

SPAIN  
Spilling Creativity  
Guest of Honour  
Frankfurter Buchmesse 2022



19 – 23 October 2022  
**FRANKFURTER  
BUCHMESSE**  
Guest of Honour Spain

# SPAIN – Spilling Creativity

Press Kit for the Opening of the Frankfurter Buchmesse 2022

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2022

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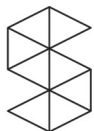
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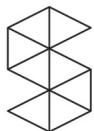
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You will find the digital **press kit** in the press room on the website.

The latest list of **new publications** for the Frankfurter Buchmesse (in German language) can be found [here](#).

**Press pictures** for Download can be found [here](#).



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Press release, 18 October 2022

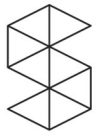
## Guest of Honour country Spain: spilling creativity and royal glitz at the Frankfurter Buchmesse

**The Guest of Honour pavilion offers books, encounters and interactive experiences**  
**Irene Vallejo and Antonio Muñoz Molina head up the delegation of around 100**  
**Spanish authors in Frankfurt**

**The Spanish royal couple attend the opening of the Frankfurter Buchmesse**

**Frankfurt.** The opening ceremony for this year's Frankfurter Buchmesse will be a truly grand occasion with the Spanish royal couple and the German president Frank-Walter Steinmeier in attendance. This also marks the kick-off for the Guest of Honour Spain, which will be presenting the full spectrum of its literary creations under the motto "Spilling creativity" from 19 October. Over 180 people will be coming to Germany as part of the Guest of Honour delegation, including some 100 Spanish authors who will be presenting their books in person in Frankfurt and other cities – first and foremost Irene Vallejo and Antonio Muñoz Molina, the literary keynote speakers at the opening of the book fair. No less than 50 events at the Frankfurter Buchmesse will portray a comprehensive picture of the dynamic Spanish book scene, which is characterised by a diversity of regional languages, each of which having its own literature. The centrepiece of the Guest of Honour's appearance is the colourful Guest of Honour pavilion on the grounds of the trade fair. Here, visitors can enjoy exciting encounters with Spain's best-known authors, discover new literary voices and witness musical and theatrical performances by Spanish artists.

"Thirty-one years have passed since the last time we were Guest of Honour at this book fair. In that time we have changed, both as a society and as a democracy. Our literature, in all its diversity and plurality, is the best expression of this." confirms **Miquel Iceta, Spain's Minister for Culture and Sport**. **Juergen Boos, Director of the Frankfurter Buchmesse**, is also looking forward to Spain taking its place as the Guest of Honour with its multiple literary and linguistic facets: "The multilingual aspect of the country plays an important role here. Alongside Castilian, a quarter of the authors who are coming to Frankfurt write in Catalan, Galician or Basque. And the book fair



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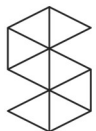
will also bring together authors like Cristina Morales, Elvira Sastre, Esther Paniagua and Elena Medel – strong female voices who address key current topics.”

A first-class programme in the Guest of Honour pavilion

Stories are like cherries. When you pull on one, the next one comes with it. This theory, expounded by the Spanish author Carmen Martín Gaité, is being embraced by Spain with its interactive Guest of Honour pavilion, designed by the Madrid-based architecture and design firm ENORME Studio, together with the design teams Vitamin and TwoPoints.Net. In three ‘capsules’ which resemble cherries, AI technology enables visitors to play their own role in Spanish creativity as they immerse themselves in Spain’s literary scene, meet world-famous stars such as **Rosa Montero**, **Arturo Pérez-Reverte** and **Fernando Aramburu**, iconic authors like **Kiko Amat** and exciting new storytellers like **Elena Medel**, **Miqui Otero** and **Ray Loriga**. Big names like **Almudena Grandes**, who died last year, the recently deceased **Javier Marías** and **Carlos Ruiz Zafón** will be honoured with tributes. At the **Books on Spain exhibition**, publishing houses from around the world will be presenting their latest publications on Spain, and in German-language bookshops, the shelves will be filled with new Spanish works. With **more than 400 new publications** having come onto the German-language market since the start of the project in 2019, the Guest of Honour covers the full spectrum from fiction and poetry to non-fiction, as well as books for children and young people, comics and graphic novels. This year alone, 152 new books in German have been published. “We want to celebrate the creativity of our authors and all those who work in the book trade. Over the course of five days, more than 180 people will be involved in a series of literary discussions and encounters with experts in order to demonstrate the vitality of our cultural and publishing scene and to communicate the values and concerns of modern-day Spanish society,” explains **Elvira Marco**, **project director of Spain’s participation as Guest of Honour at the Frankfurter Buchmesse 2022**.

### **On discrimination and a rural exodus: new books from Spain**

Having assumed the mantle of Guest of Honour for the first time in 1991, Spain is presenting itself anew in 2022, with its new publications addressing current socio-political topics. **Sergio Del Molino’s** much discussed essay *La España vacía* highlights the complex consequences of the rural exodus in Spain. Young Spanish authors with a migrant background such as **Paloma Chen** and **Mohamed El Morabet** write about a



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sense of rootlessness and the search for an identity. In her book *El lunes nos querrán*, **Najat El Hachmi** takes a stance against radical Islam and discrimination. Strong women are, in fact, a dominant feature of the Spanish literary scene. **Irene Vallejo** with her internationally successful *Papyrus* and **Sara Mesa** will be in Frankfurt, as will the celebrated poet and poetry slammer **Elvira Sastre**. **Cristina Morales** and **Elizabeth Duval** give a literary voice to all those who are labelled ‘alternative’ or ‘different’, while the illustrator **María Hesse** will present her new book on female sexuality.

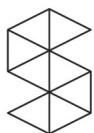
### Readings, exhibitions and performances

Spanish authors have been presenting their new books at readings, in panel discussions and at well-known literary festivals in the German-speaking part of Europe since spring 2022. During the Frankfurter Buchmesse, the entire city will host a diverse cultural programme. For example, Spanish authors will be the daily guests at the traditional **Open Books** reading festival between 18 and 22 October, while the **Instituto Cervantes** and the **Romanfabrik** invite the public to readings by authors from the Guest of Honour country. The tour will also continue once the Frankfurter Buchmesse has closed its doors: nine authors feature on the programme of the **Literaturtage Zofingen** (Switzerland) from 28 to 30 October, where Spain is also the Guest of Honour.

Exhibitions at the **Frankfurter Kunstverein** (*Where will we go from here? Twelve art stories told from Spain*), the **Fotografie Forum Frankfurt** (*Pérez Siquier*), and **Goetheplatz** (*50 Photographs with a Story*) are dedicated to Spanish photography, and a performance by Esther Ferrer can be seen at the **Opel villen Rüsselsheim**.

Further details about the full programme can be found at:

<https://spainfrankfurt2022.com/en/programme-2022/>



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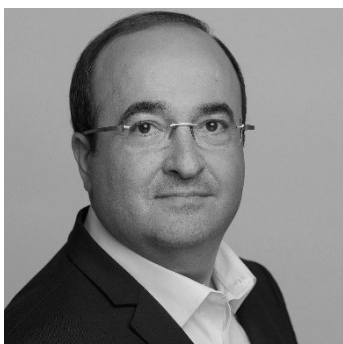
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## Statements



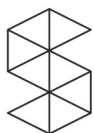
*“We are delighted that our Guest of Honour this year, Spain, will be presenting its considerable literary and linguistic diversity and all the facets of its creativity at the book fair. The country’s multilingualism will play a leading role: in addition to Castilian, one-quarter of the authors coming to Frankfurt write in Catalan, Galician or Basque. Strong female voices will also be present at the fair, thanks to authors such as Cristina Morales, Elvira Sastre, Esther Paniagua and Elena Medel, voices that deal with current topics such as the power of the Internet, the role of women, and the importance of motherhood and relationships in the 21st century. The fair’s visitors will have the opportunity to become better acquainted with Spanish literature, the country’s authors and the socio-political issues that Spain’s creative scene is currently addressing.”*

**Juergen Boos**, *president and CEO Director Frankfurter Buchmesse*



*“Spain considers its participation as Guest of Honour at the Frankfurter Buchmesse 2022 to be a national project. It is a joint initiative by the Spanish government in collaboration with the usual public administration bodies and, of course, the publishing industry. Frankfurt offers us a unique opportunity to make our literature, and, in turn, our country, much better known by means of this privileged window to the world. Thirty-one years have passed since the last time we were Guest of Honour at this book fair. In that time we have changed, both as a society and as a democracy. Our literature in all its diversity and plurality is the best expression of this.”*

**Miquel Iceta**, *Minister for Culture and Sport, Spain*



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*“Spain’s participation as the Guest of Honour at the Frankfurter Buchmesse 2022 rests on a number of strategic pillars. Starting with the quality of our literature (in all its forms), we devised a project that is anchored in diversity in its broadest and deepest sense: the genres, the literary genres, the languages, the different types of publishing house, the presence of the entire book ecosystem... This is the only way that we can really present a panorama of our literary creations. We wanted to ensure that the entire sector is represented, the whole book ecosystem, from the author right through to the reader (through our activities in libraries) and, of course, to showcase the outstanding quality of our literature and the professionalism of a cultural and economic sector – namely that of publishing – which sets an example for others.”*

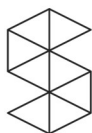
**María José Gálvez**, General Director for Books and Reading Promotion in the Spanish Government



*“The Spanish Guest of Honour pavilion represents a journey through our literature. It relates to books in all their different forms and to the process of creation, but also to the world of ideas and fantasy. We want to celebrate the creativity of our authors and all those who work in the book industry. Over the course of five days, more than 180 people will be involved in a series of literary discussions and encounters with experts in order to demonstrate the vitality of our cultural and publishing scene and to communicate the values and concerns of modern-day Spanish society. We hope that the Guest of Honour project will be the start of a long-term relationship that will continue to grow stronger over the coming years with the help of translations and continued dialogue. This will give rise to new challenges and opportunities to continue to disseminate the creativity that is spilling out of Spain.”*

**Elvira Marco**, project director for Spain’s participation as Guest of Honour at the Frankfurter Buchmesse 2022





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## Spanish authors at the Frankfurter Buchmesse 2022

(As of 18 October. Subject to current changes)

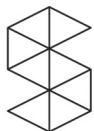
Ada Salas	Gustavo Guerrero	Marina Garcés
Aina Bestard	Inés Martín Rodrigo	Marta Orriols
Alfredo Sanzol	Ingrid Guardiola	Marta Peirano
Álvaro Vicente	Irene Vallejo	Marta Sanz
Amalia Iglesias	Isaac Rosa	Miqui Otero
Ángela Segovia	Jaume Boix	Miren Agur Meabe
Angels Gregori	Javier Cercas	Mohamed el Morabet
Anna Ballbona	Javier de Isusi	Nadia Hafid
Anna Freixas	Jesús Carrasco	Najat El Hachmi
Antonio Altarriba	Joan Yago	Nando López
Antonio Muñoz Molina	Jokin Mitxelena	Nina George
Aroa Moreno	Jordi Amat	Nuria Labari
Arturo Pérez-Reverte	Jorge Dioni López	Núria Tamarit
Berna González Harbours	José Carlos Llop	Paloma Chen
Bernardo Atxaga	José Ovejero	Patricio Pron
Bibiana Candia	Juan Gómez Bárcena	Patxi Zubizarreta
Carlo Padial	Julia Navarro	Pepa Roma
Carlos Marzal	Julietta Valero	Raquel Lanseros
Carme Riera	Jürgen Jakob Becker	Raquel Pelta
César Rendueles	Katixa Agirre	Ray Loriga
Clara Obligado	Kiko Amat	Rocio Bonilla
Cristina Fernández Cubas	Lana Corujo	Rosa Montero
Cristina Morales	Lara Moreno	Rosa Ribas
Daniel Gascón	Laura Revuelta Sanjurjo	Santiago Posteguillo
Daniel Innerarity	Lena Falkenhagen	Sara Mesa
Diego Fernández	Leire Bilbao	Sergio del Molino
Dolores Redondo	Lorenzo Silva	Silvia Nanclares
Elena Medel	Luis García Montero	Vicente Molina Foix
Elia Barceló	Maite Mutuberria	Vicente Valero
Elisa McCausland	Manuel Ortuño	Xesús Fraga
Elizabeth Duval	Manuel Rivas	Xuan Bello
Elvira Sastre	Manuel Vilas	Yolanda Castaño
Enrique Vila-Matas	Margaryta Yakovenko	
Esther F. Carrodegas	Maria Barbal	
Esther García Llovet	María Goiricelaya	
Esther Paniagua	María Hesse	
Fernando Aramburu	María Sánchez	
Guillermo Altares	Mariano Peyrou	

### Authors in the audiovisual programme

Antonia Vicens, Antonio Colinas, Eduardo Mendoza, Luis Mateo Díez, Luz Pichel, Miguel Saénz, Fernando Savater

Further information about the authors can be found at [www.spainfrankfurt2022.com/en/protagonists-2022/](http://www.spainfrankfurt2022.com/en/protagonists-2022/)





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## Guest speakers at the opening of the Frankfurter Buchmesse 2022

### Irene Vallejo



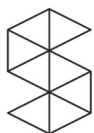
Born in 1979 in Zaragoza, Irene Vallejo studied classical philology at the universities of Zaragoza and Florence. During this time, she discovered her passion for Antiquity. *Papyrus*, her first work of non-fiction, became a bestseller in Spain and has been awarded Spain's most renowned literary prizes. She also reports on her passion for Antiquity in her many appearances as a guest speaker and in weekly columns in the daily newspapers *El País Semanal* and *Heraldo de Aragón*. Irene Vallejo is the author of two novels and a number of children's books. She lives with her family in Zaragoza.

### Antonio Muñoz Molina



Antonio Muñoz Molina, born in 1956 in Úbeda, Andalusia, is considered one of the most important contemporary Spanish authors and has had more than a dozen novels published, including *In the Night of Time* (2016), *Like a Fading Shadow* (2017) and *To Walk Alone in the Crowd* (2022). His works of fiction have won many prizes, including the Spanish National Prize for Literature on two separate occasions. In 1995, he was elected to the Royal Spanish Academy (RAE) and in 2019, was appointed to the board of the Prado Museum. Muñoz Molina lives in Madrid and Lisbon.

The speech manuscripts of both speeches can be found online from 18 October evening at <https://spainfrankfurt2022.com/en/> in the press section



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Press release on the literary programme

## Spilling creativity page after page: experience Spain's literature in Frankfurt

**100 Spanish authors are coming to Frankfurt**

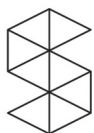
**Tributes to Almudena Grandes, Javier Marías and Carlos Ruiz Zafón**

**Readings also being staged in Frankfurt, Cologne and Berlin**

Frankfurt. The Spanish literary scene is noted for its inventiveness, captured in the “Spilling creativity” slogan with which Spain will present itself as the Guest of Honour at the Frankfurter Buchmesse, running from 19 to 23 October and comprising more than 50 events. The Spanish delegation includes around 100 Spanish authors, among them well-known representatives of their craft such as **Elvira Sastre, Irene Vallejo** and **Fernando Aramburu, Sara Mesa, Javier Cercas** and **Ray Loriga**. The great Spanish writers **Almudena Grandes, Carlos Ruiz Zafón** and the recently deceased **Javier Marías** will be celebrated with tributes. There will also be exciting literary encounters with Spanish authors in Frankfurt, Berlin, Bonn and other cities throughout October.

### **On identities, illusions and the real-estate boom**

The Guest of Honour will present the full spectrum of its literary creations and its diversity of language in readings, book presentations and panel discussions with world-famous authors such as **Rosa Montero** (22 October, 11 a.m.), **Arturo Pérez-Reverte** (20 October, 2 p.m.), **Enrique Vila-Matas** (20 October, 12 p.m.) and **Antonio Muñoz Molina**, who will be talking on ‘Beyond the Boundaries of Imagination’ (19 October 4 p.m.). The programme in the Guest of Honour pavilion will address current socio-political topics: **Paloma Chen, Mohamed El Morabe, Nadia Hafid** and **Margarita Yakovenko** are the first generation of Spanish authors with an immigrant background and they will address topics such as family, rootlessness and the search for an identity (21 October, 10 a.m.). The two highly successful young authors **Elizabeth Duval** and **Cristina Morales** will talk about ‘Love, Desire and Pain’ in literature and give a voice to all those who feel they are seen as ‘alternative’ or ‘different’ by mainstream society (23 October, 2 p.m.). **Sara Mesa, Patricio Pron** and **Isaac Rosa** write about romantic relationships that are thwarted by work or money, about illusions and precariousness, power and politics. They will discuss the relationship between society and literature



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(19 October, 2 p.m.), while **Sergio del Molino** and **Jorge Dioni López** paint an impressive portrait of a country caught between a rural exodus and a real-estate boom (20 October, 10 a.m.).

### **Between the past and the future**

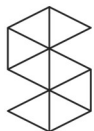
Simultaneously fragile and unpredictable, nature is an important theme in contemporary Spanish literature – **Anna Ballbona**, **Jesús Carrasco** and **María Sánchez** discuss how nature speaks to us (20 October, 4 p.m.). How literature creates a shared collective memory and the relationships that arise between the past and literary tales are the topics of discussion for the best-selling authors **Javier Cercas**, **Daniel Gascón** and **José Carlos Llop** (19 October, 1 p.m.). What kind of future do we want to create? This is the question that Spanish philosophers **Marina Garcés**, **César Rendueles** and **Daniel Innerarity** are asking in view of a world in a permanent state of crisis (21 October, 4 p.m.).

### **Panel discussions, music and staged readings**

In the Guest of Honour pavilion, trade visitors can get a deeper insight into the Spanish book industry: Spanish publishers outline the current challenges faced by independent publishers (19 October, 2 p.m.), while representatives from the book trade talk about the opportunities for bookshops in the digital era (20 October, 2 p.m.). Spanish sounds are brought to the Guest of Honour pavilion by the composer and pianist **Sheila Blanco**, singer **Silvia Pérez Cruz** and flamenco guitarist **Fraskito** with his homage to the Spanish poet Miguel Hernández, while the programme is rounded off by dramatised readings from plays by **Chaves Nogales** and **María Velasco**.

### **Spain in Frankfurt...**

Both in the run-up to and during the book fair, the city of Frankfurt will also be celebrating the “spilling creativity” of Spain. For example, the Instituto Cervantes **Frankfurt** will be putting on a diverse programme of events in association with various partners. The Romanfabrik will be the venue for an encounter with the poet and poetry slammer **Elvira Sastre** on 21 October, when she will present her debut novel *Días sin ti*. On 19 October **Rosa Ribas**, **José Ovejero** and **Isaac Rosa** will discuss ‘Life in the Sign of the Precariat’ with the executive board of IG Metall in the Main Forum. And **Leire Bilbao**, **Maite Mutuberria**, **Elia Barceló**, **Aina Bestard Jokin Mitxelena** and **Patxi**



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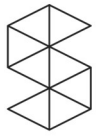


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**Zubuzarreta** will be at the Zentralbibliothek Bergen-Enkheim with an activity for children and young adults (19 October).

### **...and in other cities**

Throughout October, events featuring Spanish authors have been or will be held in numerous other cities across Germany. For example, the **Instituto Cervantes Berlin** is hosting readings with **Berna González Harbour** (18 October) and **Sara Mesa** (28 October). **José F.A. Oliver** and **Mario Martín Gijón** will meet for a German and Spanish poetry reading at the **Bad Berleburg Literaturpflaster** (18 October). On 20 October, **Javier Cercas** will read from his latest novel published in German, *Independencia* (Terra Alta 2), which will be followed by events with **Kiko Amat** (23 October) and **Miqui Otero** (27 October), as well as the opening of the exhibition *Illustrationen* (Illustrations) by **Marià Hesse** (24 October). And at this year's Literaturtagen in the Swiss city of Zofingen, the focus will also be on Spanish authors, starting with the poetic voice of Ibiza **Vicente Valero** on 29 October, followed by **Miqui Otero**, **Maria Sánchez** and **Elena Medel**, and **José Ovejero**. On 30 October, **María Castrejón**, **Sergio del Molino**, **Ray Loriga** and **Irene Solà** will take to the stage.



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# The Guest of Honour pavilion – the cherry theory

ENORME Studio Madrid designs the Guest of Honour pavilion

## The concept

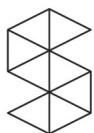
The design of Spain's Guest of Honour Pavilion is the work of Spanish architecture and design firm ENORME Studio, based in Madrid. The project is a collaboration between **ENORME Studio** and the interactive **design team Vitamin**, the narrative consultant Ignacio Vleming and **graphic design team twopoints**. The 'cherry theory' concept transforms the pavilion into a living dictionary that connects words, languages and stories together like a hypertext. The concept was inspired by the Spanish author Carmen Martín Gaité, who once said: "Stories are like cherries. When you pull on one, the next one comes with it."

The 'cherries' form the central element of the pavilion – three capsules that house an immersive exhibition, two stages, a happy-hour area and a space for workshops. They create places for listening and reading, for meeting people and relaxing, and for quiet contemplation. Interactive walls serve both as the backdrop for the pavilion and as a welcoming feature. Based on AI technology, this 'thermometer of ideas' is similar to the pages of a book, filling up with the words and ideas that are written over the course of the fair. Colourful dynamic graphics are used to reflect the creativity of Spanish culture and convey this concept to the pavilion's visitors. Other features include snaking bookshelves, a mechanical arm that holds a biro and reproduces the handwriting of some of Spain's leading authors, and a microphone that transforms words into splashes of colour according to the way they sound.

## The designers

ENORME Studio is an architecture and design firm based in Madrid. Founded in 2016, it is managed by Carmelo Rodríguez and Rocío Pina. The studio is currently focusing on the designing and construction of ephemeral architecture whose social impact and innovation allows it to stand the test of time. ENORME is also engaged in urban projects and encourages proactive citizen participation. Examples of the studio's work have been shown at the Venice Architecture Biennale, the MOMA Museum of Modern Art and the Oslo Architecture Triennale 'After Belonging', winning them accolades such as the Mies van der Rohe European Award and the N.I.C.E. Award.

[Enormestudio.es](http://Enormestudio.es) | [vitamin-arte.com](http://vitamin-arte.com) | [new.twopoints.net](http://new.twopoints.net)



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## Information from Frankfurt's cultural institutions and museums

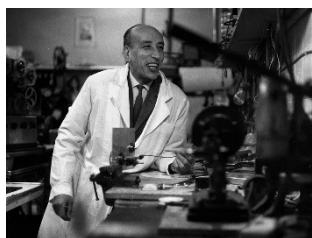
### **DFF – Deutsches Filminstitut und Filmmuseum**

The Icíar Bollaín film series  
until 27 October 2022



Without a doubt, Icíar Bollaín is one of Spain's most prominent filmmakers. Born in Madrid in 1967, she first appeared in front of the camera at the tender age of 16, working for Victor Erice. After a number of other roles, Bollaín finally switched to directing in the 1990s. Since then, she has produced a total of ten long feature films, which are characterised by both a masterful command of cinematic skill and a powerful commitment to the social cause. The DFF cinema is presenting a selection of her work, including the films *Flores De Otro Mundo* (Flowers from another World, 1999), *También la Lluvia* (Even the Rain, 2010), *El Olivo* (The Olive Tree, 2016) and *Maixabel* (2021).

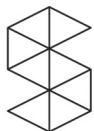
**Exhibition: Val del Omar: Cinema as an Element**  
until 27 October 2022



The multi-faceted Spanish filmmaker Val del Omar (1904–1982) can be described as a multimedia pioneer. His lifelong dream was cinema that appealed to all the senses. On 25 October, a lecture and film programme will provide insights into the director's work, focussing on his greatest cinematic accomplishment *Tríptico Elemental de España*. Then, on 26 October, his cinematic accomplishments will be discussed in relation to international experimental films from the past and present during a lecture by filmmaker and curator Elena Duque.

[www.dff.film](http://www.dff.film)





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## Fotografie Forum Frankfurt

Exhibition: Carlos Pérez Siquier

until 15 January 2023



The Spanish photographer **Carlos Pérez Siquier** (1930–2021) was a leading figure in photographic Modernity and the professionalisation of Spanish photography. He had a prominent position on Spain's photographic scene, initially with his neorealist work and later as a pioneer of colour photography. In association with the Fundación MAPFRE, the Fotografie Forum Frankfurt is showing a retrospective of his most important series, dating from 1957 to 2018. The exhibition

will present unpublished photographs as well as documentary materials, which will help develop a new understanding of his work.

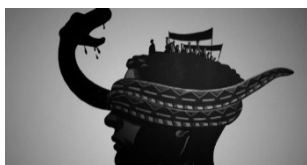
Photo: Carlos Pérez Siquier, Marbella, 1974 © Carlos Pérez Siquier, VEGAP, Madrid, 2022

[www.fff Frankfurt.org](http://www.fff Frankfurt.org)

## Frankfurter Kunstverein

Exhibition: Where will we go from here? Twelve art stories from Spain

until 29 January 2023



The exhibition presents contemporary Spanish art. In 12 stories – including films, drawings and installations – the artists question the boundaries of cultural and social constructions in a present characterised by crises and insecurity. Participating artists: María

Alcaide, Noa and Lara Castro, Fito Conesa, Regina de Miguel, El Palomar, Antoni Hervàs, Momu & No Es, Andrea Muniáin, Paloma Polo, Juan Pérez Agirregoikoa, Putochinomaricón, Petrit Halilaj and Álvaro Urbano. Curated by Ana Ara and Rosa Ferré. The exhibition was enabled thanks to the support of Acción Cultural Española (AC/E) as part of Spain's Guest of Honour appearance at the Frankfurter Buchmesse 2022.

Photo: Paloma Polo, What is Thought in the Thought of People, 2015 Illustration: Leonilo Doloricon © Paloma Polo

[www.fkv.de](http://www.fkv.de)

## Illustratoren Darmstadt

“Illustre Gestalten 15” illustration festival and exhibition

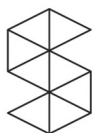
25–26 March 2023, Centralstation Darmstadt



Traditionally, the *Illustre Gestalten* illustration festival, which takes place six months after the book fair has closed, is dedicated to the most recent Guest of Honour. At the 15<sup>th</sup> edition of this festival, illustrators from Darmstadt will be presenting their latest works and adopting a new, diverse and impressive approach to demonstrate the

way they define their applied art. In this special exhibition on Spain, they will be turning their attention to the Guest of Honour of the Frankfurter Buchmesse. Naturally, the spotlight will





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also be turned on illustrators from the guest country with the exhibition highlighting a selection of works from the best Spanish artists. The presentation and special exhibition will be supported by a diverse programme of events again, including a Graphic Recording Battle, performed live to a text about Spain, and a virtual exhibition that gives visitors the chance to meet other Spanish illustrators. A wide variety of illustrated pictures, products and books will be on sale, and the Comic Cosmos stand will be stocked with a range of graphic novels by Spanish artists.

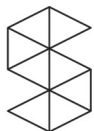
[www.illustratoren-darmstadt.de](http://www.illustratoren-darmstadt.de)

## **Instituto Cervantes, Frankfurt**

### **Literary encounter between Antonio Muñoz Molina and Luis García Montero**

**19 October 2022, 7.00 p.m.**

Antonio Muñoz Molina is one of Spain's most important contemporary authors. He has published more than a dozen novels, some of which have been made into films and won numerous awards. As a member of the Royal Spanish Academy, the official institution for overseeing the Spanish language, he will be joined by Irene Vallejo to deliver the keynote speech at the opening of this year's Frankfurter Buchmesse. Luis García Montero, director of the Instituto Cervantes and professor of literature at the University of Granada, is one of Spain's most famous poets. His latest published works are the novel *Las palabras rotas* (Alfaguara, 2019) and the poetry books *No puedes ser así. Breve historia del mundo* (Visor, 2021) and *Un año y tres meses* (Tusquets, 2022). Presented by: Susanne Zepp, literary scholar, professor at the Free University of Berlin and chair of the German Hispanic Association.



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### **A discussion with Spanish illustrators: ¡Hola, Unicornio!**

**20 October 2022, 6 p.m.**



Jakob Hoffmann, an expert on illustration and comics, asks three Spanish illustrators about the traditions and references in which they position themselves, the artistic originality of their work and the genres that have particular appeal for Spanish illustrators. Last but not least, he addresses the topic of gender. Sonia Pulido received the Spanish National Prize for Illustration in 2020, María Hesse is known for her feminist and self-assured stories and Núria Tamarit's 'Toubab'

was designated Spain's Best Graphic Novel in 2019.

Photo: © Sonia Pulido

### **Exhibition: ILUSTRAD/AS. Contemporary female Spanish illustrators**

**until 23 January 2023**



The Spanish (book) illustration sector, in which women in particular are gaining recognition, is currently flourishing. New editions of classics are becoming increasingly popular due to the contribution of female illustrators and their innovative concepts are helping publishers attract new target markets. The exhibition, curated by Matilde Rodríguez, displays works by female artists such as the Chilean Luisa Rivera and Spanish illustrators Sonia Pulido, María Hesse and Lara Lars. The techniques used range from screen printing, collage, ceramics, animation and risography to digital drawings and sculptures.

Photo: © Sonia Pulido

### **Installation: Vortex by Alicia Martín**

**until 15 December 2022**

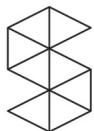


"Everything flows" – the process of constant transformation that Heraclitus observed is portrayed here as a vortex. In Alicia Martín's sculpture, books – artefacts that record and pass on knowledge – are arranged in a vortex that reflects the continually changing state of our knowledge. The vortex of books in front of the building's façade also alludes to the role that the Instituto Cervantes plays in bringing culture and language to the city. Alicia Martín

(Madrid 1964) prefers to create her work with used books that people have read and passed on. Her book sculptures have been exhibited at the Museo Reina Sofía and the Casa de América in Madrid, as well as in The Hague and the Gandhi Library in Mexico City.

Photo © Alicia Martín

[frankfurt.cervantes.es/de](http://frankfurt.cervantes.es/de)



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**Institut für Sozialforschung (Institute for Social Research)**

**Conclusion of the series “Demokratie denken”**

**with Marina Garcés and Marina Martínez Mateo**

**20 October 2022, 7 p.m.**



The political world in Spain is dominated by discussions about the financial crisis, conflicts with regard to autonomy and strategies for dealing with the country's past. However, these conflicts have also resulted in an extremely dynamic and committed society. This series involves four Spaniards discussing the Spanish experience with peers living in Germany. They talk about the initiatives that may come out of it, specifically those that will breathe new life into democratic thinking. The series is a cooperation between the Instituto Cervantes and the Institut für Sozialforschung (Institute for Social Research).

Photo: ©Ruth Marigot

[www.ifs.uni-frankfurt.de](http://www.ifs.uni-frankfurt.de)  
[frankfurt.cervantes.es/de](http://frankfurt.cervantes.es/de)

## **Künstler\*innenhaus Mousonturm**

**Concert: Niño de Elche**

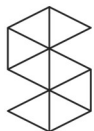
**20 October 2022, 8.30 p.m.**



Francisco Contreras, alias Niño de Elche, is considered to be one of the most important voices in contemporary Spanish art. With his roots in flamenco, this classically trained singer and guitarist mixes together different musical traditions – such as *musique concrète*, serialism, ambient, Spanish folklore, punk, minimalism and expanded voice techniques – to create anti-militaristic, anarchistic and queer collages. His latest album, *La distancia entre el barro y la electrónica, 7 diferencias valdeomarianas* (which roughly translates as ‘The distance between the mud and electronics, 7 valdeomarian differences’) is dedicated to the great avant-garde artist José Val del Omar (1904–1982). These and numerous other references to multi-layered cultural traditions, combined with Contreras’ stage presence, humour and unique voice, make the concert an extraordinary work of art.

Photo: ©Juan Carlos Quindós

[www.mousonturm.de](http://www.mousonturm.de)



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## Goetheplatz Frankfurt

**Exhibition: 50 Fotografien mit Geschichte (50 photographs with a Story)**  
until 24 October 2022



This exhibition's protagonists – 50 images and 50 authors – take visitors on a journey through the history of photography in Spain. Each and every photograph is a reflection of an era, of a way of understanding photography and, of course, the social or humanistic elements that it contains. The visual journey covers eras such as the Spanish Civil War, the post-war period and the *transición* (transition to democracy), as well as the rise of documentary photography and the vision of Spanish photographers abroad, which became popular in the 1990s and continues to be so today. Organised by Acción Cultural Española (AC/E.)

Photo: © AC/E

## Cultural Office of the City of Frankfurt

**OPEN BOOKS – reading festival to accompany the Frankfurter Buchmesse**  
18 to 23 October 2022



OPEN BOOKS, the City of Frankfurt's major reading festival running alongside the book fair, traditionally takes place around the Römerberg and in the new Old Town. Selected venues in the city centre will also be hosting events. There will be around 100 events involving some 150 authors from Germany and around the world. The festival's international fiction will focus on the literature of Spain as Guest of Honour at the Frankfurter Buchmesse 2022. Since 2009, OPEN BOOKS has presented the key new autumn releases in the fields of German-language fiction and poetry, non-fiction, graphic novels and international literature. German, Austrian and Swiss publishing houses use the opportunity to present their new releases to a wide audience. Children's books also play a key role in the city's reading festival.

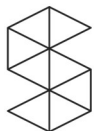
[www.openbooks-frankfurt.de](http://www.openbooks-frankfurt.de)

## Opelvillen Rüsselsheim

**Exhibition: Esther Ferrer. *I am going to tell you about my life***  
until 22 January 2023



Esther Ferrer is considered to be one of the first pioneers of performance art. However, very little has been seen of her on the German stage. The multi-faceted artist was born in San Sebastián, Spain, in 1937 and has made Paris her home since 1973. The name of the exhibition, (*I am going to tell you about my life*), refers to one of Esther Ferrer's performances of the same name. The displays at the Opelvillen primarily



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consist of series of photos, models and videos whose central theme is the passing of time, which provides a fitting record of both the many years and the diversity of Ferrer's work.

Photo: Esther Ferrer, *Manos feministas*, 1977 © Esther Ferrer & VG Bild-Kunst, Bonn 2022

**Photo exhibition: *Photography notes from the past. José Ortiz Echagüe (Spain, 1886–1980)***  
**until 22 January 2023**



José Ortiz Echagüe, born in Guadalajara in 1886 and died in Madrid in 1980, was a true multi-talent – an engineer, aircraft technician and pilot. In 1914, he became the first person to fly over the Strait of Gibraltar; in 1923, he founded the CASA aircraft manufacturer and in 1950 the car manufacturer SEAT – two of Spain's most successful large companies. At the same time, Ortiz Echagüe completed an in-depth photographic project that was concerned with documenting Spanish culture, landscapes and architecture.

Photo: José Ortiz Echagüe, *Fuente mora*, 1909 © VG Bild-Kunst, Bonn 2022

**Panel discussion to accompany the exhibition:**  
***Ortiz Echagüe, Spain's ingenious romantic***  
**with Paul Ingendaay and Juan Manuel Bonet**

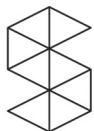
**13 November 2022, 11.00 a.m.**

Paul Ingendaay was the cultural correspondent for the *Frankfurter Allgemeine Zeitung* in Madrid between 1998 and 2016. Since then, he has been working as the European correspondent of the feature section, based in Berlin.

The art critic and exhibition organiser Juan Manuel Bonet has directed many establishments over the course of his career, including the Museo Reina Sofía and the Instituto Cervantes. He is also the author of the dictionary of the Spanish avant-gardists.

[www.opelvillen.de](http://www.opelvillen.de)





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## Portikus

### HOW(EVER) – Portikus Art Book Festival

20 to 23 October 2022



An exhibition dedicated to contemporary forms of artistic publishing, taking a look at the diverse work of more than 200 publishing houses and presenting different approaches to bookmaking. The title of the Portikus Art Book Festival is taken from the magazine of the same name, which was founded by the American poet Kathleen Fraser (1935–2019) and used as a radical platform for publishing and promoting the works of women between 1983 and 1992. The Barcelona-based architecture firm MAIO was tasked with designing the exhibition architecture for this festival, which was intended to cast new light on how books are handled. The installation will present a curated selection of art books and zines

from every single continent, which visitors will be able to purchase at Portikus. Over a period of four days, Portikus will be transformed into a space that forges new links between different publishing approaches while also promoting the circulation of art books. The Portikus Art Book Festival will be accompanied by the symposium HOW(EVER) RADICAL OBJECTS.

Photo © Diana Pfammatter

[www.portikus.de](http://www.portikus.de)

## ROMANFABRIK

Reading: Najat El Hachmi. *El lunes nos querrán*

19 October 2022, 8 p.m.

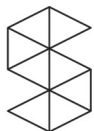


A 17-year-old girl of Moroccan origin grows up on the outskirts of Barcelona. Bound by tradition, her family opposes her quest for freedom. However, she forms a friendship with a girl who becomes her role model and who supports her in the decisions she makes. As young women, they are able to achieve things in Spain that their

mothers would not have been able to even dream of. Najat El Hachmi was awarded with the prestigious 'Premio Nadal' in 2021 for her novel *El lunes nos querrán* (Ediciones Destino).

Originating from Morocco but now living in Barcelona, Spanish author Najat El Hachmi brings together the cultures of Berberdom, Spain and Catalonia in her literary oeuvres. Read in two languages. Presented by: Corinna Santa Cruz. In cooperation with the Romance Studies Department of the University of Frankfurt am Main.

Photo © Xavier Torres-Bacchetta



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### Flamenco: Fraskito Tierra y Sangre

20 October 2022, 8 p.m.



The self-taught guitarist Fraskito truly brings flamenco to life. As a young boy, he'd already decided that he wanted to express himself via the guitar – an instrument that he masters today with creative genius, enabling him to give new meaning to the flamenco genre. He writes that he wants to give us the opportunity to experience the magic of his emotional world. He sees himself as a boy who strides into life, holding his guitar before him like a flag, and knows how much a song can impact the path someone's life can take. His album *Tierra y Sangre* is a tribute to the prominent Spanish poet and playwright Miguel Hernández (1910–1942), who was the son of a goatherd and followed in his father's footsteps to herd goats himself. Hernández developed his love for the great literature of the Spanish Baroque while at school, and his work *Viento del pueblo* (1937) led him to become a key poet in the Spanish fight for freedom.

### Reading: Elvira Sastre. *Días sin ti*

21 October 2022, 8.00 p.m.

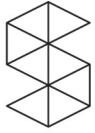


Elvira Sastre was born in Segovia in 1992. The poet and poetry slammer, who is very well-known in Spain, works with a wide range of artists and regularly performs to a full audience in Spanish theatres and concert halls. Her poetry collection *Adios al frío* (2020) put Sastre on the list of best-selling Spanish authors for several months. Her first novel, *Días sin ti*, is the tale of difficult love that the art lecturer Gael feels for the headstrong Marta, who poses as a model for his students. His grandmother Dora tells him about her life during the Second Spanish Republic and the Civil War, and how, when she was working as a teacher, she fell in love with one of her pupils – something that could have caused quite a scandal. The author masterfully entwines the two narrative strands to transfer the scarred wounds from the Civil War onto his vivid depiction of the present. Read in German and Spanish. Interpreter: Elisabeth Müller.

Foto: © Gloria Gades

[www.romanfabrik.de](http://www.romanfabrik.de)





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## Staatstheater Darmstadt

Opera: *Andrómeda Encadenada* (Andromeda in Chains)

21 and 22 October, 8.00 p.m.

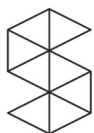


An opera by Agustí Charles in one act, for soprano, violin, harp, percussion and electronics / libretto by Marc Rosich based on a text by Fatima Frutos. A production by Òpera de Butxaca & Nova Creació in cooperation with Acción Cultural Española and the Palau de la Música Orfeó Catalá. A special performance for the Frankfurter Buchmesse.

To save their family from the wrath of a sea monster, Cepheus and Cassiopeia sacrificed their daughter Andromeda and had her chained to a rock in the sea. Based on the Basque author Fatima Frutos' poem about this Andromeda in chains, who was finally freed by Perseus,

Marc Rosich's interpretation involves a young woman who bravely faces the monsters that plague her. Renouncing Andromeda's romanticised dreams of rescue, the young woman discovers her own personal strength.

[www.staatstheater-darmstadt.de](http://www.staatstheater-darmstadt.de)



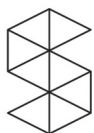
## The book market in Spain is on the up

### Germany ranks second among international target markets

With around 80,000 new titles, more than 174 million books sold, around 13 million downloads of e-books and a total turnover of approximately €2.5 billion in the past year, the Spanish publishing industry is the leading branch in Spain's cultural sector. On average, the publishing industry is estimated to represent almost 40% of the cultural and creative sector's contribution to GDP. The Spanish book industry thus constitutes a significant driver of growth for the country and is one of the leading book industries in the world. It is able to report further increases in a large number of areas.

During 2021, a total of 79,373 titles were (re)released (up 6.4% compared to the previous year), 55,197 of these titles being published in print (+8.9%) and 24,176 digitally (+1.2%). A total of 794,823 titles were available on the Spanish market in 2021 (+7.8%). This continues a trend that has been ongoing over the last five years: since 2016, this number has risen by more than 21%. Total turnover has also been on the up continuously for several years and in 2021 reached €2.5 billion, which represents an increase of 5.6% compared to the previous year. The number of printed copies also climbed impressively. In 2021, this amounted to 198.13 million books, a rise of 9.3% on 2020. The number of publishing houses also went up. In 2021, there were 778 active associated publishing companies belonging to one of the guilds or to one of the members of the association of publishers' guilds in Spain (+6.6%). The market is dominated by five major publishing houses including Grupo Planeta – the most important publishing group for Spain and Latin America – Penguin Random House and Santillana. However, with 3,000 independent publishing houses representing all genres – ranging from more commercial light fiction to accomplished literary works, and from the social sciences to poetry – the Spanish publishing sector is extremely diverse.

Translation grants are an important tool for the Guest of Honour project in order to promote the sale of rights of Spanish titles abroad. To this end, in 2019, the Ministry for Culture and Sport and the Acción Cultural Española (AC/E) launched a special programme for promoting translations. German plays an important part in this. In terms of the number of translations from Spanish, German lies in second place, after



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Italian and ahead of English. Since 2019, more than €3 million has been invested in supporting translations. This sum has risen continuously from €600,000 at the beginning, to an annual amount of €850,000 in the last two years. Ultimately, between 2019 and the end of 2022, more than 400 books will have been released onto the German-language market in connection with Spain's role as the Guest of Honour. In 2022 alone, 152 Spanish titles have already (or will) come onto the German market, 56 of which have received translation grants, representing a share of 37% of all new publications in German.