publishers of books for children and teenagers began to advertise their publications using the English term *picturebook*, and were followed by booksellers, critics and readers. All of them talked about a picturebook as a kind of book for the youngest readers that had not been on the Polish market before – superbly literary, aesthetically sophisticated, refined in every way: from format, through cover, endpaper, text, iconographic material, to typography and all other paratexts. And indeed, taking into account the inheritance that during Communist times only books coming from the Eastern Bloc reached Poland, and the poor quality of publishing production in Poland during economic crisis in the 1980s and the vastness of commercial publications in the 1990s, the books proposed by small publishing houses established after 2000 were completely new. With time, however, it was noticed that although in Communist times the idea and the concept of picturebooks were in Poland unknown, a large part of the work of artists from the Polish School of Illustration, mainly coming from the years 1950–1980, can be called just as picturebooks. These projects were comprehensively thought out and designed in a comprehensive way, characterized by inventiveness, diversity and a high artistic level.

The last 20 years are a time of intensive development and popularity of picturebooks in Poland, but despite this fact the state of research on this form in our country is not advanced. Meanwhile, a picturebook has been known abroad much longer, as it has been of interest for the readers for a long time, and since more than four decades – for the researchers. After that, as in 1960s and 1970s the genre was revolutionized in Anglosphere countries (as the milestone *Where the Wild Things Are* by Maurice Sendak from 1963 is indicated), in 1970s and 1980s, research on it has been conducted in the United States, Canada and the United Kingdom, later also in Sweden, Denmark and Germany.

Children's literature is an important segment of the Polish book market and translated books play a significant role in it. In the same time Polish authors for children are becoming more and more successful internationally and translations of their books are published in other countries. The main scientific objective of this project is theoretical reflection on the translation of picturebook – identification and systematising translation problems associated with the specificity of this genre. In order to achieve this goal, an in-depth analysis and description of translations of English- and Polish-language picturebooks will be undertaken. Due to the specificity of a picturebook, not only the literary text, but also the paratexts, the graphic design of the book and the materials used for printing will be taken into account, since this is how a picturebook should be perceived – as a total work in which every element is significant. The reception of these translations in the target cultures will also be studied. An important reference for this research will also be the analysis of mechanisms managing the children's book market in Poland and in Anglosphere countries, as well as the issue of world literature in the context of children's literature. The juxtaposition of translations of English works into Polish and Polish works into English will allow, on the one hand, to define and systematize translational problems arising from the specificity of a given language, and more broadly also from the specifics of the functioning of small literatures within large ones and, conversely, large literatures within small ones. Moreover, taking into account the mechanisms that guide the book market in Poland and in Anglosphere countries, as well as the translation reception, will become an important contribution to considerations about children's world literature.

The corpus of text sources will consist of the works published since 1950s till nowadays. The most significant and representative were selected for the undertaken problem of translation in the project. These are books of both literary and artistic value. There are both narrative books (stories, fairy tales and rhymed stories), as well as nonnarrative books (atlases, non-fiction, ABC books, concept books). In terms of graphics they represent different currents, styles and techniques. One can find here both author books and those arising in "tandem" when the authors of the text and graphics are different individuals.

The problem of translating picturebooks, despite various and extensive research on picturebooks abroad, has not attracted the attention of researchers. The implementation of the project will significantly contribute to supplementing the state of knowledge not only in Poland, but also internationally, and, in the long term, will be part of the studies on visuality and contemporary culture developing in the direction of visucentrism developing in world and Polish humanities. It will also become a reference point for examining the latest trends in the development of picturebooks, and thus, among others, hybridization of forms, creating multilingual picturebooks, remediation and digitization.