

## **Around the world in five days: a first-class literary journey**

The 60<sup>th</sup> Frankfurt Book Fair invites you to once again explore the world of literature from October 15 - October 19 2008 / The book is always centre stage, whether as film, DVD, CD, iTune, e-book or in html

In 1873, Jules Verne wrote "Around the World in 80 Days", the literary journey of Phileas Fogg. In those days, a novel was a novel. Today, most classics are available as audiobook, computer game, on DVD and as e-book, often also as a feature film or animated film, not to mention appearing on countless websites devoted to the classics. Times change. Today, a literary world trip can be completed in five days - thanks to the Frankfurt Book Fair. At the world's largest media fair this autumn, 7.373 exhibitors from 100 countries presenting 402.284 titles create a kaleidoscope of international media productions. There is something for everyone: for the knowledge hungry, reading buffs and film fans, as well as for cosmopolitans, comic junkies or for the highly mobile devotees to Web 2.0. Even autograph collectors get their money's worth as the numbers of celebrities attending this year is once again quite impressive. Authors like Paulo Coelho, Günter Grass and Orhan Pamuk, politicians such as the Presidents of Turkey and Germany, Abdullah Gül and Horst Köhler, respectively, but also Gilberto Gil and Mikhail Gorbachev and actors like Katja Riemann, Mario Adorf and Andrea Sawatzki have announced their participation.

### **A full programme at the world's largest club for literature fans**

Meeting authors personally make for some of the most fascinating moments at the Fair. International scribes like the Senegalese writer Fatou Diome, the US American master of the thriller, Karin Slaughter, and the Russian crime novel star Polina Daschkowa will all be present in Frankfurt. Joining them will be their German counterparts, including Peter Härtling, Steffen Kopetzky, Raoul Schrott, Sven Regener, Ingrid Noll and many others. Around 2,700 events at platforms such as the glass ARD Radio Studio (ARD-Hörfunkstudio) in the Agora, the ARD Television Stage (ARD-Fernseh Bühne) in the Forum Film & TV or ZDF's "Blue Sofa" all offer opportunities for meetings and chance encounters.

Quick to recognise that fantasy and crime novels are the entertainment fireworks in the world of fiction, the former news moderator Ulrich Wickert presents his first crime novel "Der Nützliche Feind" ("The Useful Enemy"). At the Comics Centre, everyone's seeing yellow - that is, the Simpsons will be a main attraction. Two of the creators of the yellow cult family, Bill Morrison and David Silverman, will be there and available to chat with fans and answer questions. This year again, all roads lead to

Mangamania - workshops, presentations, and not the least, the 2<sup>nd</sup> German Cosplay Championship are all part of the scheduled programme. In addition to Japanese cult attractions, the Franco-Belgian school, represented by Lewis Trondheim, amongst others, is enjoying a comeback. And don't forget - a comic hero and film star celebrates his birthday - Mickey Mouse turns 80.

### **Cultural diversity instead of globalised mish-mash**

The Guest of Honour Turkey celebrates its exceptionally multi-faceted literary scene with authors like Orhan Pamuk, Mario Levi, Zülfü Livaneli, Perihan Magden and Feridun Zaimoglu - all in all, around 250 authors are expected at the Fair. The German publishing scene has reacted very positively to the Guest of Honour - so far, there is a list of over 350 new releases, around 80 of them fiction titles, which will be published in time for the Frankfurt Book Fair. With the motto "Turkey in all its Colours", Turkey presents itself as a modern country with tradition - and not only in the Forum (Level 1) with an exhibition on writing culture and literature entitled "Rediscovering the Palimpsest", but also within the scope of 265 events at the Fair and beyond. The Guest of Honour entices visitors into the city with the project "Made in Turkey", which is the first comprehensive exhibition in Germany of contemporary art from Turkey, showing in ten different exhibition spaces spread across Frankfurt.

The societal and political dimension of the Fair has a tradition that harkens back to at least 1969 - if not as far back as Gutenberg's time. This has been reflected in countless events at such venues as the International Centre and the Forum Dialogue. The exhibition "Persecuted Voices - Saved Voices", a collection of portraits of persecuted authors, is a powerful plea in the name of freedom of opinion and thought. Collaborative projects like the presentation by BILD and Hürriyet of the book project "Süper Freunde" or the German-Turkish Congress on Fair Saturday in Hall 4.0 with Joachim "Jogi" Löw and DFB President Theo Zwanziger attest to a celebration of cultures and their convergence, especially the German and Turkish cultures. The International Centre at the Fair also devotes a day each to Africa and Eastern Europe. Plus, Asia and Latin America play a role - not only in light of the future Guests of Honour China in 2009 and Argentina in 2010.

### **Digital worlds and life-long educational journeys**

In the age of globalisation and digitisation, the importance of education is growing. With this in mind, the Frankfurt Book Fair introduced education as a focal point in 2006. The topic is a key focus again at this year's Fair. In addition to the international

LitCam conference and its emphasis on “Literacy and Integration” on the opening day, other education-related events are on the Fair agenda for 2008. A highlight this year promises to be the two-day educational congress “Learning Society” (ZEIT Education Forum and Hall 3.C East), where the focus will be on the topic of lifelong learning.

Even in everyday situations, a person never stops learning. This is reflected in the numerous non-fiction and advice books announced for publication this autumn, which will be presented, amidst others, in the Forum Fiction & Non-Fiction. The spectrum of subjects ranges from fitness to discrimination of men in the so-called feminine century to good sex in old age. Because the path to the heart is often via the stomach, cooking will not be ignored. Star TV chefs Sarah Wiener, Johann Lafer and Horst Licher will be making appearances at the Fair. Many non-fiction titles this year deal with history and politics. Historians Ian Kershaw and Hans-Ulrich Wehler will be present, plus there are an unusual number of biographies dedicated to contemporary politicians like Kurt Beck, Franz Müntefering and Frank-Walter Steinmeier and, of course, in light of the upcoming US presidential elections on 4 November 2008, Barack Obama.

Another important issue in this age of media revolution is contact with the constantly changing media world. On Fair Sunday, the Science Forum is dedicated to the question, “Already blogged today?” and investigates new forms and formats in knowledge communication. Blogs, wikis, widgets and a plethora of gadgets have changed media behaviour and how knowledge is spread. Web 2.0, open access, social networking and media convergence are only some of the current buzz words to be heard at the Fair, as a glance at our programme calendar shows. Digitisation is currently the sector’s biggest challenge, yet also the reader’s. Many visitors eagerly await the Fair in October to find out if the time is ripe in Germany for a new generation of books: for the e-book and also e-reading devices like Kindle and Sony Reader. Also the question will be raised of whether industry platforms like “Libreka!” can stand up to the big players of Amazon and Google. Various events like the presentation of the Wikipedia encyclopaedia in book form on Fair Thursday at the ZEIT Education Forum will show that the Internet is not the end of the book, but can also be a way for a book to be created.

## **60 Years and not the least bit quiet**

The 60<sup>th</sup> Frankfurt Book Fair promises to once again be a first-class cultural celebration. In addition to Fair topics like politics, education and digitisation, it is the

diversity of cultures and a shared fascination for literature that makes Frankfurt stand out. While business and deal-making will stand centre stage for the first three days, the Fair opens to the public on the weekend. So, to be exact, really only two days remain for the general public to explore the world of literary media.

More information:

[www.book-fair.com/en/fbf/programme/key\\_focuses/](http://www.book-fair.com/en/fbf/programme/key_focuses/)

[www.book-fair.com/en/fbf/programme/calendar\\_of\\_events/](http://www.book-fair.com/en/fbf/programme/calendar_of_events/)

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