PRESS INFORMATION

Press conferences and press events at the Frankfurt Book Fair 2014

(Exhibitors’ press events are not included here. They can be found in the online calendar of events.)

Tuesday, 7 October 2014

10.00 am
Press tour of the Frankfurt Book Fair Business Club
Meeting point: Hall 4.0, Glass foyer
www.book-fair.com/businessclub

11.00 am – 12.00 noon
Opening press conference of the Frankfurt Book Fair 2014
Congress Center Messe Frankfurt, Level C3, Room Fantasie 1 + 2
With:
Juergen Boos, Director Frankfurt Book Fair
Heinrich Riethmüller, President German Publishers & Booksellers Association
Androulla Vassiliou, EU Commissioner for Education, Culture, Multilingualism and Youth

Followed by: approx. 12.30 pm
Press tour of Finland’s Guest of Honour presentation
Forum, Level 1

5.00 – 6.30 pm
Opening ceremony of the Frankfurt Book Fair 2014
(By personal invitation only)
Congress Center Messe Frankfurt, Level C2, Room Harmonie
With:
Heinrich Riethmüller, President German Publishers & Booksellers Association
Juergen Boos, Director Frankfurt Book Fair
Peter Feldmann, Mayor of Frankfurt am Main
Volkert Bouffier, Minister-President of the Federal State of Hesse
Sofi Oksanen, Author, literary speaker of the Guest of Honour Finland
Dr Pasi Sahlberg, education expert, literary speaker of the Guest of Honour Finland
Dr Frank-Walter Steinmeier, German Federal Foreign Minister
Sauli Niinistö, President of the Republic of Finland

Followed by: approx. 6.30 pm
Opening of the presentation by the Guest of Honour Finland
Forum, Level 1
Wednesday, 8 October 2014

10.00 – 11.30 am
Announcement of the winners of the European Union Prize for Literature
Agora, Lesezelt/New Reading Tent
With:
Marica Bodrožić (Germany, EUPL winner 2013), Mely Kiyak (Germany), Katri Lipson (Finland, EUPL winner 2013), Michail Schischkin (Russia); Androulla Vassiliou, EU Commissioner for Education, Culture, Multilingualism and Youth (keynote)
Chaired by: Janne Teller (Denmark)
For the first time, the winners of the European Union Prize for Literature are to be announced in Frankfurt. Not only that, but they will then be invited to take part in a debate. Is there such a thing as a common public space for European culture – with 24 languages and 36 countries? How can literature help shape intellectual space in Europe? Why are there so many national literature prizes, but very few European awards for literature?

10.00 – 11.00 am
Press conference for the Self-Publishing Area (in German)
Hall 3.1, K 61
With:
Katja Böhne, Press Officer Frankfurt Book Fair
Johannes Monse, Managing Director ruckzuck
Tom van Endert, Managing Director ruckzuck
Wolfgang Tischer, industry expert
Under the heading “Self-Publishing 2014 – What’s new?”, Johannes Monse and Tom van Endert, the managing directors of ruckzuck and also exclusive partners for the Self-Publishing Area, discuss the developments of the last 12 months with industry expert Wolfgang Tischer.

10.30 am – 12.00 noon
Award ceremony followed by a panel discussion “Forum Future – Digital Arena 2014”
Forum Future, Hall 3.1 K15
The Forum Future is hosting an ideas competition entitled “Forum Future – Digital Arena”, with a call for pioneering ideas for the physical presentation of digital publishing products. Here, the prize will be presented to the best entry, as selected by a jury of experts.

11.00 am – 3.00 pm
International Summit: Challenges in Education and Culture Policy
(An event in English)
Congress Center, Room Spektrum 1, Level C2
The summit will focus on two issues: How can the children of migrants be integrated into the education system? What role do politics play? International ministers of education and integration will explore this topic. The second part of the summit will address cultural and
education policy as a responsibility of the political and economic spheres. Programme and registration: www.litcam.org

11.00 am – 12.30 pm
Hot Spot Tour to the Future of Publishing
Meeting point: the Lounge of the Hot Spot Digital Innovation, Hall 8.0, L151, at 11.00 am
A tour of the Frankfurt Hot Spots and their exhibitors. These six areas of the fair illustrate the potential of digitisation, be it for data management, new production services, mobile publishing, digital learning or social reading. Registration: hotspots@book-fair.com

11.00 – 11.45 am
Press tour through the Classroom of the Future
Meeting point: Classroom of the Future, Hall 4.2 B24
Please register for this tour: gruen@book-fair.com
While the Classroom of the Future is in operation with school pupils and teachers, journalists get an exclusive look behind the scenes of this future-oriented workshop. They can speak to both the organisers and the “explorers” involved in the exciting expeditions into topics, such as climate change, fair-and-local cooking, creativity, media competence and a new school subject for the future: “coding”.
Partners for the Classroom of the Future 2014: elig.org, Samsung, vitra. and other partners for content

12.30 – 12.45 pm
Press event: Opening of the Authors’ Lounge and start of the authors’ workshop “Frankfurt Undercover”
Hall 5.1, Authors’ Lounge (entrance from the Via Mobile)
With:
Juergen Boos, Director Frankfurt Book Fair;
Janne Teller (Denmark, writer) and other authors

2.00 – 3.30 pm
CEO Talk 2014, with Brian Murray, CEO of HarperCollins Publishers
Hall 4.0, Frankfurt Business Club
Brian Murray, President and CEO of HarperCollins Publishers
Journalists are requested to register at press@book-fair.com

4.00 – 5.00 pm
Opening of the Weltempfang: The City as a Challenge
Weltempfang, Stage, Hall 5.0 E81
Around the world, increasing urbanisation is constantly presenting new challenges for city planners, politicians and society. Is it still possible to regulate cities today? What kind of humane and sustainable lifestyles can we have in the constantly growing metropolises? A discussion about the potentials and limitations of modern urban planning.
4.30 – 5.30 pm
“On the Future of Reading” – A talk between Paulo Coelho and Juergen Boos
Room Dimension, Level 4.2, entrance through the Foyer
Paulo Coelho has enthralled millions of fans around the world in a seemingly effortless way. Together with Juergen Boos, he will dare to look into the future, developing entertaining and hopefully inspiring scenarios. Journalists are requested to register at Ankermueller@book-fair.com.

5.00 – 6.00 pm
Happy Hour in the Press Centre, Hall 4.1 Q56
Exchanges and networking for journalists and bloggers
(accredited journalists and bloggers only)
Thursday, 9 October 2014

10.30 – 11.30 am
Congress Center Messe Frankfurt, Level C3, Room Fantasie 1 + 2
With:
Juergen Boos, Director Frankfurt Book Fair
Wiendu Nuryanti, Deputy Minister for Culture, Indonesia
Goenawan Mohamad, organising committee of the Guest of Honour Indonesia 2015
Husni Syawie, Indonesian Book Publishers Association (IKAPI)

11.00 am – 12.00 noon
Award ceremony "Börsenblatt Young Excellence Award"
Digital Arena, Hall 3.1 K15, exhibition site
In cooperation with the German Publishers and Booksellers Association, the Frankfurt Book Fair and Mediacampus Frankfurt, Börsenblatt – the magazine of the German book trade – will this year present, for the first time, a prize for outstanding young professionals in the book industry: the Börsenblatt Young Excellence Award.

11.00 am – 12.30 pm
Hot Spot Tour to the Future of Publishing
Meeting point: the Lounge of the Hot Spot Publishing Services, Hall 4.0, A34
A tour of the Frankfurt Hot Spots and their exhibitors. These five areas of the fair illustrate the potential of digitisation, be it for data management, new production services, mobile publishing, digital learning or social reading. hotspots@book-fair.com

11.45 am – 1.00 pm
International Book Presentation
Bestselling author David Nicholls presents his new novel in a talk with Jörg Thadeusz
Frankfurt Book Fair Business Club, Hall 4.0, Room Europa
Together with publishers Kein & Aber and Hodder & Stoughton, the Frankfurt Book Fair welcomes you warmly to an international book presentation for David Nicholl’s long-awaited new novel “Us”. Following his global bestseller “One Day”, about finding true love, David Nicholls now presents a story of how not to lose it, at any price. “Us” has been nominated for the Man Booker prize 2014. For interview requests, please contact Jasmin Strauß, head of press relations with Kein & Aber (j.strauss@keinundaber.ch). Members of the press are requested to register at Ankermueller@book-fair.com

5.00 – 6.00 pm
Happy Hour in the Press Centre, Hall 4.1 Q56
Exchanges and networking for journalists and bloggers
(accredited journalists and bloggers only)
Friday, 10 October 2014

9.30 – 10.30 am
**Perspectives in Education: “Across Boundaries – an Education Melting Pot”**
Forum Education, Hall 4.2 B56
CEO Round Table: CEOs of various international educational publishing houses discuss the changes in the education business and how new features are developing and getting mixed up with the existing ones.
With: Andrzej Molski, CEO Young Digital Planet (Poland), André Palme, Managing Director DSOP Educacao Financeira (Brasil), Karin Ploetz, LitCam (Germany), Song Min Woo, CEO of English EGG (Korea), Dr René Tristan Lydiksen, Managing Director LEGO Education Europe (Denmark)

10.00 – 11.00 am
**Kids Tour: Promoting reading through participation – the young adult jury for the German Children’s Literature Award (in German)**
Meeting point: Association for Children's and Youth Literature (Arbeitskreis für Jugendliteratur e.V. - AKJ), Hall 3.0 K97, at 10.00 am
Ends: Weltempfang, Hall 5.0, E 81
Since 2003, an independent young adult jury has presented its own prize as part of the German Children's Literature Award. This model project for reading promotion is presented here as a tour that takes in the publishers of the books nominated by the young adult jury. Robin Schmerer (Institute for Research in Children's Literature, University of Frankfurt) and two members of the young adult jury will lead to the tour. It will end at the Weltempfang Stage where, at 11.00 am, a panel discussion will begin with the author and the German translator of the nominated picture book “Akim rennt”, Claude K. Dubois and Tobias Scheffel (“Akim runs” – not available in English translation).
Registration: fricke@book-fair.com

11.30 am – 12.15 pm
**Self-Publishing Tours through Hall 8.0**
Meeting point: tba
In English, only after registration at: www.book-fair.com/selfpublishing

12.00 – 1.30 pm
**“Reading Table Football”: The prize for the best football-based children’s book**
LitCam Live! Stage, Hall 3.1 B33
Football is not only the favourite sport of most children, it also motivates a lot of boys, in particular, to start reading a book. For this reason, LitCam will, for the first time, present a prize that recognises a football-based children's book that uses creative ideas with lively illustrations and language to encourage reading. The winning book was chosen by a high-profile jury that included Manuel Neuer, Peter Feldmann and Joachim Kröl.
Chaired by: Katrin Hörnlein, editor-in-chief of ZEIT LEO
12.15 – 1.00 pm
Self-Publishing Tours through Hall 8.0
Meeting point: tba
In English, only after registration at: www.book-fair.com/selfpublishing

12.30 – 1.00 pm
Press event: A look into the authors’ workshop “Frankfurt Undercover”
Hall 5.1, Authors’ Lounge (entrance from the Via Mobile)
After three days spent in private at the Frankfurt Book Fair, the authors will present a gift to politicians: a compendium of ideas!
With: Janne Teller, (Denmark, writer) and other authors

2.30 – 5.30 pm
Technology’s promise: Meeting new demands for learning and teaching in a changing world
Room Dimension, Hall 4.2, Business Club
Today, children grow up with smartphones, apps and instant messaging systems. Apple, Microsoft, Google and the like are getting more and more involved in education. New developments and enterprises, such as MOOCs (massive open online courses), the Khan Academy and Coursera seem to allow more people access to free learning. What do these developments mean for education?
Programme and registration: www.litcam.org

5.00 – 6.00 pm
Happy Hour in the Press Centre, Hall 4.1 Q56
Exchanges and networking for journalists and bloggers
(accredited journalists and bloggers only)
Saturday, 11 October 2014

11.00 am – 12.00 noon
Closing press conference of the Guest of Honour Finland
Congress Center Messe Frankfurt, Level C3, Room Fantasie 1 + 2

5.30 – 8.00 pm
Award ceremony “The Beauty and the Book Award”
Paschen Literature Lounge, Hall 4.1 D72
In cooperation with the Stiftung Buchkunst, the Frankfurt Book Fair will present “The Beauty and the Book Award”, inspired by Flow Magazine. This international audience prize rewards the most beautiful book. This year, it is being awarded for the first time.

Sunday, 12 October 2014

3.30 – 4.30 pm
Ceremonial hand-over: Guest of Honour Finland 2014 – Guest of Honour Indonesia 2015
Following a literary discussion with the Finnish author Kjell Westö, and Indonesian author Dewi Lestari, the Guest Scroll – a work of art specially commissioned for the Frankfurt Book Fair – will be handed on to the Guest of Honour 2015: Indonesia.
Chaired by: Thomas Böhm
At the presentation of the Guest of Honour Finland: Finland Pavilion/Cool. Stage, Forum, Level 1
With: Kjell Westö, Lestari Dewi, Iris Schwanck, Endah Laras, Ayu Laksmi, Thomas Böhm, Wiendu Nuryanti

Beauty & the Book: www.beautyandbook.com

Frankfurt, 9 September 2014