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Diversity, universal human rights, booming licensing business and an international festival for authors

A look at the themes of the 70th Frankfurter Buchmesse

The 70th Frankfurter Buchmesse (10–14 October 2018) will be the pacesetter for the international publishing industry and a showcase for trends in innovation. The translation rights and licensing business is booming in Frankfurt: The Literary Agents & Scouts Centre (LitAg) has been sold out since spring, and a new booking record has been set, with the number of participants growing by 5.6 per cent this year. Emerging regions at the fair include above all the USA, Canada, Africa and Southeast Asia. For the first time in years, Cuba will be represented at the book fair with a collective stand.

With the catch line "Lettres d'Afrique Francfort: changing the narrative", for the first time this year there will be a multi-day programme of events around the African book market (Hall 5.1 B 125). Publishing houses and collective stands from 19 African countries will present titles at the book fair, amongst others from Angola, Ethiopia, Ghana, the Cape Verde Islands, Nigeria and Senegal. The ASEAN Forum will put the spotlight on Southeast Asia. Numerous countries from the Association of Southeast Asian Nations – including Indonesia, Malaysia, Singapore, Thailand, Vietnam and the Philippines – will be represented at the book fair this year in the new ASEAN Forum (Hall 4.0 B 106). During trade-visitor days, there will be events around these book markets in the forum. Amongst other things, the individual markets will be presented and the development of the publishing industry in the ASEAN states will be discussed – from academic and children's book publishing to translation funding programmes.

A dynamic education sector and a focus on children's media

The education sector is experiencing dynamic development at Frankfurter Buchmesse: Frankfurt EDU is a new international platform at the book fair for innovative concepts, content and technologies from the education sector. "We are going to turn Frankfurt EDU into the biggest event for exhibitors, service providers and technology providers from this sector", says Juergen Boos. Exhibitors from the education sector will be present in Hall 4.2 (international exhibitors) and Hall 3.1 (German exhibitors). Frankfurt EDU includes new stages and formats in Hall 4.2, including the Education Stage, EdTech Area and LAB, an interactive education laboratory on 500 m² at the weekend. The new start-up area is the ideal home base at the Frankfurter Buchmesse for innovative drivers from the EdTech sector.

The Frankfurter Buchmesse is also expanding in the field of children's and young adult media, with exhibitors spread across several halls – in addition to the popular Hall 3.0, Hall 6 will also feature many providers of children's and young adult media. Books from European countries, Latin America and the Arab region will be presented in Hall 5. And trade visitors can look forward to doing business and networking in the new international children's book centre "Frankfurt Kids - Foyer 5.1/6.1". Moreover, Sunday, 14 October 2018, is Family Day in the Frankfurt Pavilion, with a colourful programme for children and adults.

BOOKFEST brings international stars to Frankfurt

An international literature programme with a first-class line-up in the new Frankfurt Pavilion, events with bestselling authors on the exhibition grounds, plus poetry slams, tastings and discussions in popular Frankfurt locations: BOOKFEST, the international festival of the Frankfurter Buchmesse for literature, stories and ideas, has grown this year, with 28 events planned at almost 20 venues in the city. Internationally known authors including Maja Lunde, Paul Beatty, Otto Waalkes, Meg Wolitzer and Juli Zeh will be present. buchmesse.de/bookfest

70 years of human rights: #onthesamepage international campaign

On 10 December, the United Nations (UN) will celebrate the 70th anniversary of the Universal Declaration of Human Rights. To mark this occasion, the Frankfurter Buchmesse and the Börsenverein des Deutschen Buchhandels (German Publishers and Booksellers Association) are joining in an action group with ARTE, ZDF and DER SPIEGEL to launch the "On The Same Page" campaign with support from the United Nations and Amnesty International. With this campaign, the action group invites everyone to commit to ensuring respect for human rights – because the principles adopted by the United Nations General Assembly 70 years ago remain as relevant today as they were in 1948. And yet, human rights are still violated in many countries and citizens who stand up for them often risk their lives and liberty.

A packet with materials to promote the actions is available free of charge. A social media campaign featuring numerous celebrities was launched in September. Public intellectuals and writers such as Namita Gokhale, Axel Honneth, Srečko Horvat, Laksmi Pamuntjak, Ismail Serageldin or Dr. Ruth Westheimer have contributed book tips on the topic of Human Rights (medium.com/@book_fair). Many events on the topic will take place at the Frankfurter Buchmesse. Amnesty International will set up an XXL book (over two-metres tall) of the Universal Declaration of Human Rights. On the Saturday of the fair, European culture TV channel ARTE will dedicate the programme at its stand to the issue (Hall 4.1 D 14). buchmesse.de/onthesamepage

Frankfurter Buchmesse – a platform for dialogue and freedom of speech

The 70th Frankfurter Buchmesse comes at a turbulent moment in time: As the idea of a united Europe finds itself on the defensive, populist groups in many democratic countries are growing in influence. A new style of politics that likes to instrumentalise facts has become increasingly popular. At the same time, the economic foundations of the book and publishing industry are changing fundamentally: The number of people who get their information from the established media is shrinking; “alternative facts” have become ingrained in media coverage. For industry players, facilitating the democratic process of helping to shape opinion through well-researched content is a top priority, even as it also represents the biggest challenge, due to the diminishing number of readers and book buyers.

Publishers and bookshops are currently hard at work developing new ways of increasing enthusiasm for books and book reading among the public. They are also eager to foster free and democratic societies and take a stand for human rights, freedom, diversity and mutual respect. These elements were at the focus of the welcome greeting given by Heinrich Riethmüller, Chairman of the Börsenverein des Deutschen Buchhandels (German Publishers and Booksellers Association) at today’s opening press conference of the Frankfurt Book Fair 2018. As Riethmüller noted, “We have a number of significant tasks ahead of us, and we intend to face these challenges with confidence and optimism. Books continue to be a key medium of entertainment, information and opinion formation. Our efforts in the realms of content and communication aim to promote culture and education, while also contributing to mutual understanding, dialogue and peaceful coexistence in a pluralistic society.”

“In light of the pressing issues facing our society today, the Frankfurter Buchmesse is an important public platform”, said Juergen Boos. “Ever since it reopened after the Second World War in 1949, the world’s most international book fair has stood for freedom of expression and publication, and for international networking and dialogue. The 70th Frankfurter Buchmesse will also take place in a politically charged climate. And what holds true for all other international book fairs remains true for us as well: We must permit debate – including and above all about controversial issues. Tolerating and refuting (through argumentation) polarising authors and opinions are achievements of a democratic society. These principles are part of our DNA.”

On five days in October, deals will be made, economic tendencies analysed, social phenomena discussed and cultural trends presented in Frankfurt. The Frankfurter Buchmesse itself will take a stand with a programme of events in the Weltempfang



– Centre for Politics, Literature and Translation (Hall 4.1 B 81) and in the new Frankfurt Pavilion: Art at the fraught intersection of power and morality, strategies for countering antidemocratic tendencies and the frontiers of political communication will be discussed. The opening press conference on Tuesday, 9 October 2018, will feature a talk by author Chimamanda Ngozi Adichie, whose manifesto “We Should All Be Feminists” started a discussion about feminism. High-ranking international representatives from politics and society have announced their plans to attend, including Federica Mogherini, the High Representative of the Union for Foreign Affairs and Security Policy, Prof Monika Grütters, the Federal Government Commissioner for Culture and the Media, and Mamuka Bakhtadze, Prime Minister of Georgia, the Guest of Honour at the Frankfurter Buchmesse 2018.

To download the press kit for the preview press conference, information about the activities of the Guest of Honour Georgia and an interview (audio file, in German) about the new Frankfurt Pavilion with Lars Birken-Bertsch, Director Business Development DACH at the Frankfurter Buchmesse, the architect Till Schneider (schneider+schumacher) and the structural engineer Klaus Bollinger (Bollinger + Grohmann) go to: <https://fbm.cloud.booklan.de/index.php/s/qHSCvh0vX74bJEH>

Frankfurt, 9 October 2018

What's new at Frankfurter Buchmesse 2018?

Every book fair is different. And since no press folder is big enough to include a list of everything that's new, we've chosen a few highlights to present here.

The whole fair in your hand: the Frankfurter Buchmesse app

The official Frankfurter Buchmesse app comes with many new functions this year. The hall maps, for example, are equipped with A-to-B routing so users can find the shortest path from one location to the next. Thanks to push notifications, users receive a message when they arrive at the airport giving them directions to the fairgrounds. And users with a My Book Fair account can sync and access their favourites from the Exhibitor Catalogue and Calendar of Events, regardless of device. In addition, the matchmaking function has been completely redesigned, making it easier for trade visitors to find exactly the business contacts they are looking for. As always, all the relevant information on service offerings, exhibitors and events is kept up to date. And thanks to the personal appointments calendar with its reminder function, users always know what's next on the agenda. The app also offers virtual guided tours of the fairgrounds, along with a favourites list for events. Available for iOS and Android, the Frankfurter Buchmesse app can now be downloaded free of charge. To access the app: .buchmesse.de/en/service/app

Towards a barrier-free fair: "Frankfurter Buchmesse for All"

To improve the accessibility of the book fair for all visitors – that is the goal of the research project "Frankfurter Buchmesse for All" of Frankfurter Buchmesse and Technische Universität Darmstadt. At this year's book fair, the project will have its own stand (Hall 3.0 K 83), which will also serve as a testing laboratory for inclusive design. The research team from the university's Urban Health Games division will present the results to date, as well as ideas to further reduce access barriers at the fair. All visitors can obtain information and provide feedback at the stand. A tactile model makes it possible to experience the perspective of a blind person orienting him or herself on the exhibition grounds. In addition, the stand is connected to a barrier-free café. Please find more information in the press release about the project in this press folder.

Time and place: 10–14 October 2018, Hall 3.0 K 83

BOOKFEST: Harry Potter turns 20 – world record attempt

Harry Potter and the Philosopher's Stone was first published in Germany 20 years ago – and went on to sell 34 million copies. Frankfurter Buchmesse and the German publishing house Carlsen Verlag want to celebrate the book's success by setting a new world record. To be successful, at least (!) 1 000 people wearing a Harry Potter costume must come together in the same location. To be counted, participants

must appear with the following features: a lightning-bolt-shaped scar on their forehead, round eyeglass frames on their nose, and a black magician's cape over their shoulders. Special guest: book artist Iacopo Bruno, who designed the new edition of *Harry Potter* and who will gladly sign it. Presenter Matthias Wieland will serve as the event's host. Organised by Carlsen Verlag, admission with a book fair ticket valid on Saturday.

Time and place: Saturday, 13 October 2018, 3.30 p.m. – 5.00 p.m., Harmonie Hall, Congress Center Messe Frankfurt

Cosplay Area in Hall 1.1

At the weekend, comics, manga, anime and cosplay fans will find everything their hearts desire in the Cosplay Area, now 8 000 square metres in size. In addition to a marketplace for cosplay items, there will also be a Drawing Alley, a Maid and Host Café, a gaming zone, a large chill-out area, changing rooms for cosplayers and a stage with an exciting programme. In addition, the finals of the German Cosplay Championship (DCM) will be held in Harmonie Hall once again – on Sunday, 14 October, starting at 1.30 p.m.

Time and place: 13–14 October 2018, Hall 1.1

Cosplay Ball of Dreaming Books

“Are you still reading – or up and dancing now?” That is the motto of the Cosplay Ball of Dreaming Books being held for the first time in cooperation with Frankfurter Buchmesse at Frankfurt's Goethe University. In addition to selected music from films, anime and musicals, cosplayers can expect a sumptuous buffet.

buchmesse.de/cosplay

Time and place: Saturday, 13 October 2018, starting at 7.00 p.m., Festsaal I, Goethe University Frankfurt, Campus Westend, Casino Building, Theodor-W.-Adorno-Platz 2, Frankfurt

Premiere of Frankfurter Buchmesse Film Awards

Every year since 2004, Frankfurter Buchmesse has honoured films adapted from written works. For the first time, the awards will be presented at Frankfurter Buchmesse. The award is given in the categories “Best Adaptation of a Literary Work” and “Best Adaptation of a Book for Children or Young Adults”. This year, for the first time, a prize will be awarded for “Best Book on a Film-related Subject” together with the MGIP Motovun Group of International Publishers. Partners are SCELf and Institut français.

Time and place: Thursday, 11 October 2018, 6 p.m., THE ARTS+ Runway (Hall 4.1 M 53)

Food for thought: new developments in academic publishing

The Society for Scholarly Publishing (SSP) and the “chefs” from The Scholarly Kitchen (TSK) are inviting guests to join them for a complimentary breakfast – with a side of what’s trending in scholarly and academic publishing. In cooperation with Frankfurter Buchmesse, two sessions will be held by SSP and TSK to examine forthcoming developments in the industry. Particular attention will be paid to diversity, inclusion and equal opportunity in scholarly communications.

Time and place: Wednesday, 10 October 2018, 8.45 a.m. – 11.00 a.m., Hall 4.2, Academic & Business Information Stage

Photo exhibition: Where is Elena Ferrante?

Expressive images provide a glimpse of Rione Luzzatti, the neighbourhood in Naples near the main railway station in which Elena Ferrante’s four-part international bestseller is set, a story that depicts the lives of the two friends Elena and Lila. The exhibition is being organised by the Italian Cultural Institute.

Time and place: 10–14 October 2018, Hall 5.0 C 37

Frankfurt Audiobook Conference

This new half-day programme provides expert insights into audiobook business models, including streaming and bundling, as well as best practices and trends from markets around the world. Conference attendees can dive into the Arab market, learn more about the US audiobook market, and find out what works in Asia. The conference will culminate in a panel discussion on “Voice”, addressing how the production of more and more audio content and voice services will push the changes in the publishing industries even further.

Speakers include: Michele Cobb (Audio Publishers Association (APA), USA); Amanda D’Acierno (President and Publisher, Penguin Random House Audio, USA); John Ruhrmann (Managing Director & Co-Founder, Bookwire, Germany); Tatjana Plyuta (AST, Russia); Ben Yue (Commissioning Editor, CITIC Academy); Tarek El Bolbol (Co-Founder and CEO, Booklava); Niclas Sandin (CEO, BookBeat)

Time and place: Wednesday, 10 October 9.30 a.m. – 1.00 p.m., room Dimension (Level Hall 4.2) / **Ticket:** 99 euros, or take part with a Frankfurter Buchmesse BUSINESS Ticket / **Information and tickets:** buchmesse.de/audiobook

Frankfurt EDU

Frankfurt EDU is the new international platform for the education industry, featuring innovative concepts, content and technology. This is where visitors can experience the latest trends in the future of learning. How will coming generations learn and which technologies will they use? Will learning get easier and, if so, how? Those are the questions addressed by Frankfurt EDU. Education industry exhibitors will be presenting their offerings in Hall 4.2 (international exhibitors) and Hall 3.1 (German

exhibitors). Frankfurt EDU includes new venues and formats in Hall 4.2, such as the Education Stage, the Start-up Area, the EdTech Area and the LAB, a 500-square-metre interactive educational laboratory which will welcome visitors at the weekend. buchmesse.de/edu

Frankfurt Kids

Frankfurter Buchmesse is one of the most important fairs for children's books in the world – that's what Frankfurt Kids is all about. In addition to the popular German stands in Hall 3, Hall 6 will offer a wide range of English-language media for children and young adults. In Hall 5, visitors will find books from Europe, Latin America and the Arab world. And the new Frankfurt Kids area in the foyer between halls 5.1 and 6.1 is the site of the new Children's Book Centre, designed for business meetings and networking. In addition, during the Family Day on Sunday, 14 October, the Frankfurt Pavilion will offer an exciting and varied programme for children and adults.

buchmesse.de/en/highlights/all-highlights/kids

Frankfurt Pavilion – the new emblem of Frankfurter Buchmesse

Frankfurt Pavilion, the new emblem of Frankfurter Buchmesse, is a self-supporting wooden structure 500 square metres in size and 6.5 metres in height. Covered in a translucent membrane, it stands at the heart of the fair, on the Agora. The iconic construct – a transformed bookcase – was designed and realised by renowned architecture firm schneider+schumacher. It will serve as the fair's new main stage for events, offering space for up to 250 visitors. (See the related press release in this press folder.)

Collective Frankfurt stand for Guest of Honour Georgia

Frankfurter Buchmesse will host a collective stand for all institutions in Frankfurt presenting events or exhibitions on Georgian culture during the fair. The institutions include ATELIERFRANKFURT, Deutsches Architekturmuseum, Fotografie Forum Frankfurt, MOMEM – Museum Of Modern Electronic Music, Museum Angewandte Kunst, Schauspiel Frankfurt and many more. Among other attractions, the stand's visitors can view a copy of the skull of Dmanisi. Being one of the oldest human remains found outside Africa, the original skull will be displayed from 11 October to 18 November at Frankfurt's Senckenberg Museum.

Time and place: 10–14 October 2018, Hall 4.1 in THE ARTS+ area

The Sound of Georgia – ARTE concert during Frankfurter Buchmesse 2018

Numerous musical artists will represent Guest of Honour Georgia, including Dudana Mazmanishvili (piano), Lisa Batiashvili (violin), Maximilian Hornung (cello), Beka Gochiashvili Trio (jazz) and Natia Todua (voice, winner of the 2017 Voice of Germany competition). After-show programme: Kordz on the synthesiser.

Time and place: Thursday, 11 October 2018, 8.00 p.m. – 9.30 p.m., Gesellschaftshaus im Palmengarten, Frankfurt

Exhibition on refugee journeys

The exhibition “Roads of Survival” was organised by the Hellenic Parliament Foundation together with the Photo Press Union of Greece in June 2016. The exhibition comprises 60 photographs by 43 acclaimed Greek photojournalists – images that very sensitively document the journey made by many refugees, adopting the perspective of the refugees themselves. The exhibition has travelled to many locations in Greece. In May 2017, it was shown at the European Parliament in Brussels. Time and place: 10–14 October 2018, Hall 5.1 C 164

“Lettres d’Afrique: changing the narrative” – new African stage in Hall 5.1

Organised by Agence Culturelle Africaine, the African stage “Lettres d’Afrique: changing the narrative” is a partnership between the German–Cameroonian publishing house AfricAvenir, Subsahara Verlag, African Books Collective and Bureau international de l’édition française (BIEF). The objective of this new stage is to promote international networking among publishers. Francophone and anglophone writers will therefore be presented along with authors writing in African languages. The programmes of numerous publishing houses will be showcased as well. Other participants include international organisations that support the African publishing industry, such as the Association pour le Développement de l’Education en Afrique (ADEA)/World Book Alliance, the International Publishers Association the African Publishers Network (Apnet).

Time and place: 10–14 October 2018, Hall 5.1 B 125

Focus on Southeast Asia: the ASEAN Forum

Numerous countries from the Association of Southeast Asian Nations (ASEAN) will be represented at the ASEAN Forum, a new venue at this year’s book fair (Hall 4.0 B 106). The countries include Indonesia, Malaysia, Singapore, Thailand, Vietnam and the Philippines. On trade visitor days, the forum will offer a range of engaging events relating to the book markets in these countries. Individual markets will be presented and the development of the publishing industry in ASEAN states discussed – from academic and children’s book publishing to programmes supporting translations. The events will be held in English.

Time and place: 10–12 October 2018, Hall 4.0 B 106

Frankfurt, 9 October 2018

Georgia –Made by Characters

The Guest of Honour at the Frankfurter Buchmesse 2018 is just as unique and artistic as its alphabet

Georgia, an age-old cultural nation, is Guest of Honour at the Frankfurter Buchmesse on 10–14 October 2018. The Georgian 'characters', the 33 elegantly curved letters of the unique alphabet, are included on UNESCO's cultural heritage list and have inspired the theme of this year's guest country appearance: Georgia – Made by Characters. The country on the threshold between Europe and the Caucasus is not only presenting the stories and works set down in this fascinating script, but also the characters behind them: authors, artists, musicians – in short, the Georgians themselves. Over the course of the guest country year, 150 new books have been published in the Germanspeaking market, and 70 German-language publishing houses have titles from or about Georgia in their programmes. A total of 200 books have been translated from Georgian into German since the founding of the Georgian National Book Center (2014) and the launch of the translation support programme (2011). More than 70 authors are coming to Germany to present their works in person at the Frankfurter Buchmesse and in the city of Frankfurt at a total of 350 events – from readings to conferences. Around 100 cultural events provide an opportunity to further explore the country. The centre of the Guest of Honour appearance is the Pavilion at the book fair site, the design of which was inspired by the 33 letters. An extensive literary and cultural programme of outstanding quality is presented here every day: from readings and discussions to classical and electronic music.

From classics to contemporary – new books from and about Georgia

From historical epics and sharp-tongued satires to personal reports from the Gulag – the new releases in German reflect Georgia's historical and cultural diversity, which has a tradition that reaches back to the fifth century and to the hagiographic work *The Martyrdom of the Holy Queen Shushanik*.

A huge range of genres are also covered: novels, crime fiction, short stories, myths and fairy tales, Georgian epics, poetry anthologies, non-fiction, collections of critical essays and books for children and young adults. German readers can now also discover a number of classics of Georgian literature such as Shota Rustaveli's twelfth-century national epic *The Knight in the Panther's Skin*, a modern prose version of which has just been published under the title *Der Held im Pardellfell*, told by Tilman Spreckelsen and illustrated by Kat Menschik (Galiani Verlag). Seven books by Mikheil Javakhishvili (1880–1937), the father of modern Georgian prose, are available in German. Otar Tschiladse (1933–2009) was a representative of world literature twice nominated for the Nobel Prize for Literature: this year sees the publications in German of *Awelum* and *Der Korb* and *Der Garten der Dariatschangi* (Matthes & Seitz Berlin).

More than 70 Georgian authors will be attending the Frankfurter Buchmesse

More than 70 Georgian authors will be making guest appearances and presenting their books in Frankfurt. Among them is Aka Morchiladze, one of the most highly respected contemporary Georgian writers. The author, who lives in London, has written more than 30 books, and a number of these have now been published in German for the first time: *Santa Esperanza* and *Obolé* (both with Mitteldeutscher Verlag), and *Reise nach Karabach* and *Der Filmvorführer* (both with Weidle Verlag). He and Nino Haratischvili, who is probably the best-known Georgian author in Germany, will speak at the opening ceremony of the Frankfurter Buchmesse. The Hamburg-based author presents her new book *Die Katze und der General* (Frankfurter Verlagsanstalt).

Other active and engaged Georgian women writers will also be making appearances, among them Naira Gelashvili, a writer who is loved for her unconventional prose and who delivered a passionate plea for the power of imagination in her 1982 book *Ich fahre nach Madrid* (Verbrecher Verlag), which was published in Georgia under difficult circumstances. Tamta Melashvili, an activist in the feminist movement, will be presenting her latest work *Marines Engel* (Wieser Verlag), in which she seeks to understand through literature the origins of injustice, inequality and oppression. Ana Kordzaia-Samadashvili's novel *Wer hat die Tschaika getötet?* (Verlag Hans Schiler) is a plea for tolerance, while Nana Ekvimishvili gives the rebellious women and girls of Georgian society a voice and a face in her book *Das Birnenfeld* (Suhrkamp Verlag).

In *Heiliges Dunkel – Die letzten Tage des Gulag* (Mitteldeutscher Verlag), Levan Berdzenishvili, former Director of the Georgian National Library, opens up a dark chapter in the country's history with a reportage on his time as a political prisoner. With his classic novel *Das erste Gewand* (Carl Hanser Verlag), Guram Dochanashvili created a fable about tyranny and longing – a virtuosic literary masterpiece. Archil Kikodze captures the Georgian zeitgeist perfectly in his latest novel *Südelefant* (Ullstein Verlag). And, finally, Lasha Bugadze, who is always at the centre of public interest thanks to the sharp satirical edge with which he dissects social and political subjects, presents his new book *Der erste Russe* (Frankfurter Verlagsanstalt) in Frankfurt. Poetry, a very popular genre in Georgia, is also well represented, with some of the country's best-known poets – such as Besik Kharanauli – making appearances in Frankfurt.

A list of new publications is available at www.georgia-characters.com/Translations.aspx

Surrounded by the 33 letters: The Guest of Honour Pavilion at the Frankfurter Buchmesse

The Guest of Honour Pavilion (Forum/Level 1) is the main place where you can experience the diversity of Georgian literature and culture. The letters of the Georgian alphabet, which was added to UNESCO's intangible cultural heritage list in 2016, play a prominent role in the space designed by the George Bokhua Studio and Multiverse Architecture in Tbilisi. Not only are the new Georgian publications presented in the environment inspired by the 33 characters – 33 doors will also open here, 33 songs will sound out, 33 boats will sail and 33 loaves of bread will be baked. The Pavilion is the stage for an extensive programme of readings and live music. Each day of the book fair comes to an end with the Happy Hour at 5 p.m., which includes anything from the techno sounds of the resident DJ from Tbilisi's famous Bassiani nightclub or a performance by the Georgian National Ballet Sukhishvili. Georgian wine and typical Georgian delicacies will really whet the appetite of visitors. And the guest country programme will come to a close in a grand finale – the traditional Handover Ceremony with Georgian author Zurab Karumidze and Norwegian writer Åsne Seierstad (14 Oct, 3.30 p.m.).

Visitors can also encounter Georgian authors, artists and creatives in events and readings around the rest of the book fair site, for example, at Georgia's National Stand (Hall 5.0, B100), at the Literature for Children and Young Adults Stand (Hall 3.0, F152) at THE ARTS+ (Hall 4.1, N67, N71 etc), on the Agora, and in the Gourmet Gallery (Hall 3.1, L140, L146).

„Science – Made by Characters“ and the Georgia's Innovation and Technology Agency will present themselves (Hall 4.2, E93, B85). There is also a whole host of lectures and readings in other places, such as during the city's reading festival OPEN BOOKS, and at BOOKFEST, the festival of the Frankfurter Buchmesse.

Exhibitions, performances, films: Georgia in Frankfurt

Outside the book fair, countless other events – from theatre productions and performances to exhibitions – provide even more insights into Georgia's diverse cultural landscape. The programme presented by Frankfurt's museums and cultural institutions combines the best of prehistory, ancient and contemporary art, photography, architecture, design, typography and illustration. Highlights include the exhibition 'Medea's Love and the Quest for the Golden Fleece' at the

Liebieghaus Skulpturensammlung, with exceptional archaeological finds and antique artworks from Georgia, as well as 'Gold & Wine. Georgia's Oldest Treasures' organised by the Archäologisches Museum Frankfurt. Under the title 'Tiflis on my Mind' at the Klingspor Museum in Offenbach, the Georgian alphabet will be the central focus of an exhibition for

the first time. Lovers of contemporary art can look forward to the screening 'All is fair in Dreams and War' by Andro Wekua, one of Georgia's most popular contemporary artists, and the first solo exhibition dedicated to Thea Djordjadze, one of Georgia's most high-profile artists. World-famous musicians are on hand to provide a musical taster of the guest country, including the pianist Khatia Buniatishvili at the book fair opening ceremony, the jazz pianist Beka Gochiashvili and many others at the concert from the cultural TV channel ARTE, and – last but not least – the violinist Lisa Batiashvili with the Georgian Philharmonic Orchestra and the Gori Women's Choir in a concert at the Alte Oper Frankfurt. The programme also includes a series of productions by leading Georgian theatre ensembles, including the renowned Rezo Gabriadze Puppet Theatre, the Tumanishvili Film Actors Theatre and the Tskhinvali State Theatre. There is also plenty to keep film lovers happy, including a film series at the Deutsches Filmmuseum and a book launch and film screening dedicated to the Georgian filmmaker, scriptwriter, actor and painter Kote Mikaberidze.

Georgia is cooking – culinary experiences around Frankfurt

Not only in the Georgia Pavilion or the Gourmet Gallery can book fair visitors experience a taste of Georgia. Using the tagline 'Georgia is cooking', promoter Leon Joskowitz joins forces with five top Georgian chefs and culinary ambassadors – like the celebrated chief Tekuna Gachechiladze – to share the experience of the country's culinary diversity around Frankfurt, for example, during the 'Books n' Wines' series.

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Frankfurt, 9 October 2018

Georgia – Made by Characters

Facts and figures about the Frankfurter Buchmesse Guest of Honour 2018

Opening of the Frankfurter Buchmesse (Tuesday, 9 October 2018)

Literary opening speakers: Nino Haratischwili and Aka Morchiladze

Political opening speaker: Mamuka Bakhtadze, Prime Minister of Georgia

The **Guest of Honour Pavilion** is located on the exhibition grounds in the Forum, Level 1.

New publications

During Georgia's year as Guest of Honour, **more than 150** new titles about Georgia were published in the German-language book market. **70** German-language publishers have titles about Georgia in their current catalogues (last updated October 2018). Since the creation of the translation funding programme in 2010 and in preparation for Georgia's appearance as Guest of Honour this year, **200** Georgian titles in translation have been released in the German-language book market.

Books on Georgia – international book exhibition about the Guest of Honour Georgia

200 publishers from **40** countries are participating in the international book exhibition of the Frankfurter Buchmesse about the Guest of Honour Georgia. The exhibition will present **600** books by Georgian authors in translation from around the world, as well as many genres of books about Georgia. (Guest of Honour Pavilion, Forum, Level 1)

In addition, there will be **16 exhibitions** about the Guest of Honour Georgia in museums and cultural institutions across the city.

Georgian collective stands

- **Georgian national stand with professional programme** (Hall 5.0 B 100)
- **Children's and young adult publishers** (Hall 3.0 F 152)
Gourmet Gallery / Tourism (Hall 3.1 L 140, L 146)
Science and education (Hall 4.2 E 93, B 85)
- **THE ARTS+** (Hall 4.1 Q 67)

Additional Georgian presentations and events

Museum Island (THE ARTS+, Hall 4.1 N 71-N 77)

Exhibitions, music, film – in a joint presentation, Frankfurt museums and cultural institutions showcase their programmes around Georgia's appearance as Guest of Honour.

"Welcome Georgia – მოგესალმებით" – (Hall 4.1 R 35)

Competition for young designers

This exhibition shows the 10 prize-winning welcome posters from the competition for young designers.

Programme - Georgian Characters on Stage

- Guest of Honour Pavilion (Forum, Level 1)
- Stage by the Georgian publishers' stand (Hall 5.0 B 100)
- Frankfurt Pavilion (Agora)
- THE ARTS+ (Hall 4.1 M 53 / R 55)
- Frankfurt Kids Stage (Hall 5/6 Foyer A1)
- Gourmet Gallery: Show Kitchen & Gourmet Salon (Hall 3.1 L 99 / L 137)
- Education Stage (Hall 4.2 C 94)
- Independent publishers' reading island (Hall 4.1 D 36)
- LitCam Stage (Hall 3.1 B 33)
- International Stage (Hall 5.1 A 128)

Handover Ceremony

Guest of Honour Georgia 2018 – Guest of Honour Norway 2019

Sunday, 15 October 2018, 3.30 p.m. in the Guest of Honour Pavilion (Forum, Level 1)

With the authors Zurab Karumidze (Georgia) and Åsne Seierstad (Norway)

Norwegian musical performance by: Mathias Eick, Kjetil Bjerkestrand and Herborg Kråkevik. Moderated by: Thomas Böhm

Frankfurt, 9 October 2018

#onthesamepage: 70 years of human rights International campaign celebrates Universal Declaration of Human Rights

In 2018, the United Nations (UN) is celebrating the 70th anniversary of the Universal Declaration of Human Rights, and, at the same time, Frankfurter Buchmesse is taking place for the 70th time this year. To mark this occasion, together with ARTE, ZDF and *Der Spiegel*, Frankfurter Buchmesse and Börsenverein des Deutschen Buchhandels (German Publishers and Booksellers Association) have come together in an action alliance to launch the campaign "On the Same Page" with support from the United Nations and Amnesty International. With this campaign, the action alliance invites everyone to become actively involved in ensuring respect for human rights.

"From its beginnings, Frankfurter Buchmesse has been committed to pluralism, freedom of opinion and speech and freedom of publication. Hundreds of thousands of people from every part of the world come together here", says Juergen Boos, Director of the Frankfurter Buchmesse. "This 'stage for world affairs' only works because basic liberal principles and respect for the other are considered non-negotiable values here. Without the right to free speech or the right to education the Frankfurter Buchmesse wouldn't exist. Together with institutions and our media partners, we want to set an example for a peaceful meeting of cultures", Boos clarifies.

"Wherever human rights are attacked, wherever people are locked up solely for their beliefs or are bullied by the state for their writing activities, we must not look away", says Alexander Skipis, Managing Director of the Börsenverein des Deutschen Buchhandels (German Publishers and Booksellers Association). "Historical responsibility for the conduct of the Börsenverein and other representatives of the publishing industry in the years between 1933 and 1945 alone demands this. One of our most important responsibilities is the dissemination of free speech, through which we want to make a significant contribution to the success of a free society. Freedom of opinion and expression is fundamental to our work. Yet, around the world, we are witnessing booksellers being imprisoned, publishers ousted and journalists exiled. In these cases, it isn't just appropriate, but our duty to raise our voices. In so doing, we are standing up for the rights of every human being."

Support the campaign

Everyone is invited to participate in the initiative. Numerous booksellers have put together displays of selected books, while publishers have organised readings and

events dedicated to the issue of human rights. A package of materials that can be used to promote these actions is available free of charge. In September, #onthesamepage was launched on social media channels. In the run-up to the book fair, authors, creatives and public figures explained which of the 30 human rights is particularly important to them, personally, in short, self-filmed videos. There are for instance contributions by Regula Venske (PEN), the moderator Ranga Yogeshwar, the German band 2raumwohnung and many others. Anyone who would like to set a personal example in support of human rights can share the campaign themes on their social media pages with the hashtag #onthesamepage to expand the initiative's reach as far as possible.

Numerous international authors, intellectuals and journalists have recommended books on the topic of human rights, including Axel Honneth, Namita Gokhale, Arnon Grünberg, Srečko Horvat, Wladimir Kaminer, Olga Martynova, Laksmi Pamuntjak, Ismail Serageldin and Dr Ruth Westheimer. You can find these recommendations in the Frankfurter Buchmesse blog at: https://medium.com/@Book_Fair.

At Frankfurter Buchmesse, Amnesty International will erect an over two-metre tall XXL book of the Universal Declaration of Human Rights. On the Saturday of the book fair, ARTE will dedicate the programme at its stand to the topic (Hall 4.1 D 14) – with, amongst other things, discussions about human rights, which will air on ARTE in late November. For more information go to buchmesse.de/onthesamepage (hashtag #onthesamepage).

Numerous events in the Weltempfang (Hall 4.1 B 81)

Numerous events on the topic of human rights are planned at Frankfurter Buchmesse, most of which will take place in the Weltempfang – the fair's Centre for Politics, Literature and Translation, in partnership with the German Federal Foreign Office – at its new location this year in Hall 4.1.

The Weltempfang is the place at Frankfurter Buchmesse for meetings, author discussions and debates. Under the title "Global Citizenship – Democracy and Commitment" political actors and culture professionals will examine the question of what is at the root of current populist and anti-political developments, how we can implement positive social perspectives and what opportunities are available to individuals to exercise their agency to help shape reality. The Weltempfang will host conversations with, amongst others, Asli Erdoğan, Deniz Yücel, Kristenn Einarsson and Angela Gui.

Weltempfang programme highlights (a selection):

The right to speak freely – press freedom in Europe

Guests: Aslı Erdoğan, Dr Volker Jung, Christian Mihr

Moderated by: Martin Klingst

Organised by: Evangelische Kirche Deutschland (Protestant Church in Germany),
Frankfurter Buchmesse

Wednesday, 10 October 2018, 1.00–2.30 p.m., Stage (4.1 B 81)

Opening of the Weltempfang:

A world in flux: the waning influence of the West?

Guests: Christiane Hoffmann, Olga Martynova, Dr Andreas Görgen, Olaf
Zimmermann

Moderated by: Jürgen Kaube

Organised by: Auswärtiges Amt (German Foreign Office)

Wednesday, 10 October 2018, 4.30–5.30 p.m., Stage (4.1 B 81)

Art at the intersection of power and morality

Guests: Prof Klaus-Dieter Lehmann, Prof Marion Ackermann, Simon Strauß

Moderated by: Dr Ina Hartwig

Organised by: Goethe-Institut

Friday, 12 October 2018, 4.30–5.30 p.m., Stage (4.1 B 81)

Translation slam

Guests: Isabel Bogdan, Tanja Handels, Ingo Herzke

Moderated by: Andreas Jandl

Organised by: Verband deutschsprachiger Übersetzer literarischer und
wissenschaftlicher Werke e.V. (VdÜ) (Association of German-language Translators
of Literary and Scientific Works)

Saturday, 13 October 2018, 11.30 a.m.–2.00 p.m., Salon (4.1 B 81)

**The nicest goods at low prices – anti-consumerism and violence of the 1968
student movement**

Guests: Gretchen Dutschke, Dr Alexander Sedlmaier, Prof Detlef Siegfried

Moderated by: Bascha Mika

Organised by: Frankfurter Buchmesse

Saturday, 13 October 2018, 12.00–1.00 p.m., Stage (4.1 B 81)

Freedom of the press in Turkey

Guests: Deniz Yücel, Michael Roth, Dr Regula Venske

Moderated by: Stephan Lohr

Organised by: PEN Centre Germany, Frankfurter Buchmesse
Saturday, 13 October 2018, 1.30–2.30 p.m., Stage (4.1 B 81)

10 years of Litprom's "Weltempfänger" list – A literary quartet discusses current recommendations

Guests: Katharina Borchardt, Ruthard Stäblein, Ulrich Noller
Moderated by: Claudia Kramatschek
Organised by: Litprom e.V.
Saturday, 13 October 2018, 2.30–3.30 p.m., Salon (4.1 B 81)

LiBeraturpreis 2018: awarding of this year's prize to Nguyen Ngoc Tu

Guests: Nguyen Ngoc Tu, Günter Giesenfeld and Marianne Ngo
Laudatory speech: Katharina Borchardt
Organised by: Litprom e.V.
Saturday, 13 October 2018, 4.30–5.30 p.m., Stage (4.1 B 81)

A past that never forgets: decolonisation in Africa and Europe

Guests: Prof Achille Mbembe, Michelle Müntefering
Moderated by: Claudia Kramatschek
Organised by: Frankfurter Buchmesse
Sunday, 14 October 2018, 1.30–2.30 p.m., Stage (4.1 B 81)

For a list of all the events in the Weltempfang go to
buchmesse.de/en/service/calendar-of-events

Frankfurt, 9 October 2018

A walk-in sculpture: The Frankfurt Pavilion New emblem for Frankfurter Buchmesse

Frankfurter Buchmesse now has a new emblem: the Frankfurt Pavilion. The temporary structure, built by the renowned Frankfurt architecture firm schneider+schumacher, is striking, thanks to its unmistakable form. Three intertwined, arched elements come together to create the city's "most distinctive bookcase". The entire shell-shaped construction is enclosed by a translucent membrane. The Frankfurt Pavilion will stand at the centre of the fair's activities, on the Agora, offering space for up to 250 visitors.

Lars Birken-Bertsch, project manager at Frankfurter Buchmesse and programme curator, explains: "More and more, the fair is focusing on events, networking and sharing knowledge. Although presenting books and media is still its core business, what is becoming increasingly important is making specific topics visible and tangible."

For Till Schneider of the Frankfurt-based architecture firm schneider+schumacher, designing the pavilion was an appealing task. The starting point was the question of whether the traditional storage medium for books – the bookcase – could be used to generate an architectural space that is eye-catching and inviting. "We wanted to design an object that would arouse curiosity," says Schneider. Situated on the lively Agora, the Frankfurt Pavilion has to compete with numerous other offerings and thus radiate a certain uniqueness.

Thanks to its dynamic wooden structure, the interior of the temporary structure, which is reached through three entrances, is meant to astound while creating a "soothing atmosphere" and offering inspiration for meetings and talks. "This type of building cannot be found on the shelves of a DIY store," stresses Schneider. "We've created something truly unique."

"The Frankfurt Pavilion signals modernity and lightness," explains Birken-Bertsch. "Unlike an established stage, it approaches the topic of books in a brand-new way. The sculptural creation does not impose itself, but is pleasantly conspicuous." Three entrances allow people to come and go unimpeded. At the same time, the pavilion offers a buffer from the hustle and bustle of the fair while creating a focused atmosphere.

For structural engineer Klaus Bollinger (Bollinger + Grohmann), the Frankfurt Pavilion was a challenge and the cooperation with the architects an example of true teamwork: "We started with a bookcase then transformed it on the computer to

this bowl-like construct. Wood has the advantage of being CO²-neutral, which is what made it our preferred material." Yet joining wood is more complicated than building with steel, he adds. And since the pavilion is scheduled to be put up and taken down as many as ten times in the coming years, an assembly procedure had to be found that is as simple as possible. Bollinger views the pavilion as a "book shell", but emphasises: "I see the building as a walk-in sculpture. And viewers should be able to interpret a sculpture in a variety of ways."

The white membrane that is stretched over the wooden structure has proven a reliable material ever since it was developed by the architect Frei Otto in the 1950s. It offers protection from rain and draughts while creating an interior atmosphere infused with pleasant, subdued light.

"We're looking forward to the pavilion's premiere this year," says Birken-Bertsch. "It will be exciting to see how location and events come together."

Frankfurt Pavilion: Facts and Figures

Client: Frankfurter Buchmesse GmbH

Architects: schneider+schumacher GmbH

Structural engineers: Bollinger + Grohmann International GmbH

Building type: self-supporting wood structure with translucent membrane

Dimensions: 500 m² in area, 6.5m high

Seating capacity: ca. 200; maximum number of visitors: 250 people

Building material: wood (Kerto-Q, laminated veneer lumber from Finland, FSC-certified, ca. 75m³), membrane (fibre-reinforced PVC, ca. 1 000m²)

Assembly time at the fairgrounds: five days

Press contact schneider+schumacher GmbH

Jessica Witan, jessica.witan@schneider-schumacher.de

Frankfurt, 9 October 2018

BOOKFEST: Frankfurter Buchmesse launches new festival

An international literature programme with a first-class line-up in the new Frankfurt Pavilion, bestseller events on the exhibition grounds, plus poetry slams, tastings and discussions in cool Frankfurt locations: Welcome to BOOKFEST – the new international festival of the Frankfurter Buchmesse for literature, stories and ideas! From 10 to 14 October 2018, for five days and five nights, exciting events will take place in unusual locations around the city.

With BOOKFEST, the Frankfurter Buchmesse has created a new festival that not only provides the perfect stage for authors and ideas during the day, but also promises visitors memorable experiences in a singular atmosphere at night. “When the day’s business at the fair is done, an exhilarating blend of trade and private visitors emerges in many locations around the city”, explains Marketing Director Markus Gogolin. These venues include: Walden, Libertine Lindenberg, Club Michel, 25hours – The Trip, The English Theatre, Deutsches Architekturmuseum (German Architecture Museum), Genussakademie and many others.

Already in 2017, the idea of creating a meeting place for fair visitors, exhibitors and Frankfurt locals in the evening, beyond the exhibition grounds, was implemented very successfully on a small scale. This year, BOOKFEST will be a festival for the entire city. “Rather than small classic readings, we will hold interactive events like poetry slams, talks, cooking events and performances that touch on a very wide range of topics in more than 25 bars and unusual locations around Frankfurt”, states Frank Pauli, Director Business Development, explaining the festival’s atmospheric character. The idea being that, in this way, it will be possible to reach those who aren’t typically part of the Book Fair audience.

That said, naturally BOOKFEST will also take place on an extensive scale on the exhibition grounds themselves. The German publishing house Carlsen Verlag is trying to bring 1000 fans in costumes together to set a new world record for the German 20th anniversary of Harry Potter. A festival highlight is the Frankfurt Pavilion, the new emblem of the Frankfurter Buchmesse. Occupying 500 m² and 6.5-m tall, the iconic wooden structure serves both as the main stage for events with authors and industry experts from around the world and as the heart of BOOKFEST. Almost 50 events will be held there – with renowned authors including Meg Wolitzer, Paul Beatty, Maja Lunde, Dmitry Glukhovsky, Cixin Liu and Juli Zeh. On Sunday, 14 October, from 10 am to 2 pm, the pavilion will host eight events for children.

For an overview of all the events and for more details, see www.bookfest.de/en
#fbm18 #bookfest

Frankfurt, 9 October 2018

THE ARTS+ 2018: “Future of Culture Festival”

A showroom for the future of the cultural and creative industries

An international showroom for the future that brings together the creative minds and pioneers of the new digital ecosystem. A festival with three exciting micro-conferences that ask the basic questions – who, what and how – regarding our digital future. The first “Frankfurt Creative AI Conference”. Inspiring keynote talks by national and international speakers such as Galit Ariel, JiaJia Fei and Frank Thelen, and exceptional performances by “cyborg” Moon Ribas, holographic popstar Maya Kodes and 3D Drum Girl LIZZY – THE ARTS+ 2018: “Future of Culture Festival” is all this and more.

This year, the festival will take place for the third time as part of the Frankfurter Buchmesse, in Hall 4.1, from 10 to 14 October 2018. THE ARTS+ is committed to shaping the digital and cultural ecosystem. “How does our understanding of culture and creativity change when it comes from machines? What will be our cultural legacy for future generations? Who will cultivate and curate it, and how? These are questions we will discuss at THE ARTS+ with politicians, museums, media companies, creatives, designers and pioneers from the technology and economic sector”, says Holger Volland, Head of THE ARTS+ and Vice President of the Frankfurter Buchmesse, explaining the concept of the festival. For 2018, the theme is: Cultural Heritage of Tomorrow.

At the opening of THE ARTS+ on Wednesday, October 10, Holger Volland and prominent speakers such as Esther Wojcicki (Founder Palo Alto High Media Arts Center), Alexander Mankowsky (Zukunftsforschung Daimler AG), Dirk Heitmann (IBM Chief Digital Officer) and author Tom Hillenbrand will give their input on the digital future in inspiring keynotes and panel discussions.

Micro-conferences on trade visitor days, with Galit Ariel, JiaJia Fei and Frank Thelen
New to THE ARTS+ programme this year are the two-hour micro-conferences that will take place from 2 to 4 pm on the three trade visitor days and will feature first-rate panels and speakers delving into the new order of the cultural ecosystem in a holistic way, but in manageable formats.

The theme of the first conference on Wednesday, 10 October 2018, is “Cultural trailblazers: How to stay relevant in the machine age”. The key issue: How are new technologies changing cultural institutions? The speakers and discussion participants on this topic will include, amongst others, JiaJia Fei (Digital Strategist and Digital Director of the Jewish Museum, New York), Stein Olav Henrichsson

(Director of the Munch Museum) as well as Harry Verwayen (Director of the digital culture platform Europeana).

The second conference on Thursday, 11 October 2018, is all about "Hybrid products, hybrid stories: Welcome to a new cultural era". Top-notch speakers such as AR expert Galit Ariel and Mark Mattingley-Scott, IBM Quantum Computing Ambassador, will discuss the question: "What is technology doing to creativity – and what is creativity doing with this new technology?"

The third conference on 12 October 2018 is dedicated to the theme "Access is not enough: Experience is everything". It asks the question: What new opportunities are new technologies creating for the trade, distribution, presentation and reception of cultural products? Amongst other things, Frank Thelen, a technology investor and member of the jury on the hit show "Die Höhle der Löwen" on the German TV station VOX will give an eagerly anticipated talk on the topic of "Goodbye comfort zone, hello future". Other exciting speakers are gaming expert Thorsten Unger and game designer Anne Sauer, who create strong interactive experiences in their joint session "Beyond the (fourth) wall: How interactive design brings culture to life".

AI conference, Innovation Summit, "A book is a film is a game" networking day
The first "Frankfurt AI Conference" will also take place on Friday, 12 October, from 10 am to noon. Together with creative AI experts, Holger Volland (Founder of THE ARTS+ and author of the book "Die kreative Macht der Maschinen" – "The Creative Power of Machines"), will take a close look at the opportunities and potential that artificial intelligence holds for the art and creative industries, from design, curating and translating, all the way to sales and marketing. The speakers are i.a. Simone Burel, Founder & CEO LU – Linguistische Unternehmenskommunikation, David Linderman, Executive Director Creative & Content, IBM iX + Aperto, Jens Klingelhöfer, CEO & Co-Founder Bookwire and Dr. Ahmed Elgammal, Professor Computer Science of Rutgers University.

This year's "Innovation Summit" will take place on Wednesday, 10 October and is expected to bring together more than 100 international representatives from business, culture, technology and politics. Starting with the question "The bigger picture: How can the cultural and creative sectors bridge the innovation gap?", participants will try to not only discuss the present and future of the cultural and creative industries, but to reshape it. And to create a new framework – political and financial, but also in terms of how the creative sector conceives of and justifies itself.

With the networking day "A book is a film is a game", on Thursday, 11 October, THE ARTS+ will bring together pros from the world of books, film, games and new media. This year's programme is dedicated to new trends and developments in audio-visual storytelling, with a focus on book and television series. Highlights include the panel "Make a change: Female leadership in the digital age", in cooperation with the Erich Pommer Institut, and a case study of "West of Liberty" as part of the session "Series of success: The rise of the series based on books", in collaboration with the Berlinale Co-Production Market. Thomas Engströms gripping novel "West of Liberty" served as the basis for the six-part TV series, co-produced by ZDF and starring Wotan Wilke Möhring. Another highlight will be the ceremony for the Frankfurter Buchmesse Film Awards on the Thursday of the fair (11 October).

Digital performances by LIZZY, Moon Ribas and Maya Kodes

Performances don't get short shrift at THE ARTS+ 2018 either, of course. Digital performance artists like LIZZY from Berlin with her "3D Drum Dress" (lizzy.berlin) and the Spanish artist Moon Ribas (www.cyborgarts.com) offer a fascinating glimpse of the possibilities that digital technology affords the arts as well. Moon, a "cyborg activist", has a sensor implanted that vibrates whenever the earth quakes anywhere in the world. She transforms these tremors into dance. Things get purely digital with Maya Kodes (mayakodes.com), a popstar who is completely virtual ...

According to Holger Volland, "THE ARTS+ sees itself as a link between cultural worlds and aims to create networks and synergies". With this exciting programme, the festival is off to an excellent start.

Frankfurt, 9 October 2018

Meditation, EdTech start-ups and Kafka in VR: Frankfurt EDU New education platform at Frankfurter Buchmesse with a start-up area and interactive events

Frankfurt EDU is the new international platform of Frankfurter Buchmesse for innovative concepts, content and technologies in the education sector. This is where trends for the future of learning are developed. How will future generations learn, and what technologies will they use? Will learning become easier and, if so, how? These are the questions Frankfurt EDU examines, with exhibitors from the education sector located in Hall 4.2 (international exhibitors) and 3.1 (German exhibitors). Frankfurt EDU comprises new stages and events in Hall 4.2, such as the Education Stage, Workshop Area, Start-up Area, EdTech Area and the LAB, which serves as an interactive education laboratory on 500m² at the weekend.

“With Frankfurt EDU, our aim is to create a clearly structured area and programme that connects exhibitors and visitors there. This will be the ideal place for suppliers and target groups of learning content – whether digital or print – at the biggest trade fair for content. They will benefit from the internationality of Frankfurt and, thanks to professional events and matchmakings, will gain exclusive insights into local markets and industry trends”, says Robert Liebermann, Director Strategic Marketing at Frankfurter Buchmesse.

Education Stage: Get to know authors, products and services from the education sector – from the “Wake-up Meditation” to the “Best European Learning Materials Awards” (BELMA). (Hall 4.2 C 94)

Education Workshop Area: This is where education-related workshops and interactive participatory events for small working groups are held. (Hall 4.2 A 82)

EdTech Area: Discover the future. Stop by here to experience innovative technologies from the education sector of tomorrow. (Hall 4.2 B 64 – C 97)

Start-up Area: The new “home base” at Frankfurter Buchmesse for start-ups in the EdTech and education sectors. (Hall 4.2 A 98)

Joint presentation: Education: Here, you will find the international education products and services offered by smaller publishers and institutions. (Hall 4.2 A 8.1)

Some highlights of Frankfurt EDU:

“Wake-up Meditation”, daily, 9.00–9.30 a.m., Education Stage (Hall 4.2 C 94)
With: Elke Jacobs-Sharma, Anil SharmaYoga, Wolfgang Hackl, Robert Schmalfuß,
Siddhi Adriana Bhasale, Sandra Müller-Pulido, Sahaja Yoga Germany e.V.

HTC Vive: “Franz Kafka – the MetamorVRosis”. The possibilities of virtual reality and
the Vive Pro VR-headset transform the story of Gregor Samsa into an immersive
experience for visitors. (Hall 4.2 B19)

One-to-One Business Connections: “Matchmaking for the international education
sector”. Register here: buchmesse.de/edu

Website: buchmesse.de/edu

Frankfurt, 9 October 2018

Tactile models and visitor flows: Test laboratory for a barrier-free book fair encourages visitors to participate

The research project “Frankfurter Buchmesse for All” enters round two // Invitation to the press talk on Friday, 12 October, at 11.30 a.m.

No steps or kerbs, but tactile models and large writing (also at eye level) instead – in the “test lab” for inclusive design of the research project “Frankfurter Buchmesse for All” (Hall 3.0 K 83), visitors to the Frankfurter Buchmesse can learn about concepts for reducing barriers at the book fair, explore an almost barrier-free stand design and give feedback. The aim of the research project “Frankfurter Buchmesse for All”, which was launched in 2017 by Frankfurter Buchmesse and Technische Universität (Technical University – TU) Darmstadt, is to improve the accessibility of the book fair for all visitors.

At the stand in Hall 3.0 the Urban Health Games research group of the TU Darmstadt will present the results of the project to date. These include not only a barrier-free stand design, but also concepts developed by the project team to reduce barriers on the exhibition grounds, including changes to the navigation concept and guidance system as well as to how visitor flows are directed. In addition, at the stand, visitors can experience the perspective of a blind person navigating the exhibition grounds. A wheelchair invites visitors to shift perspective yet again, discovering what it feels like to be a mobility-impaired person visiting the fair. The test lab is connected to an almost barrier-free café, which offers, amongst other things, a low counter, wheelchair accessible tables, parking for prams and room for children to play. Exhibitors, trade visitors and visitors at the book fair weekend are invited to provide feedback via a questionnaire about the accessibility of the spaces and content at the stand, to be taken into account for the project's analysis. At 2 pm on the Saturday and Sunday of the book fair (13 and 14 October), students from the TU Darmstadt will present their concepts for a barrier-free fair.

The joint research project with the goal of moving towards a barrier-free book fair was launched in 2017. The first phase of the project focused on three visitor groups: mobility-impaired and visually impaired visitors, and families visiting the fair with their children. Measures to improve access and usability that have already been implemented in 2018 include a new website that is easier to read on reading devices, as well as improved signage. At this year's fair, additional measures will be tested: In Hall 3.0 there will be a corridor that is five-metres wide in places. Moreover, a circular pathway in the hall and the corridors leading to the open-air exhibition grounds will be marked with red carpeting to examine what effect these changes have on visitor flows.

Gabi Rauch-Kneer, Vice President Exhibition Management at Frankfurter Buchmesse, says: "Thousands of visitors come to Frankfurter Buchmesse each year. As the organisers of this major event, we want all culture lovers to be able to participate. It's important to us to create a book fair that is as barrier-free as possible, so that people with disabilities and special needs also enjoy coming here." Rauch-Kneer continues: "We launched the project with the TU Darmstadt in 2017. While we know we still have a long way to go, it's good to see that 'Frankfurter Buchmesse for All' has already had an impact: Our new website and improved signage will make it easier for this year's visitors to access information and the exhibition halls. With the help of the test lab, we will explore other possibilities to continue to reduce barriers at the fair."

Professor Martin Knöll, Head of the Urban Health Games research group, says: "Based on our analyses in 2017 we developed the following four action areas to remove barriers at the book fair: Doubling the Via walkway, guidance system 2.0, spatial expertise and conveying one information through different media at the same time. For example, we are testing how opening another passage from the main entrance to the Agora might improve visitors' ability to find their way around the exhibition grounds." Prof Knöll adds: "During the test phase, these measures will be integrated into business as usual at the fair. This will allow us to observe how visitors respond to the new options. The data we gather is valuable: To date, there are few systematic findings in the research on barrier-free design from such large-scale events. Moreover, as part of this research partnership, we are creating a basis for deciding which measures can be implemented on a larger scale in the future."

Invitation: press talk on Friday, 12 October at 11.30 a.m.

Media representatives are invited to the press talk on Friday, 12 October, at 11.30 a.m. in the test laboratory (Hall 3.0 K 83). Here, Gabi Rauch-Kneer, Vice President Exhibition Management at Frankfurter Buchmesse, and Prof Martin Knöll, Head of the Urban Health Games research group at the TU Darmstadt, will offer insights into the project and provide details about the test laboratory. They will also be available for interviews.

The hashtag of the project Frankfurter Buchmesse for All is #fbmforall

Research group Urban Health Games; researchers who are part of the project:

Prof. Dr.-Ing. Martin Knöll

a.o.Prof. Dr.-Ing. Sabine Hopp

M.Sc. Norwina Wölfel

Dipl.-Ing., M.A. Thorsten Stelter

Website: www.stadtspiele.tu-darmstadt.de

Frankfurt, 9 October 2018

“Lettres d’Afrique: changing the narrative” New African stage at Frankfurter Buchmesse

With exhibitors from more than 100 countries, Frankfurter Buchmesse brings literature and culture from around the world to Frankfurt. Publishers and authors from African countries will be present this year with 34 exhibitors from 19 countries: Angola, Benin, Burundi, Cameroon, Congo, Côte d’Ivoire, Ethiopia, Gabon, Ghana, Guinea, Madagascar, Mali, Mauritius, Nigeria, Rwanda, Senegal, South Africa, Togo and Zimbabwe. On the days of the fair (10-14 October 2018), more than 20 events will take place at various locations. These will revolve around different African book markets, the rights and licensing business, as well as feature writers from African countries. Prominent authors and speakers will also come to Frankfurt: Award-winning Nigerian author Chimamanda Ngozi Adichie was the guest speaker at Frankfurter Buchmesse’s Opening Press Conference, and Achille Mbembe, historian and political scientist from Cameroon, will speak with Michelle Müntefering and Nadja Ofuatey-Alazard on the Weltempfang stage. Offering a programme for both trade visitors and the general public, a stage organised by Alliance Culturelle Africaine (ACA) will promote international networking and ensure that literature from the African continent reaches new reader groups.

Extensive series of events

The African stage “Lettres d’Afrique: changing the narrative”, organised by the Agence Culturelle Africaine (ACA), is a partnership between the German-Cameroonian publishing house AfricAvenir, Subsahara Verlag, African Books Collective and Bureau international de l’édition française (BIEF). The objective of this new stage is to promote international networking among publishers. Francophone and anglophone writers will therefore be presented along with authors writing in African languages, and the programmes of numerous publishing houses showcased as well. The programme begins on Wednesday, 10 October 2018, with an event marking the historical connection that has existed between Frankfurter Buchmesse and Africa’s literary world since 1980. That is the year the event “Africa, a continent asserts its identity” took place at the book fair, a key catalyst for founding the Litprom non-profit organisation. Participants include international organisations that support the African publishing industry, such as the Association pour le Développement de l’Education en Afrique (ADEA)/World Book Alliance, the International Publishers Association and the African Publishers Network (Apnet). Other events will examine international programmes for supporting the African publishing industry; the African children’s book market; e-commerce for African publishers; and the postcolonial legacy. All events can be found online in the Frankfurter Buchmesse Calendar of Events.

Frankfurt, 9 October 2018

Frankfurter Buchmesse 2018: Selected Conferences and Programmes for Professionals

Tuesday, 9 October 2018

Business Club Conference THE MARKETS

As one of Frankfurter Buchmesse's leading trade events, THE MARKETS conference will focus in its fourth year on successful revenue models from markets from all around the world. CEO of HarperCollins UK Charlie Redmayne will open the conference with a keynote speech. Redmayne is responsible for HarperCollins' activities in the UK and Ireland, India and ANZ. He is also currently President of the UK Publishers Association (PA). In his keynote, he will address changes in content creation, consumer behaviour, and the role publishers should play. Further experts from Georgia, Brazil, Sweden and Canada, as well as from Germany, the Netherlands, France, India, the USA and China will pass on their knowledge and highlight business opportunities. There will also be the opportunity to talk with players from international book markets in one-to-one discussions.

Speakers include: Charlie Redmayne (CEO of HarperCollins UK); Anki Ahrnell (Chief Digital Officer, Bonnier AB); Pablo Laurino (CEO and Founder, publica.la); Gustavo Lemberg da Cunha (Founder, TAGLivros); Gvantsa Jobava (Chairperson, Georgian Publishers & Booksellers Association); Jiang Yanping (CEO, OpenBook); Pieter Swinkels (EVP, Publisher Relations and Content, Kobo); Shobha Viswanath (Co-Founder and Publishing Director, Karadi Tales); Niclas Sandin (CEO, BookBeat, Sweden); Lisa Lyons Johnston (President, Kids Can Press, Canada); Elena Favilli (CEO, Timbuktu Labs, USA); Ella Balagula (EVP, Knowledge and Learning Markets, John Wiley & Sons, USA)

Time and place: 9.30 a.m. – 1.00 p.m., Business Club (Hall 4.0, room Europa)

Tickets: from 472 euros; or take part with a Frankfurter Buchmesse BUSINESS Ticket

Programme und tickets: [buchmesse.de/themarkets](https://www.buchmesse.de/themarkets)

Media representatives with a valid Frankfurter Buchmesse press ticket who would like to report on the conference are requested to register here:

<https://www.buchmesse.de/en/press/dates>

32nd Frankfurt Rights Meeting

The Frankfurt Rights Meeting has been the meeting place for all decision-makers in the field of rights and licenses for over 30 years. Top-class speakers offer exclusive insights into current topics and trends. This is where rights and license managers, literary agents, scouts and publishers meet for lectures, discussions and networking. The 32nd annual Frankfurt Rights Meeting will focus on markets in which there has been a lot of exciting, recent activity – Poland, Romania, and Russia – and delve

into how STM, academic, and trade publishers are finding success with subscription models.

Speakers include: Kris Kliemann (Kliemann & Company Consulting, USA); Joanna Maciuk (Editor-in-Chief Foreign Fiction Department, Prószyński Media, Poland); Bogdan Stănescu (Editorial Director, Polirom Publishing House, Romania); Irina Prokhorova (Editor-in-Chief & Publisher, New Literary Observer, Russia); Huw Alexander (Digital Sales Manager, SAGE Publishing in the UK)

Time and place: 2.00 p.m. – 5.00 p.m., Business Club (Hall 4.0, room Europa)

Tickets: from 165 euros, or take part with a Frankfurter Buchmesse BUSINESS Ticket

Information and tickets: buchmesse.de/rights-meeting

Media representatives with a valid Frankfurter Buchmesse press ticket who would like to report on the conference are requested to register here:

<https://www.buchmesse.de/en/press/dates>

Wednesday, 10 October 2018

THE ARTS+ Innovation Summit

With the theme “The bigger picture: How can the cultural and creative sectors bridge the innovation gap?”, the Innovation Summit will take place this year for the second time as part of THE ARTS+ festival at Frankfurter Buchmesse. On Wednesday, 10 October 2018, more than 100 international representatives from the areas of culture, technology and politics and the private sector are expected at THE ARTS+ Salon (Hall 4.1 R 55). They will not only discuss the future of the cultural and creative sectors, but reshape it and establish new frameworks for it. At the heart of these efforts lies the question of how technology-triggered innovation can best be promoted.

Speakers include: Tonya Nelson (Head of Museums and Collections & Director of Cultural Programmes, University College London); Harry Verwayen (Executive Director, Europeana Foundation); Thierry Baujard (Founder and CEO, Pan European Investment Network Media Deals); Andrea Wagemans (Project Coordinator, WAN-IFRA’s Global Alliance for Media Innovation); Eric Briys (Co-Founder, Cyberlibris)

Time and place: 11.30 a.m. – 6.30 p.m., THE ARTS+ area (Hall 4.1)

How to participate: Please register to apply for the participation in the free event. Due to limited seats, the event is only open to a limited number of participants.

Information and registration: theartsplus.com

Media representatives with a valid Frankfurter Buchmesse press ticket who would like to report on the conference need to register via e-mail: press@book-fair.com.

Frankfurt Audiobook Conference

This new half-day programme provides expert insights into audiobook business models, including streaming and bundling, as well as best practices and trends from markets around the world. Conference attendees can dive into the Arab market, learn more about the US audiobook market, and find out what works in Asia. The conference will culminate in a panel discussion on "Voice", addressing how the production of more and more audio content and voice services will push the changes in the publishing industries even further.

Speakers include: Michele Cobb (Audio Publishers Association (APA), USA); Amanda D'Acierno (President and Publisher, Penguin Random House Audio, USA); John Ruhrmann (Managing Director & Co-Founder, Bookwire, Germany); Tatjana Plyuta (AST, Russia); Ben Yue (Commissioning Editor, CITIC Academy); Tarek El Bolbol (Co-Founder and CEO, Booklava); Niclas Sandin (CEO, BookBeat)

Time and place: 9.30 a.m. – 1.00 p.m., room Dimension (Level Hall 4.2)

Ticket: 99 euros, or take part with a Frankfurter Buchmesse BUSINESS Ticket

Information and tickets: buchmesse.de/audiobook

Thursday, 11 October 2018

Business Breakfast: 2nd International Publishing Distribution Forum

This event will give international distributors and publishers the chance to connect and open new business channels. If you would like to grow your business, expand your network, build bridges into the future and discover new commercial opportunities, then please join us!

With: José Manuel Anta (Managing Director, International Publishing Distribution Association)

Time and place: 9.00 a.m. – 10.30 a.m., Business Club Restaurant

How to participate: With a Frankfurter Buchmesse BUSINESS Ticket. A pre-registration is required: buchmesse.de/business

Media representatives with a Frankfurter Buchmesse press ticket are asked to pre-register for the Business Club: buchmesse.de/presse/termine

A Book is A Film is A Game – Networking Day

The networking day "A Book is a Film is a Game" will focus on the business of cross-genre adaptation. Experts and speakers from the book, film and games industries will share information about their market and discuss its potential, drawing on twelve case studies, presentations and expert panel discussions. The talks will also examine new business opportunities, as well as the pitfalls and success factors of

the adaptation process. The programme is aimed at film and games producers, and rights managers of publishing houses. It is being organised in cooperation with the Netherlands Film Fund. The partner of the networking day is Kaiken Publishing/Rovio Animation.

Time and place: Thursday, 11 October 2018, 10 a.m. – 7.30 p.m., THE ARTS+ area in Hall 4.1

How to participate: A pre-registration is required for the free networking event:

xing-events.com/abookisafilm.html

Media representatives with a Frankfurter Buchmesse press ticket are requested to pre-register for this event via e-mail: press@book-fair.com

More Information: theartsplus.com/a-book-is-a-film-is-a-game-networking-day/

Creative and Innovative Solutions by Bookshops and Booksellers Associations

For the third consecutive year, the European and International Booksellers Federation (EIBF) invites key stakeholders of the book industry to discuss business developments and trends. The half-day conference is aimed primarily at booksellers and publishers associations with the goal to share experiences and best practices.

Time and place: 9.30 a.m. – 2.30 p.m., Hall 5.1, Tulip Lounge

Information and registration: europeanbooksellers.eu

Friday, 12 October 2018

The Frankfurt AI Conference

The creative industries are being challenged by new technological developments. Algorithms are writing, filming, painting, composing, and deciding which film we should watch next. The first Frankfurt AI Conference will take a close look at the various opportunities for the publishing industry: from creation to curation, translation to distribution, marketing and audience development – there is a lot to discover.

Programme:

Introduction into CREATIVE AI

Creation: Storytelling and artificial intelligence, a winning combination

Curation: A programme powered by AI

Audience: Connecting with your Audience – Programme and Audience

Development using data analysis

Distribution: Predicting prices and bestsellers

Marketing: Targeting via AI

Speakers include: Dr Simone Burel (Founder & CEO, LU – Linguistische Unternehmenskommunikation); David Linderman (Executive Director Creative & Content, IBM iX + Aperto – An IBM Company); Jens Klingelhöfer (CEO & Co-Founder, Bookwire); Dr. Ahmed Elgammal (Professor for Computer Science, Rutgers University & Founder and Director, The Art and Artificial Intelligence Laboratory); Colin Lovrinovic (Managing Director at Gould Finch GmbH); Holger Volland (Head of THE ARTS+, Frankfurter Buchmesse)

Time and place: 10.00 a.m. – 12.30 p.m., THE ARTS+ area in Hall 4.1

How to participate: The event is free of charge for holders of a book fair ticket valid on the day of the conference. Pre-registration is required:

xing-events.com/CREATIVEConference

More information: theartsplus.com/sessions/the-frankfurt-ai-conference/

Saturday, 13 October 2018

International Convention of University Presses

The International Convention of University Presses provides the opportunity to exchange ideas and discover new trends in international academic publishing. Born as an initiative of Latin American networks including university presses and Frankfurter Buchmesse, the International Convention is a worldwide opportunity to present and create interaction among national and regional networks of University Presses, and to provide a platform for discussions on common issues in academic publishing at international level.

Time and place: 9.00 a.m. – 2.00 p.m., room Dimension (Level Hall 4.2)

Tickets: 68 euros, or with a Frankfurter Buchmesse BUSINESS Ticket

Information and tickets: buchmesse.de/en/visit/trade-visitors/conferences

Where in the World is Your Non-Fiction? A Non-Fiction Editors Networking Event

This event provides a platform for international editors to learn more about each other's programs and talk about the opportunities and challenges that editors of quality non-fiction are facing today. A panel discussion with the title „Divided We Stand: Publishing at the Margins“, moderated by Sebastian Budgen (Senior Editor, Verso Books), is also part of the networking event. Here, Marc Lowenthal (Acquisitions Editor, MIT Press, USA); Paula Bradish (Freelance Editor / Foreign Rights Manager, Germany); Andrea Pasion-Flores (General Manager, Anvil Publishing, Philippines) and Gvantsa Jobava (Chairperson, Georgian Publishers & Booksellers Association) will discuss what it means to publish non-fiction books on marginalized, controversial or political issues.

Time and place: 10.00 a.m. – 12.00 p.m., room Consens (Level 4.C)

How to participate: The event aimed at international non-fiction editors is for free (with a valid book fair ticket); a pre-registration is required:

xing-events.com/BQMNBKR

More information: buchmesse.de/international-events

Frankfurt, 9 October 2018

Selected press conferences and events at Frankfurter Buchmesse 2018

Exhibitors' press events are not included here and can be found online in the Calendar of Events.

Tuesday, 9 October 2018

11.00 a.m.– 12.30 p.m. – Agora, Frankfurt Pavilion

Frankfurter Buchmesse 2018 Opening Press Conference

Speakers: Juergen Boos, Director of the Frankfurter Buchmesse; Heinrich Riethmüller, Chairman of the Börsenvereins des Deutschen Buchhandels (German Publishers and Booksellers Association) and Chimamanda Ngozi Adichie, author.

The event will be held in German and English with simultaneous translation.

Please note: Registration is no longer possible for this event.

Following the event: **approx. 12.30 p.m.** – meeting point: counter in the Forum, Level 1 (Foyer)

Tour for the press – presentation of the Guest of Honour Georgia

"Georgia – Made by Characters", Frankfurter Buchmesse's Guest of Honour 2018, invites members of the media on a tour of the Guest of Honour Pavilion in the Forum of the Frankfurter Buchmesse.

With: Medea Metreveli, Director of the Georgian National Book Center, and George Bokhua, Artistic Director of the Guest of Honour Pavilion 2018. Georgian authors (names TBA) will also be available for interviews.

Contact for interview requests, more information and press material: Mirjam Flender, Kirsten Lehnert, presse@projekt2508.de, +49 (0)228-184967-24

Please note: Registration is no longer possible for this event.

5.00 – 6.30 p.m. – Congress Center Messe Frankfurt, "Harmonie" Room

Frankfurter Buchmesse Opening Ceremony

With: Juergen Boos, Director of the Frankfurter Buchmesse; Heinrich Riethmüller, Chairman of the German Publishers and Booksellers Association; Peter Feldmann, Mayor of the City of Frankfurt; Volker Bouffier, Prime Minister of Hesse; Federica Mogherini, High Representative of the Union for Foreign Affairs and Security Policy and Vice President of the EU Commission; Mamuka Bakhtadze, Prime Minister of Georgia

Please note: Registration is no longer possible for this event.

Following the event: **approx. 6.30 p.m.** – Forum, Level 1

Opening of the Guest of Honour Georgia presentation

To participate, you must register to attend the Opening Ceremony.

7.00 – 8.00 p.m. – 25hours Hotel – The Trip

The Poetry Project – To Europe alone. German and refugee youth in poetic conversation

"The Poetry Project" builds on multilingual youth writing groups from all over Germany working in four languages (Persian, Arabic, German and English) and organises public readings. The aim is to promote dialogue between young refugees and youth who have grown up here. The project received the Else-Lasker-Schüler-Lyrikpreis 2018 (prize for poetry).

Wednesday, 10 October 2018

10.00 – 11.00 a.m. – Agora, Frankfurt Pavilion

Opening of the Frankfurt Pavilion (by invitation only)

German Federal President Frank-Walter Steinmeier will open the Frankfurt Pavilion, a new, iconic event venue at the book fair. Under the title "On Opining. How to Defend Freedom in Turbulent Times", the German Federal President will speak with Croatian author Ivana Sajko, the recipient of this year's International Literature Award – Haus der Kulturen der Welt, and Belgian writer Stefan Hertmans (*War and Turpentine, De bekeerlinge*), whose award-winning work was most recently honoured with the Flemish State Prize for Narrative Prose. Michaela Kolster, Programme Director for ZDF-PHOENIX, will moderate the discussion.

Please note: Registration for media representatives is no longer possible for this event.

10.30 – 11.30 a.m. – THE ARTS+ Runway

Opening of THE ARTS+: Desirable futures

The opening talk of THE ARTS+ will dive deep into the future with a potent combination of a keynote presentation and panel discussion on the topic of "desirable futures".

Representatives from Daimler AG, IBM and Google will discuss the future with eminent authors.

Speakers: Alexander Mankowsky, Future Studies & Ideation, Daimler AG; Dirk Heitmann, IBM Chief Digital Officer (DACH) – Director of Digital Sales; Tom Hillenbrand, author; Holger Volland, Head of THE ARTS+; Esther Wojcicki, Vice Chair Creative Commons

1.30 – 2.30 p.m. – Weltempfang

The right to speak freely – press freedom in Europe

In several European countries, press freedom has deteriorated in the past year. In no other country have as many journalists been imprisoned as in Turkey. What needs to be done to bring press freedom and freedom of opinion and expression back into public awareness and to support those who defend this human right?

With: Asli Erdoğan, author; Dr Volker Jung, president of the Protestant Church in Hesse and Nassau; Christian Mihr, journalist, Director of Reporters Without Borders Germany
Moderated by: Martin Klingst, Political Editor *DIE ZEIT*

2.00 – 3.00 p.m. – Agora, Frankfurt Pavilion

CEO Talk with John Sargent

John Sargent, CEO of Macmillan, will be the speaker at this year's Frankfurt CEO Talk. The CEO Talk will be presented by *Livres Hebdo* (France), *Bookdao* (China), *buchreport* (Germany), *PublishNews* (Brazil), *Publishers Weekly* (USA) and the Frankfurter Buchmesse Business Club with "Global 50: Ranking of the Publishing Industry 2018". For one hour, editors from these five trade magazines will ask John Sargent questions about changing consumer habits and the new international media competition around storytelling.

Moderated by: Rüdiger Wischenbart

Media representatives are invited to attend. No pre-registration is required.

3.30 – 4.15 p.m. – Georgia Guest of Honour presentation, Main stage

Weltempfang Satellite / Juergen Boos in conversation with Aka Morchiladze

Aka Morchiladze, the opening speaker at this year's Frankfurter Buchmesse, is the author of *Journey to Karabakh*, *Santa Esperanza* and *Shadow on the Road*. He is one of Georgia's most renowned authors. In a conversation with Juergen Boos, Director of the Frankfurter Buchmesse, the two will discuss Georgian Literatur, life in post-Soviet Georgia and anarchic novel forms.

4.00 p.m. – Forum Börsenverein, Hall 3.1 H 85

Raif Badawi Award for courageous journalists

The situation of independent journalists and media is deteriorating rapidly around the world. Journalists murdered in Mexico and legal proceedings in Turkey are the order of the day. Even in the EU, investigative journalism can be life-threatening. Against this background, the Friedrich Naumann Foundation for Freedom is continuing its global commitment to independent journalism and will once again award the “Raif Badawi Award for courageous journalists” at the Frankfurter Buchmesse this year.

4.00 – 5.00 p.m. – Education Stage, Hall 4.2

Best European Learning Materials Award

Since 2009, together with Frankfurter Buchmesse and the IARTEM (International Association for Research on Textbooks and Educational Media), the EEPG has organised the Best European Learning Materials Awards (BELMA). In 2017, 48 products were entered of which 13 were awarded a price.

4.30 – 5.30 p.m. – Weltempfang

Opening of the Weltempfang: A world in flux – the waning influence of the West?

Political, economic and social frameworks are changing rapidly at the moment, with consequences for the international political power structure that are difficult to predict. In the process, liberal-democratic values and the idea of an open society seem to be becoming less attractive. A discussion with perspectives from literature, regional expertise and foreign cultural policy probes the question of how to deal with new challenges in an international “competition to control the narrative”.

With: Christiane Hoffmann, Deputy Berlin Bureau Chief *Der Spiegel*, non-fiction writer; Olga Martynova, author and poet; Dr Andreas Görden, Foreign Office, Ministerial Director, Head of the Culture and Communications Department; Olaf Zimmermann, Director of the German Culture Council, journalist

Moderated by: Jürgen Kaube, Co-Editor of the *Frankfurter Allgemeine Zeitung*

Welcome speech: Juergen Boos, Director of the Frankfurter Buchmesse

5.00 – 7.30 p.m. – Business Club, Hall 4.0

Young Talent Reception and Young Excellence Award Ceremony

Meet the winners of the Young Talent initiatives of the Frankfurter Buchmesse in cooperation with media partners from seven countries. The official award ceremony for the *Börsenblatt* Young Excellence Awards will also take place at this event. Here, you can meet promising talents from the publishing industries of the USA, the UK, China, Brazil, the Netherlands, Switzerland and Germany, and talk to international colleagues from the trade press. The Young Talent initiatives are organised in cooperation with *The Bookseller*, *Publishers Weekly*, *China Publishers Magazine*, *PublishNews*, Groep Algemene Uitgevers and Stichting Elspeet, *Schweizer Buchhandel* and *Börsenblatt*. Please register by e-mail: press@book-fair.com.

6.00 – 7.00 p.m. – Agora, Frankfurt Pavilion

Global Illustration Award

For the third time, together with the International Information Content Industry Association (ICIA), the Frankfurter Buchmesse is awarding the “Global Illustration Award” (GIA), an international prize for illustrators. The GIA is organised by illuSalon, an international online platform for illustrations. The prize is awarded in five categories, and this year there were over 8,000 submissions from 43 countries. The GIA has an entertaining evening programme planned, with Martin Salisbury, Professor at the Cambridge School of Art, and the illustrators Květa Pacovská and Kitty Crowther, amongst others. Following the award ceremony, there will be a get-together to give the participants an opportunity to get to know young and aspiring illustrators and their work.

Thursday, 11 October 2018

10.30 a.m. – 12.30 p.m. – ARTS+ Runway, Hall 4.1 P 53

CONTENTshift Finale & Award Show

At the 2018 Frankfurter Buchmesse, the grand finale of CONTENTshift will take place. The five start-ups in the programme can expect the final pitch in front of the jury and the audience. Afterwards, the content start-up of the year will be announced during the award ceremony. The winner receives an amount of 10,000 euros.

11.00 a.m. – 12.00 p.m. – Agora, Frankfurt Pavilion

Press conference for the Guest of Honour Norway 2019

The Director of NORLA, Margit Walsø, and Project Manager of the Guest of Honour appearance, Halldór Guðmundsson, present the Norwegian book market and the motto and visual look for Norway's appearance as Guest of Honour 2019. The Norwegian Minister of Culture, Trine Skei Grande, and Juergen Boos, Director of the Frankfurter Buchmesse, will speak. A supporting programme by Ferdignakka will offer insight into the Norwegian music scene. Visitors can also look forward to a conversation between the Norwegian authors Linn Ullmann and Maja Lunde, the publisher and author Erling Kagge and the Director of the National Library of Norway Aslak Sira Myhre.

Speakers: Juergen Boos, Director of the Frankfurter Buchmesse; Trine Skei Grande, Norwegian Minister of Culture; Margit Walsø, Director of NORLA; Halldór Guðmundsson, Project Manager Guest of Honour Norway 2019; Maja Lunde, author; Linn Ullmann, author; Erling Kagge, author & publisher

Media representatives are requested to register here:

<https://en.xing-events.com/TPGUFFW>

12.00 – 1.00 p.m. – International Stage, Hall 5.1 A 128

The morality of publishing

As publishers, how can we ensure that we uphold the standards for which our industry is known? That is: How can we maintain editorial standards, moral standards and design standards; ensure that we publish books that mean something and books that challenge the status quo; push back against the crazy world in which we live; and challenge those who threaten our democratic right to free speech? Who are the publishers of tomorrow, and how can we set down the building blocks now to ensure that standards remain in place in the future?

Panel discussion with: Juergen Boos, Director of Frankfurter Buchmesse; Arpita Das, Publisher YODA PRESS; Fabrice Piau, Editor-in-Chief of *Livres Hebdo*; Dominique Raccach, CEO of Sourcebooks

Chaired by: Justine Solomons, Founder of Byte The Book publishing network

1.00 – 2.00 p.m. – Hall 4.C, "Entente" Room

Press conference for the Innovation Summit 2018:

Why the creative sectors should be treated like a key sector: Innovation barriers and solutions for a strong innovative environment for culture and creativity in Europe

Presentation of the "Frankfurt Manifesto on Innovation Support for Culture"

Speakers: Holger Volland, THE ARTS+ Founder; Dr Christian Ehler, Member of the European Parliament; Ugo Bacchella, Fitzcarraldo Foundation/ArtLab, Italy; Bernd Fesl, European Creative Business Network (ECBN), Netherlands; statements by various partners of the Innovation Summit

Media representatives are requested to register here: <https://en.xing-events.com/CPFDDGG>

2.30 – 3.30 p.m. – Info-counter Frankfurt Kids Foyer, Foyer 5.1/6.1

Tour: The political landscape of the Frankfurter Buchmesse

Free tour for visitors, exhibitors and media representatives

Please register here: <https://www.buchmesse.de/service/touren>

3.00 – 3.15 p.m. – THE ARTS+ Runway

The human drum machine: Welcome to your wildest electronic dreams

We proudly introduce LIZZY, the human drum machine that can dance and drum at the same time – front and centre stage. Not only is LIZZY and her self-designed 3D “drum dress” a perfect fusion of technology, music and fashion – she’s also going to revolutionise how we play and experience music. A wearable instrument, she comes with mini pads and sensors as well as visual effects. Enjoy a unique music performance and find out how technology is changing music – and the musician.

Speaker: LIZZY, drummer girl, vocalist & composer, Germany

Please register: <https://en.xing-events.com/NewEra>

5.00 – 6.30 p.m. – Education Stage, Hall 4.2 C 94

Global EdTech Start-up Awards 2018

Join us to celebrate the selection of the European semi-finalists for the Global EdTech Start-up Awards. Featuring leading start-ups pitching in front of a series of distinguished judges, this dynamic event will showcase ideas and innovators transforming the education landscape. Help us then select the entrepreneur deserving the ‘Audience Favourite’ award, before the global judges announce the European semi-finalists who will then go on to pitch at the Global Finales in January 2019.

5.00 – 7.00 p.m. – Frankfurt Kids Stage, Foyer 5.1/6.1

Presentation of nominated candidates for the Astrid Lindgren Memorial Award 2019

The Astrid Lindgren Memorial Award (ALMA) is the world’s largest award for children’s and young adult literature. Authors, illustrators, storytellers and promoters of reading may be rewarded. Chairman of the ALMA jury Boel Westin presents the list of nominated candidates for 2019, and the works of the present laureate Jacqueline Woodson. Illustrator Kitty Crowther (laureate 2010) will participate in a discussion on ALMA, and director Helen Sigeland will provide information about upcoming events.

6.00 – 7.30 p.m. – THE ARTS+ Runway

And the winner is...: Frankfurter Buchmesse Film Awards

It’s time to celebrate! Meet the winners of this year’s Frankfurter Buchmesse Film Awards at the official award ceremony. Every year since 2004, the Frankfurter Buchmesse has honoured outstanding literary adaptations with the Frankfurter Buchmesse Film Awards. The prize is awarded in three categories: “Best International Literary Adaptation”, “Best International Adaptation for Children or Young Adults” and “Best Illustrated Book on Film” (new in 2018). Following the official award show there will be time to network and have a drink.

The Frankfurter Buchmesse Film Awards are co-presented by the Netherlands Film Fund as well as SCELFF and the Institut français.

Registration required: <https://www.xingevents.com/abookisafilm.html>

Beginning at 6.30 p.m. – Business Club, Hall 4.0

Frankfurt Fellowship Anniversary Reception

To mark the 20th anniversary of the Frankfurt Fellowship Programme, a reception will be held for the Frankfurt Fellows 2018, former participants, and publishers who have hosted the programme.

Media representatives are requested to register by e-mail: press@book-fair.com



Friday, 12 October 2018

10.00 a.m. – 12.30 p.m. – THE ARTS+ Salon

The Frankfurt AI Conference

New technological developments are challenging the creative industries every day. Algorithms are writing, filming, painting, composing and deciding which movie we should watch next. The first Frankfurt AI Conference will take a close look at the various opportunities that these developments offer the publishing industry, from creation and curation, translation and distribution to marketing and audience development. There is a lot here to discover for the publishing industry.

Register here: <https://en.xing-events.com/CREATIVEConference>

10.30 – 11.30 a.m. – Weltempfang

Right-wing extremism in French and German novels

How can literature deal with social processes on the right of the political spectrum? With their novels, which are set in the milieu of right-wing extremists, Jérôme Leroy (*Le bloc* – “The Block”) and Manja Präkels (*Als ich mit Hitler Schnapskirschen aß* – “When I Ate Liqueur Cherries with Hitler”) have caused a stir in France and Germany, respectively. Do these novels take sides, and what can literature contribute to the political debate?

With: Manja Präkels, author and singer; Jérôme Leroy, author

Moderated by: Prof Sandra Eckert, political scientist

11.30 a.m. – Test laboratory “Frankfurter Buchmesse for All”, Hall 3.0 K 83

Press talk: Towards a barrier-free book fair – research project “Frankfurter Buchmesse for All”

The aim of the research project “Frankfurter Buchmesse for All” of Frankfurter Buchmesse and the Technical University of Darmstadt is to improve the accessibility of the book fair for all visitors. Media representatives are invited to the press talk at 11.30 a.m. in the test laboratory (Hall 3.0 K 83). Here, Gabi Rauch-Kneer, Vice President Exhibition Management at Frankfurter Buchmesse, and Prof Martin Knöll, Head of the Urban Health Games research group at the TU Darmstadt, will offer insights into the project and provide details about the test laboratory. They will also be available for interviews.

No pre-registration is required.

1.00 – 2.00 p.m. – Agora, Frankfurt Pavilion

Who do we want to be? – American author Meg Wolitzer on her current novel *The Female Persuasion*

“When all is said and done, Wolitzer is an infinitely capable creator of human identities that are as real as the type on this page, and her love of her characters shines more brightly than any agenda”, Lena Dunham wrote in the *New York Times* about Meg Wolitzer’s current novel. In a conversation with Sonja Eismann, Co-Founder and Co-Publisher of *Missy Magazine*, Wolitzer talks about the major issues in the book – power in all its facets, feminism, love and loyalty – and, in the process, proves herself to be an extremely keen observer of our times.

3.00 – 4.00 p.m. – Agora, Frankfurt Pavilion

Paul Beatty *The Sellout*

Paul Beatty is one of the most important contemporary American authors. He began as a poet and quickly rose to stardom on the New York slam poetry scene. With *The Sellout*, Beatty has written a biting, bold satire about a society that is far from having overcome its ethnic divisions.



4.30 – 5.30 p.m. – Weltempfang

Art at the intersection of power and morality

Sexism in painting, anti-Semitism in literature or colonialism in museums – the debate about the relationship between art, power and morality is everywhere. Yet to what extent can we separate the person from the work? Is it only purportedly problematic representations that enable necessary discussions to occur?

With: Prof Klaus-Dieter Lehmann, President of the Goethe-Institut; Prof Marion Ackermann, Director General of the Dresden State Art Collections; Simon Strauß, historian, journalist and author

Moderated by: Dr Ina Hartwig, author, literary critic and City Councillor for Culture and Science for the City of Frankfurt am Main

Saturday, 13 October 2018

2.30 – 3.30 p.m. – Salon, Weltempfang

10 years of Liprom's "Weltempfänger" list – A literary quartet discusses the latest recommendations

Four "Weltempfänger" jurors, confirmed literary pros, discuss four recommended titles from the current list. Whether or not they will all agree remains to be seen. But participants can certainly look forward to an earnest discussion, strong opinions, contentiousness and an impressive range of knowledge.

With: Katharina Borchardt, literary editor and SWR2 host; Ulrich Noller, author and culture journalist; Ruthard Stäblein, HR2 literary editor

Moderated by: Claudia Kramatschek, literary critic, host, features writer

3.00 p.m. – ARTE Stand, Hall 4.1 Stand D 14

Human rights day – Together for human rights!

About the "On The Same Page" campaign. A conversation with Juergen Boos, Director of the Frankfurter Buchmesse; Wolfgang Bergmann, Managing Director ARTE Deutschland; Indonesian author Laksmi Pamuntjak and Bettina Müller, Amnesty International.

Moderated by: Marita Hübinger, ZDF/ARTE

3.30 – 5.00 p.m. – Congress Center Messe Frankfurt, "Harmonie" Room

20 years of Harry Potter – The big anniversary world record attempt

Twenty years ago, *Harry Potter und der Stein der Weisen* (the German translation of *Harry Potter and the Philosopher's Stone*) came out. Some 34 million copies of the series sold later, we want to celebrate this success and crown it with a new world record. To do so, we need at least (!) 1,000 people dressed in Harry Potter costumes to gather in one place.

4.30 – 5.30 p.m. – Weltempfang

LiBeraturpreis 2018: Nguyen Ngoc Tu

The LiBeraturpreis is the only German literary prize awarded exclusively to women from Africa, Asia, Latin America and the Arab world. In 2018, the award goes to the Vietnamese writer Nguyen Ngoc Tu for *The Endless Field* (German edition: *Endlose Felder*, Mitteldeutscher Verlag, translated by Günter Giesenfeld and Marianne Ngo), a collection of concise and densely told short stories full of longing.

With: Nguyen Ngoc Tu, writer, prize winner; Günter Giesenfeld and Marianne Ngo, translators; Katharina Borchardt, literary editor, laudatory speaker

Moderated by: Claudia Kramatschek, literary critic, host and features writer

7.00 p.m.– 12.00 a.m. – “Festsaal I” Goethe-Universität Frankfurt, “Westend” campus

Cosplay Ball: “Are you still reading or already dancing?”

In 2018, for the first time, the Frankfurter Buchmesse is hosting its own festive Cosplay Ball. The “Ball of the Dreaming Books” will take place on the Saturday of the fair in the “Festsaal” (ballroom) of the Goethe-Universität Frankfurt. In cooperation with Mahou No Yoru. Costumes required!

8.00 – 9.30 p.m. – The English Theatre

Meg Wolitzer and Paul Beatty – An encounter about writing

On the occasion of the Frankfurter Buchmesse, the English Theatre is hosting two authors who are amongst the smartest and most important contemporary American voices: Paul Beatty and Meg Wolitzer.

Sunday, 14 October 2018

1.30 – 2.30 p.m. – Weltempfang

A past that never forgets – decolonisation in Africa and Europe

Decolonisation as a social, trans-national and trans-continental process wants to break up colonial power and thought structures to create a new order. How can it succeed?
With: Prof Achille Mbembe, historian, political philosopher, pioneer of post-colonialism;
Michelle Müntefering, Minister of State for International Culture at the Federal Foreign Office
Moderated by: Claudia Kramatschek, literary critic, host and features writer

3.30 – 4.30 p.m. – Forum, Level 1

Handover Ceremony: Georgia 2018 – Norway 2019

After a literary discussion with Georgian author Zurab Karumidze and Norwegian author Åsne Seierstad, the “GastRolle” (“GuestScroll”), an art object designed especially for the Frankfurter Buchmesse, will be handed over to representatives from the next Guest of Honour: Norway 2019.

Norwegian musical performance by: Mathias Eick, Kjetil Bjerkestrand, Herborg Kråkevik

Moderated by: Thomas Böhm

Register here: <https://en.xing-events.com/IAKMUKR>

Frankfurt, 9 October 2018