

# Latin American Literatures in Global Markets

# Foro Hispánico

## *Editorial board*

Brigitte Adriaensen (*Radboud University Nijmegen, NL*)

Sebastiaan Faber (*Oberlin College, USA*)

Konstantin Mierau (*University of Groningen, NL*)

Dianna Niebylski (*University of Illinois at Chicago, USA*)

Alison Ribeiro de Menezes (*University of Warwick, UK*)

Valeria de los Ríos (*Pontificia Universidad Católica de Chile, CL*)

VOLUME 72

The titles published in this series are listed at [brill.com/foro](http://brill.com/foro)

# Latin American Literatures in Global Markets

*The World Inside*

*Edited by*

Mabel Moraña  
Ana Gallego Cuiñas



BRILL

LEIDEN | BOSTON

Cover illustration: Photo by Jeison Higueta on Unsplash.

Library of Congress Cataloging-in-Publication Data

Names: Moraña, Mabel, editor. | Gallego Cuiñas, Ana, editor.

Title: Latin American literatures in global markets : the world inside /  
edited by Mabel Moraña, Ana Gallego Cuiñas.

Description: Leiden ; Boston : Brill, [2023] | Series: Foro hispánico,  
0925-8620 ; 72 | Includes bibliographical references.

Identifiers: LCCN 2022034731 (print) | LCCN 2022034732 (ebook) | ISBN  
9789004523487 (hardback ; acid-free paper) | ISBN 9789004523494 (ebook)

Subjects: LCSH: Latin American literature—20th century—History and  
criticism. | Latin American literature—21st century—History and  
criticism. | Literature publishing—Latin America. | LCGFT: Literary  
criticism. | Essays.

Classification: LCC PQ7081 .L366 2023 (print) | LCC PQ7081 (ebook) | DDC  
860.098—dc23/eng/20220909

LC record available at <https://lcn.loc.gov/2022034731>

LC ebook record available at <https://lcn.loc.gov/2022034732>

Typeface for the Latin, Greek, and Cyrillic scripts: “Brill”. See and download: [brill.com/brill-typeface](http://brill.com/brill-typeface).

ISSN 0925-8620

ISBN 978-90-04-52348-7 (hardback)

ISBN 978-90-04-52349-4 (e-book)

Copyright 2023 by Koninklijke Brill nv, Leiden, The Netherlands.

Koninklijke Brill nv incorporates the imprints Brill, Brill Nijhoff, Brill Hotei, Brill Schöningh, Brill Fink,  
Brill mentis, Vandenhoeck & Ruprecht, Böhlau, V&R unipress and Wageningen Academic.

All rights reserved. No part of this publication may be reproduced, translated, stored in a retrieval system,  
or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise,  
without prior written permission from the publisher. Requests for re-use and/or translations must be  
addressed to Koninklijke Brill nv via [brill.com](http://brill.com) or [copyright.com](http://copyright.com).

This book is printed on acid-free paper and produced in a sustainable manner.

# Contents

List of Illustrations VII  
Notes on Contributors VIII

Introduction: A Few Turns of the Kaleidoscope 1  
*Mabel Moraña*

## PART 1

### *Word and World: (Re)Inscriptions*

- 1 The Global Alt-Right as Prefigured by Roberto Bolaño 41  
*Héctor Hoyos*
- 2 “En tanto poeta, ¡zas!, novelista”: On Bolaño and Latin American Poetry  
in the World Literature System 58  
*Jorge J. Locane*
- 3 Rejoicing Materiality: A Geological Writing by Gabriela Cabezón  
Cámara 78  
*Cristina Rivera Garza*
- 4 New Media and New Technologies in Contemporary Latin American  
Writing 88  
*Edmundo Paz Soldán*
- 5 The Consecration and Repositioning of a Border Writer:  
The Phenomenon of the Publishing Market in the Work of  
Yuri Herrera 109  
*Juan Rogelio Rosado Marrero*

## PART 2

### *Latin American Genres, Themes and Writings in a Global World*

- 6 Latin American *Crónicas*: The World-Regional Circulation of a  
Local Genre 131  
*Juan Poblete*

- 7 The Archives of an Exception to Come: Literature, Cinema and the World in Irmgard Emmelhainz's *El cielo está incompleto* (2017) 153  
*Ignacio M. Sánchez Prado*
- 8 Beyond (Cuban) Literature: Global Issues in Generation Zero 174  
*Catalina Quesada-Gómez*
- 9 The Digital Condition: Algorithms, Language, and Imagination in Latin American Digital Literature 197  
*Carolina C. Gainza*

### PART 3

#### *Literary Culture and Global Consumptions*

- 10 Materialities of Literature in Latin America 219  
*Gustavo Guerrero*
- 11 Literary Culture and Spectacle: The Boom in Literary Festivals in Latin America 241  
*Ana Gallego Cuiñas*
- 12 Measuring the Consumption of Bibliodiversity and Foreign Literatures in Translation  
*Supply and Sales of Translated Books in Germany between 2007 and 2018* 281  
*Marco Thomas Bosshard*
- Afterword: The Latin American Writer and the Global Market 303  
*Ana Gallego Cuiñas*

# Illustrations

## Figures

- 11.1 Front page of the Hay Cartagena de Indias 2010 programme 249
- 11.2 Front page of the Filba Internacional of Buenos Aires 2014 programme 252
- 11.3 Word cloud of the most present artistic terms in Hay Cartagena and Filba Internacional. Source: own elaboration 266
- 12.1 Number of titles, by year and language of origin 287
- 12.2 Number of fiction/non-fiction titles with indication of the language of origin 288
- 12.3 Number of titles, by year and language of origin (minor languages) 289
- 12.4 Sold copies, by year and language of origin 291
- 12.5 Sold copies, by year and language of origin (French and minor languages only) 292
- 12.6 Sold copies, by year and language of origin (minor languages, publisher A only) 293
- 12.7 Average sales, by language of origin, 2007–2018 293
- 12.8 Publisher A: average sales of translated books in Guest of Honour year and overall between 2007–2018: comparison by language of origin (fiction only; excluding light fiction) 294
- 12.9 Publisher A: average sales of translated books in Guest of Honour year and overall between 2007–2018: comparison by language of origin (fiction only; including light fiction) 295
- 12.10 Publisher B: average sales of translated books in Guest of Honour year and overall between 2007–2018: comparison by language of origin (fiction only) 296
- 12.11 Publisher A: sold copies of books written by Latin American and Spanish authors (including light fiction) 297
- 12.12 Publisher A: sold copies of books written by Latin American and Spanish authors (excluding light fiction) 298
- 12.13 Publisher B: sold copies of books by Latin American and Spanish authors 298

## Graphs

- 11.1 Percentage of writers invited. Source: own elaboration 265
- 11.2 Percentage of international writers invited. Source: own elaboration 271
- 11.3 Writers invited to Filba Internacional. Source: own elaboration 272

## Notes on Contributors

### *Marco Thomas Bosshard*

holds a Ph.D. in Romance Philology from the University of Freiburg in Brisgau, and is Professor of Spanish and Latin American Literature and Culture at the Europa-Universität Flensburg. His monographs include *The Re-territorialization of the Human. Una teoría de las vanguardias americanas* (2013) and *Churata y la vanguardia andina* (2014). He is the editor of several collective volumes, such as *Return Migration in Romance Cultures* (2014, with Andreas Gelz), *Zonas de contacto en el mundo hispano* (2019, with Laura Morgenthaler García) and *Las ferias del libro como espacios de negociación cultural y económica: Vol. 1. Planteamientos generales y testimonios desde España, México y Alemania* (2019, with Fernando García-Naharro). For ten years, from 2007 to 2017, he was the editor responsible for the series of Spanish and Latin American authors on the German label Wagenbach.

### *Carolina Gainza*

(Sociologist and Master in Latin American Studies, University of Chile; Ph.D. in Hispanic Languages and Literatures, University of Pittsburgh) is Associate Professor at the School of Creative Literature and director of the Digital Lab at Universidad Diego Portales (Santiago, Chile). Her main research interests are related to digital culture and digital literature in Latin America, in which she analyses the contemporary modes of cultural production and digital aesthetic experiences in the 21st century. Currently, she is the principal investigator of the research project “Critical Cartography of Latin American Digital Literature” (2018–2021). She has published more than twenty academic articles and book chapters, along with two books: *Narrativas y poéticas digitales en América Latina. Producción literaria en el capitalismo informacional* (2018) and *La Batalla de Artes y Humanidades* (2020, coauthored with Matías Ayala).

### *Ana Gallego Cuiñas*

is Full Professor in the Department of Spanish and Latin American Literature and Dean of the Faculty of Arts and Humanities of the University of Granada. With undergraduate and doctorate degrees in Hispanic Philology and an undergraduate degree in Social and Cultural Anthropology from the University of Granada, she has been a research contractor with the Ramón y Cajal Program and a visiting researcher at the University of California, Los Angeles, Princeton, Paris-Sorbonne, Buenos Aires, and Yale. Her most recent authored books are *Las novelas argentinas del siglo 21: Nuevos modos de producción, circulación y*



*recepción* (2019) and *Otros: Ricardo Piglia y la literatura mundial* (2019). She has also published more than one hundred book chapters and articles and edited several books on topics such as transatlantic studies, self-writing, publishing and 21st century literature. She currently directs the LETRAL project, and the “Iber-Lab” Scientific Excellence Cluster: Criticism, Languages, and Cultures in Iberoamerica.

*Gustavo Guerrero*

is Professor of Contemporary Latin American Literature and Culture at the University of Paris-Cergy and the Institute of Political Studies of Saint-Germain-en-Laye. At the same time, he works as an editor for Gallimard in Spain, Portugal and Latin America. He has published *La estrategia neobarroca* (Barcelona, 1987), *Itinerarios* (1997), *Teorías de la Lírica* (1998), *La religión del vacío y otros ensayos* (2002), finalist for the Bartolomé March Prize for *Literary Criticism* (2003), *Historia de un encargo: La catira de Camilo José Cela* (2008), with which he won the 36th Anagram Essay Prize, and *Paisajes en movimiento, literatura y cambio cultural entre dos siglos* (2018). He currently directs the inter-university project Mediation, Publication and Translation of Latin American Literature in France (MEDET LAT) at the Ecole Normale Supérieure in Paris and is co-responsible for the international project Online Compendium of Lyric Poetry funded by the SNSF (Switzerland).

*Héctor Hoyos*

is Professor and Chair of Iberian and Latin American Cultures, and Director of Modern Thought and Literature, at Stanford University. His book, *Beyond Bolaño: The Global Latin American Novel* (2015), examines post-1989 Latin American novels of globalization and their relevance for world literature. He edited special journal issues for *Revista de Estudios Hispánicos* (2014), *Cuadernos de literatura* (2016), and *Revista iberoamericana* (forthcoming). His latest monograph, awarded an Alexander von Humboldt Fellowship, develops the concept of transculturation as a way of integrating new and historical strands of materialism in the study of narrative: *Things with a History: Transcultural Materialism and the Literatures of Extraction in Contemporary Latin America* (2019).

*Jorge J. Locane*

studied literature at the University of Buenos Aires (Argentina). In 2008 he moved to Berlin, where he obtained a master's degree in interdisciplinary Latin American studies and his Ph.D. with the dissertation *Miradas locales en tiempos globales. Intervenciones literarias sobre la ciudad latinoamericana*.

His thesis was awarded the German prize ADLAF. From 2015 to 2018 he was a postdoctoral researcher in the ERC project Reading Global. Constructions of World Literature and Latin America hosted by the University of Cologne. One result of this project is his second monograph *De la literatura latinoamericana a la literatura (latinoamericana) mundial. Condiciones materiales, procesos y actores* (2019). Since May 2020, he is an Associate Professor of Literature and Culture in the Spanish-speaking World at the University of Oslo. He co-edited several collective volumes, including *Re-Mapping World Literature* (2018) and *Experiencias límite en la ficción latinoamericana* (2019).

*Mabel Moraña*

is William H. Gass Professor of Arts and Sciences at Washington University in St. Louis, where she is the Director of the Latin American Studies Program. She was for ten years Director of Publications of IILI (Instituto Internacional de Literatura Iberoamericana). She has published extensively on Latin American literature from the colonial period to the present, including topics of cultural theory, literary and cultural criticism, narrative and philosophy. She has published 16 authored books. Among them: *Arguedas/Vargas Llosa: Debates and Assemblages* (awarded with the Singer Kovacts Award, MLA, and the Premio Iberoamericano, LASA); *The Monster as War Machine*; and *Philosophy and Criticism in Latin America. From Mariategui to Sloterdijk*. These books are both in English and in Spanish. She has also edited more than thirty books on topics that combine the Humanities and the Social Sciences. *Lineas de fuga. Ciudadanía, frontera and sujeto migrante* (2021), and *Pensar el cuerpo. Historia materialidad y simbolo* (2021) are her latest books.

*Edmundo Paz-Soldan*

teaches Latin American literature at the Romance Studies Department of Cornell University. He has published *Alcides Arguedas and la narrativa de la nación enferma* (2003), has coedited the book *Bolaño salvaje* (2008), and has published his book of essays *Segundas oportunidades* (2015). He has published twelve novels, among them *La materia del deseo* (2001), *El delirio de Turing* (2003), *Norte* (2011) and *La materia del deseo* (2017); he has published five books of short stories, among them *Amores imperfectos* (1998) and *Las visiones* (2016). He has been translated to twelve languages. He has won prizes such as the Juan Rulfo short story award (1997) and the Bolivian National Book award (2002) and has been awarded the Guggenheim fellowship (2005).

*Juan Poblete*

is Professor of Latin/o American Literature and Cultural Studies, University of California, Santa Cruz. Author of *Hacia una historia de la lectura y la pedagogía literaria en América Latina* (2019), *La Escritura de Pedro Lemebel como proyecto cultural y político* (2019), and *Literatura chilena del siglo XIX: entre públicos lectores y figuras autoriales* (2003); editor of *New Approaches to Latin American Studies: Culture and Power* (2017) and *Critical Latin American and Latino Studies* (2003); and co-editor of *Piracy and Intellectual Property in Latin America: Rethinking Creativity and the Common Good* (2020), *Precarity and Belonging: Labor, Migration, and Non-citizenship* (forthcoming), *Sports and Nationalism in Latin America* (2015), *Humor in Latin American Cinema* (2015), *Andrés Bello* (2009), and *Redrawing The Nation: National Identities in Latin/o American Comics* (2009).

*Catalina Quesada-Gómez*

teaches Latin American literature and culture at the University of Miami. She holds a Ph.D. and an M.A. in Spanish American Literature from the University of Seville in Spain. She has taught at several universities in Spain, France, Switzerland, Germany, Belgium, Colombia, and Nicaragua. She has also been a visiting researcher at universities in Colombia, Chile, Nicaragua, Spain, France, and the United States. She is the author of *La metanovela hispanoamericana en el último tercio del siglo XX* (2009), *Literatura y globalización: la narrativa hispanoamericana en el siglo XXI (espacio, tiempo, géneros)* (2014), and more than fifty articles. She was the guest editor of "Cultura y globalización en Hispanoamérica" (2014), a special issue of *Pasavento: Revista de Estudios Hispánicos*. She is the coeditor of *Cámara de eco. Homenaje a Severo Sarduy* (2018) and *El libro y la vida. Ensayos críticos sobre la obra de Héctor Abad Faciolince* (2019). During the academic year 2021–2022, she will be an Engaged Faculty Fellow at the University of Miami.

*Cristina Rivera Garza*

is an award-winning author, translator, and critic and the only two-time winner of the International Sor Juana Inés de la Cruz Prize (2001; 2009). Originally written in Spanish, her works have been translated into English, French, Italian, Portuguese, Korean, and more. Born in Mexico in 1964, she has lived in the United States since 1989, receiving her Ph.D. in Latin American history from the University of Houston. She was the Breeden Eminent Scholar at Auburn University in Fall 2015 and a fellow at the UCSD Center for Humanities 2015–2016. Currently, she is Distinguished Professor in Hispanic Studies and Director of Ph.D. in Creative Writing in Spanish at the University of Houston.

Her novel *The Illiac Crest*, translated by Sarah Booker, was published by The Feminist Press in 2017, and *And Other Stories* in 2018. *The Taiga Syndrome* (Dorothy Project, 2018) was translated by Suzanne Jill Levine and Aviva Kana.

*Juan Rogelio Rosado Marrero*

teaches Mexican literature at the Benemérita Universidad Autónoma de Puebla. His areas of interest are cultural studies, visual poetry, processes of creative writing, and topics related to Avant-Garde and neo-vanguardismo. His latest publications include “Comparemos escrituras: Bellatín y la ausencia del sujeto” (2018), “La escritura doliente en la obra de Lolita Bosh y Fernanda Melchor” (2019) and “Las palabras de los otros: la poesía post-autónoma de Cristina Rivera Garza” (2019). He is currently completing the doctorate in Spanish American literature at the BUAP.

*Ignacio Sánchez Prado*

is Jarvis Thurston and Mona van Duyn Professor of the Humanities at Washington University. His research focuses on Mexican literature, cinema and culture at large, focusing on the intersection between aesthetic form, institutional fields and political ideology. He is the author, among other books, of *Screening Neoliberalism. Transforming Mexican Cinema (1988–2012)* and *Strategic Occidentalism. On Mexican Fiction, the Neoliberal Book Market and the Question of World Literature*. He has edited fourteen collections including *A History of Mexican Literature* and forthcoming volumes on poetry and the novel for Cambridge University Press, as well as *Mexican Literature in Theory* and the forthcoming *Mexican Literature as World Literature*. He is currently completing a book entitled *The Transnational Paradox. Cultural Extractivism and Global Mexican Cinema*.