Calendar

Local Events *page* **83**

Classical Music *page* **97**

Art Museums & Galleries *page* **99**

Theater *page* **103**

Pop Music *page* **109**

Restaurants *page* **141**

Movies *page* **154**

Global Bookworms

Non-English Language Book Fair

Edgardo Moctezuma is gloating. He knows that fans of Gabriel García Márquez who are able to read only English will be envious of him and other Spanish-language readers. Moctezuma has just returned from Spain with copies of the first installment of the Nobel laureate's memoirs, *Vivir para Contarla.* "It's a gorgeous book to read in Spanish, and it won't be out in English until next year."

Moctezuma, owner of Latin American Book Source in Chula Vista, is one of a dozen vendors who will sell books at the Non-English Language Book Fair in Escondido this week. Librarians and teachers will be able to buy multiple copies at discounts, but the public is welcome to come, look, and buy single copies.

"I'll also bring practical books," says Moctezuma. "These are books for people's basic needs; they're about how to deal with dyslexia, migraines, Alzheimer's, and all those aggressive males in abusive relationships."

LOCAL EVENTS

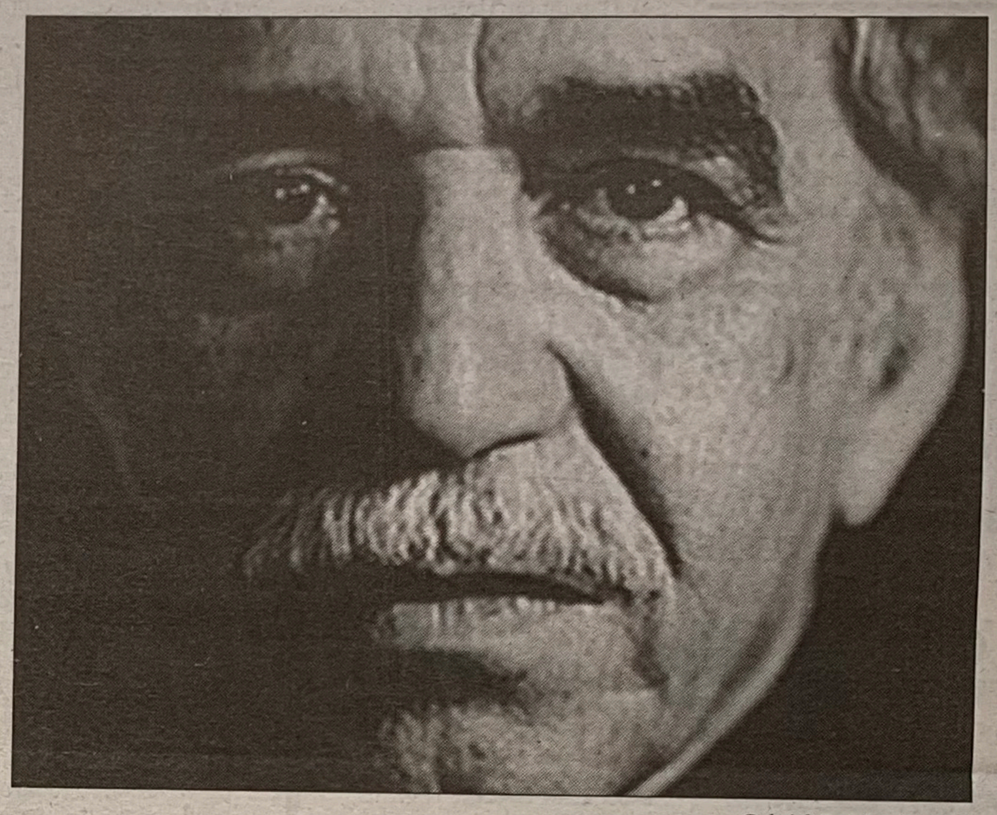
One of Moctezuma's wares needs no translation. It's by Daniela Rossell, a photographer born in Mexico City in 1973. "It's a book devoted to showing the wasted and repulsive lives of the rich women and ritzy kids of Mexico City. It's called *Ricas y Famosas*"— "rich and famous."

José Figueroa, president of Latin Trading Corporation in Chula Vista, will bring Spanish-language science and technology books, including computer manuals. He will also have tourism guides, "because the librarians have asked me for them," he says. Figueroa's fiction and poetry list includes standard Spanish-language classics, like *Don Quixote*, but also more modern classics by García Lorca and Jorges Luis Borges.

Figueroa mentions, too, a Mexican novelist of the last century who scholars say deserves more recognition. He is Juan Rulfo (1917–1986), whose 1955 novel, *Pedro Páramo*, is an early example of the magic realist style, and there is evidence that Rulfo influenced many Latin American writers who succeeded him, including Márquez. Márquez's *One Hundred Years of Solitude* wasn't published until 1967.

Marta-Luisa Sclar, owner of Hillcrest's Casa Del Libro, used to be a librarian. She believes her eight years at the branch libraries in San Ysidro and Logan Heights give her an advantage as a vendor at this book fair. "There are millions and millions of books published every year. How does a librarian choose? Well, you are trained to go through a selection process, and I understand that process. I also understand the role of public libraries. I know their collections have to reflect the interests of their community." With that in mind, she will offer children's books, poetry, and adult fiction, including Sandra Cisneros's latest novel, *Caramelo.* It has been 18 years since Cisneros published *The House on Mango Street.*

Pedro Alonzo, owner of Trucatriche in Chula Vista, stocks the works of Mexicans Octavio Paz and Carlos Fuentes. His business's specialty, however, is art, design, and architecture books. He has an array of these books from Mexico and Spain; he also has some from Japan. Another of his Japanese-language titles is a "graphic novel," *Spaceship EE,* as it's written in English. Its author is Aya Takano, born in 1976 and influenced by television cartoons.



Gabriel García Márquez

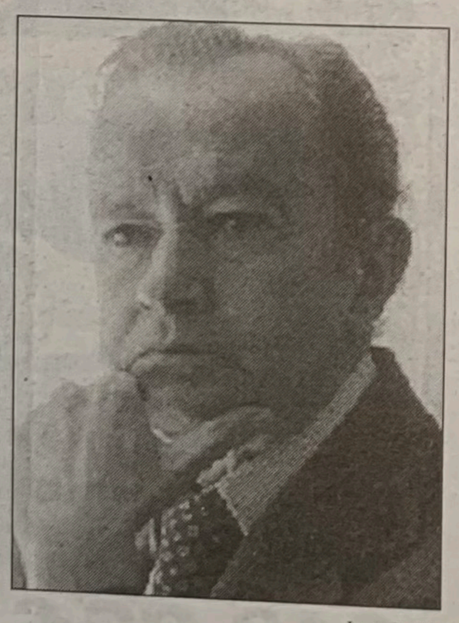
Two other vendors will bring Asian-language books. There will be a single vendor of books in Arabic. Mohamed Ben Saadoun, director of Dar Al Kitab Al Arabi in Irvine, will bring dictionaries, histories, and Islamic study books for both children and adults. "We'll also have some 'self-do-it' books, like how to fix your car." Ben Saadoun says he has 10,000 titles in a vast warehouse in Irvine; they are all from Beirut. Ben Saadoun, who claims to have no competitors in the United States, travels widely to exhibit books at trade shows and elsewhere. After Escondido, he heads for a conference in Washington, D.C., where he expects to sell to Islam scholars as well as employees of the federal government. "There is a great need for these books by people who work at the State Department, the CIA, and the FBI," he says.

Some vendors will bring books that were originally published in English, then translated into other languages. "You know, of course, that this year California has devoted to Steinbeck," says Moctezuma. "Have you read *Grapes of Wrath* in Spanish? I read it in English when everybody had to read it in school. Now I have read a translation from Spain, because I recently gave a public presentation. The translation is very poor. Somebody from Madrid tried to translate a dialect he had never heard and had had no contact with."

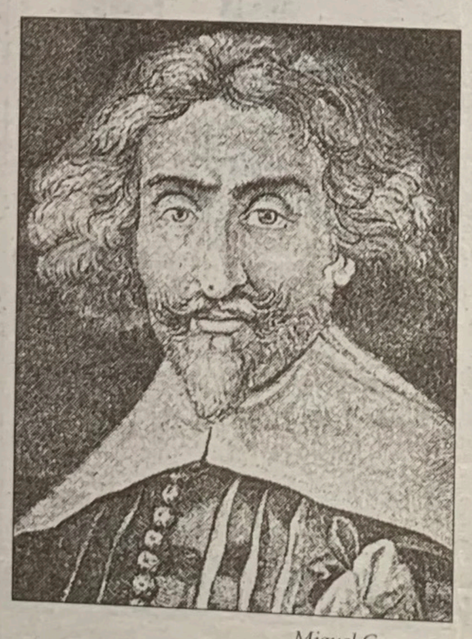
Still, Moctezuma is happy that the book is available. "A flood of people from Latin America are coming here — and everywhere. Most of them do not read a book per year. In terms of societal weight, that adds a lot to it. It's just not good to have people who don't traditionally read. Forget about my business or anybody else's; we have to promote reading whenever and however we can."

— Jeanne Schinto

Ninth Annual Non-English Language Book Fair
Tuesday, November 12, 10:00 a.m.–4:30 p.m.
Escondido Public Library
239 S. Kalmia Street, Escondido
Free
Info: 858-694-3600 or www.serralib.org



Juan Rulfo



Miguel Cervantes

Sandra Cisneros