

Audience engagement and reading promotion in European Book Fairs

Aldus invited European Book Fairs to tell about their initiatives and collaborations in the field of audience engagement and reading promotion, by answering some questions:

- What are the most interesting and original initiatives organized by your Book Fair to engage readers and to contribute to reading promotion?
- Currently, does the Book Fair collaborate with other organizations engaged in literature and reading promotion, such as Literary festivals?

This report provides an overview of the wide offer of initiatives developed by Antwerp Book Fair, Bologna Children's Book Fair, Bucharest Book Fair, Frankfurt Book Fair, Goteborg Book Fair, Lisbon Book Fair, London Book Fair, Più Libri Più Liberi, Riga Book Fair, Sofia Book Fair, Tempo di Libri, Thessaloniki Book Fair, Vienna Book Fair, Vilnius Book Fair.

Antwerp Book Fair

The Antwerp Book Fair promoting reading is the biggest happening in the field of books in Flanders. Every year the fair attracts over 100 exhibitors, mainly book publishers and booksellers, and more than 150.000 visitors. The fair is open to the general public for twelve days and two evenings until ten o'clock. Visitors pay a small entry fee to enter and enjoy all activities.

Thousands of recently published books are at display and can be purchased. But **more than a giant bookstore**, the Book Fair is a melting pot of authors, illustrators and booklovers. They annually meet here to present and discover the new books.

Key initiatives can be classified as follows:

- **Author's Programme:** Authors and illustrators are offered five stages on which they can introduce their books to the public. In **discussions, debates, workshops, reading sessions, quizzes, live shows and movies** the reader discovers new insights and books. The stages attract the individual visitor as well as groups of school children, reading circles, hobby clubs, library clients and professional book workers. Acts are open to all visitors of the Book Fair, and they can walk in and out freely during the performances as the different stages are embedded in the actual fair halls. Every year there are over 200 acts, often drawing a full house. For this programme, the Fair has **the support of all publishing houses** and regularly collaborates with **cultural associations that enable us to invite foreign authors**. The author's programme is widely spread (and visited) on websites and in the media. News about the Book Fair is daily **covered by all major television and radio stations**, as well as all newspapers and a many magazines. Thus, the Book Fair is stimulating books and reading enormously.

- **School programme:** for schools that want to visit the Book Fair with classes, a special programme is developed. The steering committee behind this programme consists of organizers of the Fair, government organizations on education and reading promotion and institutes for teachers' education. Together they design **different routes through the book fair**. All routes have the same central theme which changes yearly. Each route is adapted to children of a certain age. It may be emphasizing on a certain book genre. All routes enable groups to stroll for one and a half hour, stopping at points of interest for specific groups. **Authors for children and young adults are seated along the routes**. They may be seated at the stand of their publisher or of an organization they support. They may lead short workshops or creativity sessions with the schoolchildren. The programme is constructed in close collaboration with the exhibitors at the Fair. Students following a teachers' education help with the development of the tours and escort the groups through the fair. All school groups receive material to prepare their visit to the fair. This material can be used during the weeks after the visit to the Book Fair. Every year, between 5000 and 7000 children experience this special visit to the Book Fair. Additionally **in 2016 a mobile app was developed to guide individual teenagers through the fair**. Like in a **virtual treasure hunt** the app took them to interesting stands where they had to perform short book related assignments (answer a question, take a picture, make a small puzzle,...) to unlock the next instruction.



Antwerp Book Fair Schoolprogramme

- **The Great Eight-project:** in November 2016 the Book Fair launched the 'Prachtige 80' project (Literally translated: the Great Eighty), in collaboration with their partner Radio 1. Fair visitors and radio listeners started the search for the best book written during the last 80 years from a **'shortlist' of 80 books, selected by Flemish bookshop keepers** (who are Book Fair members). They were asked to send to the Book Fair their top 3 of literary masterpieces accessible **for light-readers** as well, since they were the intended target audience. This list was transformed into an online competition where everyone could vote for their favourite book and win a fabulous vacation to Cuba, thanks to the Book Fair sponsor TUI.

At the same time, Antwerp Book Fair had some side projects to promote the vote. Two **Book Battles** live were organised at the Fair: two times five ambassadors came to present their favourite book of the list and tried to convince the other ambassadors and the audience why their book deserved the title **'The Greatest of the Eighty'**. Leaflets were distributed at the bookshops, together with a big online promotion as well with newsletters, online advertising, social media posts,... At the same time **Radio 1** made a lot of publicity for the competition on their website, and of course, on air. They had guests talking about their favourite books, and there was a countdown to the big final, a live broadcast from the Book Fair on the last day, with live music, guests, and the revealing of

the number one book chosen by the public. At the end these events gathered many competition entries (9796!), a well-received radio broadcast, big press response and a sublime winner: *The Kite Runner* by Khaled Hosseini.

The reading promotion at the Antwerp Book Fair is part of a large reading promotion campaign, supported by the **Flemish Minister of Culture**.

Bologna Children's Book Fair

The [Bologna Children's Book Fair](#) is a trade only event and thus the reading promotion activities are not developed either within or during the Fair.

For a few years the Fair organized a special weekend event following the exhibition's days, including a huge international bookshop and an rich programme of workshops, shows and authors meetings. In 2017 the Fair decided to support the public programme **in the city centre**, that has now a quite long tradition: specifically **in connection with the Premio Strega Ragazzi e Ragazze**, the authors selected for the shortlist were involved to meet classes at their schools.

According to the Fair, this Award definitely represents their commitment for reading promotion: they contributed to create the children's and young adults' section of the most important Italian literary prize which they believe will be crucial in bringing young readers' literature into the spotlight. Besides, **students are actively involved in the process since they are the final judges of the winners** and the results are really beyond expectations: schools in Italy have created blogs and forums for discussions and Facebook pages where they report their reading experiences, a virtuous circle growing over time.



Premio Strega Ragazze e Ragazzi in the schools

Besides this, the Fair has organized a book exhibition (**The Extraordinary Library**) and brought the Illustrations Exhibition in a Museum right after the Fair days.

The programme of events in the city centre extended over a longer period than the Fair itself and include many different events organized by public institutions, associations and companies that deal with reading promotion, literacy and literature, art and illustration: illustration and book exhibitions, readings, authors meeting, workshops, shows and movies literally invaded the city. Among these projects there is also "**Facce da Libro**", a



special calendar of appointments organized by the Italian Publishers Association where authors meet student classes in their local library. The programme is organized by the City of Bologna and BolognaFiere, owner of the Bologna Children's Book Fair.

Collaborations with other organisations involved in reading promotion include the one **with the Turin Book Fair** (Salone del Libro di Torino), an event devoted to the public, in the form of contributions with some contents developed at the Fair in Bologna. For instance, In 2017 a special category “**Children's on Art**” of the BolognaRagazzi Book Award generated a book exhibition and a series of presentations that were extremely successful in Turin.

Besides, the Bologna Children's Book Fair started a collaboration **with the Hay Festival**: they will include in their calendar some winning authors of the BolognaRagazzi Book Award. This cooperation will extend on the special edition of the Hay Festival in Aarhus (Denmark) next autumn, where the Bologna Children's Book Fair will organize activities on children's books.

Being the Bologna Children's Book Fair a professional event though, they also cooperate with **international reading promotion organizations**, specifically **with IBBY – International Board on Book for Young People**. This successful cooperation started many years ago and the Fair now represents an important occasion for IBBY activities: a meeting of the board takes place in Bologna every year and they also organize their annual press conference where they announce the winners of the **H.C. Andersen Award**. In 2017 the first IBBY European Regional Conference “**Bridging Worlds Reaching out to Young Refugees with Books and Stories**” was organized during the Fair. The Bologna Children's Book Fair is also a founding member of the Italian IBBY section.

Bucharest Book Fair

The Bookfest International Bookfair is one of the most important annual events that promote reading in Romania. This year's edition attracted readers with over 400 events and activities consisting in book launches, workshops, debates, meetings with local and international authors, concerts and movie screenings.

In order to promote reading to a younger audience it was organized **Bookfest Junior**, as part of Bookfest International Bookfair, **a special program for children and young adults**. This year, at the Bookfest Junior space (150 sqm), more than 50 events were organized by participating publishers and by the Swedish Embassy in Bucharest. The events included children's book launches, meetings with authors and illustrators, movie screenings and theater plays, creative workshops, drawing and storytelling sessions and other interactive activities. The program also included a raffle called “*Bookfest Junior Awards You for a Beautiful Holiday*”, that offered prizes consisting in three seats in summer camps offered by Happy Faces Camp (www.tabara-mea.ro), two prizes consisting of 100 books each offered by publishers participating in Bookfest Junior 2017, and an online course offered by eematico.

Another way to engage with the audience was by organizing **literary trivia contests** (more than 150 separate contests) in partnership with local media outlets,



popular literary bloggers/vloggers and on social media. The prizes consisted in „Bookfest vouchers”, each with a value of 100 lei (less than 25 euros), that the winner was able to use for buying books only in Bookfest during a 5 days period.



Other initiatives for engaging the public were **Bookfest Cinema**, a special stand in where visitors of the book fair can freely attend movie screenings and two literary cafes (the Kretzulescu and the Julius Meinel cafes) where people can attend book launches and meet authors in a comfortable and relaxing setting.

Frankfurt Book Fair

The [Frankfurt Book Fair](#) invests in the key resource for the future - children. **With its non-profit organisation LitCam** the Frankfurt Book Fair is advocating educational equality and integration **since 2010**. It initially was launched in 2006 at the Frankfurt Book Fair as “Frankfurt Book Fair Literacy Campaign” (with its cooperation partners UNESCO Institute for Lifelong Learning and Bundesverband Alphabetisierung und Grundbildung e.V.).

LitCam pleads for **fair opportunities and supports basic and media education in Germany and abroad**. Key projects of LitCam are:

- **“Football meets Culture”**: The [“Football meets Culture”](#) project assists children from low educated or disadvantaged families to develop their language and social skills. The project **combines football training with remedial education and cultural events**. For its innovative pedagogic approach the project has been honored several times. Reading promotion is one of the most important parts of the project. Readings as cultural events and books with football themes are most effective for the reading promotion in our target group.
- **“Reading-Kicker”**: For the second time LitCam has presented the prize for the best football children book the “Lese-Kicker”. In 2017, the Frankfurt Book Fair will organize a discussion panel at the LitCam stage about “Reading promotion with football” and will invite publishers to take part in the call of proposals for the “Reading-Kicker”. The price ceremony takes place at the Leipzig Book Fair.
- **“Books say welcome”**: LitCam initiated together with the German Boersenverein and the Frankfurt Book Fair an initiative, that organizes “Learning and Reading-Corners” in Refugee Camps in Germany. At the moment, LitCam runs 30 “Learning and Reading Corners” all across Germany and started to equip schools with reading and learning materials, especially **for children with migrant and refugee background**.

The **LitCam stage at the Frankfurt Book Fair** features a **broad program** of events concerning reading promotion, education policy and integration as well as on the weekend events of the subject football and culture. In 2017, there will be also an half day event about **“The future of learning and reading”** (working title). There will take place a discussion panel about “The influence of migration on the education publishing industry and new developments”. There will be a joint presentation of education and reading material for German as a foreign language and integration titles. There are also plans for a discussion panel with European Education Ministers about the importance of the “learning of democracy” (working title) in the national education systems.

Goteborg Book Fair

The [Göteborg Book Fair](#) is the largest cultural event in Scandinavia and the most important events for people in the book business, receiving around 100,000 visitors every year. The Fair is also a manifestation of arts and culture and a four-day long literary festival, and is engaged in a number of initiatives for reading promotion:

Autumn school holiday becomes the Reading Holiday: starting in 2015 an initiative was taken by several organizations and publishing houses to rename the Autumn school holiday in the beginning of November to the Reading Holiday: Läslovet. The objective was **to encourage all pupils to read during the holiday** and to inspire to activities for reading promotion. Läslovet is a broad network of organizations, libraries, sports clubs, etc. working together with reading promotion. It began with a series of seminars at the 2015 Göteborg Book Fair and one of the Läslov seminars was also the opening seminar for the Book Fair. The network and activities continues. The Swedish Minister of Culture participated in the opening seminar together with the Minister of Education, librarians, writers and students. The seminar was also a part of the Shool Program at the Book Fai, seminars addressed to teachers. The seminar aimed to encourage activities for children, parents, teachers, librarians and so forth.



Sketch book wall for Goteborg Book Fair visitors

Läsrörelsen (The Reading Moevement): Göteborg Book Fair has been working together with Läsrörelsen (The Reading Moevement) for 17 years. Läsrörelsen is a non-profit association that was started in the year 2000 at the Göteborg Book Fair. The initiative was made by Elisabeth Reslegård and Bengt Westberg, after an idea from Kerstin Lööv. Each year Läsrörelsen **take part in the Book Fair and host seminars about reading promotion.** In 2017 the seminar is a talk about the history of reading promotion and literacy and reading promotion in a historical context as well as in modern times.

The sections for **Children's and youth's literature** is an important part of the Göteborg Book Fair and there are many programs and seminars presenting writers and talks about Children's and youth's literature, reading promotion, etc. One of the news for the 2017 Göteborg Book Fair is a collaboration with Svenska Barnboksakademien (**The Swedish Academy for Children's Book**). An association dedicated to the promotion of good literature for children and young people. During the Book Fair they will host a seminar hall called Barnsalongen (The Children's Salon). A place for seminars and activities for children. Adults are also welcome, but only in the companies of children. The program includes some of the Sweden's most popular writers of children's literature with readings, work shops, play etc. The program will be presented in August. **The Swedish Arts Council hosts a stage for programs about children's and youth's literature.** The program addresses both librarians and teachers and there are also programs and workshops for children to take part in.

Göteborg Book Fair will also present, for the second year, **the Multilingual Square** where publishers, book retailers and other exhibitors gather to offer literature – with a certain emphasis on children's books – from a long list of the world's languages. Exhibitors provides books in for example Arabic, Somali, Persian, Tigrinya and Kurdish, among other languages.

Lisbon Book Fair

[Lisbon Book Fair](#) 2017 opened on the 1st of June, the date in which Portugal (and many other countries around the world) celebrates **Children's Day**. Therefore the 2017 edition of the book fair was characterized, in its opening day, by a special program, orientated towards a very special public: children!

In this particular context, the Book Fair organizer, **the Portuguese Publishers and Booksellers Association (APEL)**, worked in a close partnership with institutions that organize and promote several initiatives which then take place in the book fair's grounds. The main purpose of this **combined effort between APEL and other institutions** is to transform the Book concept and all its universe in the essence of the entire month of June, in Lisbon (and other parts of the country). By engaging and bringing together the major players of the sector, the Book Fair aims at creating a synergy that emphasize the importance of books in people's lives.

One of the initiatives to engage readers is **the election of the Portuguese's favorite bookshop** (starting in May). **The public was invited to vote** and elect their favorite location to buy books or just to observe what has arrived which might be interesting to read. Also, besides voting in the favorite bookshop, they can elect the best atmosphere, the best catalogue or the best customer service. Then **the ceremony** where the stores' representatives receive their awards took place during the Fair, on the 16th june.

In the weekend nights of the Book Fair period, APEL organizes a very special activity for children (between 8 and 10 years old), **Acampar com Histórias**, where children are invite to spend the night in a magical place, surrounded by nature, storytellers, illustrators, musicians and books. **Children spend the night camping** and plunging deep in the book universe. The main goal is to plant an early seed for children to cultivate the taste for

books and reading, acquiring the capacity to look at them as an interesting and playful instrument. Books are important educational tools and this initiative succeeds in presenting them to children in a very appealing context. This activity is a combined organization **with the Lisbon Libraries Network**, one of the institutions that closely operate in the book fair, promoting all sorts of initiatives to bring a younger crowd to the event.



Acampar com Historias

The 2017 edition of the Book Fair is also punctuated by a new strong initiative, where APEL is working in a close **partnership with Brandscape, a Marketing Agency**, whose core is the organization of events related with the cultural sector and gastronomy. This partnership resulted in the initiative **Portugal Cookbook Fair**, which awarded the best titles produced in the cooking category. Around this theme, informal debates and presentations took place in the book fair's auditorium, regarding healthy habits, food and its relation with the current society .

Last but not least, the Cinema, and its fruitful association with literature have been also highlighted in this 87th edition of the book fair. APEL cooperated with the **Portuguese Film Library / Cinema Museum**, which prepared a rich and intense calendar of movies' screening, in the book fair's auditorium.

London Book Fair

Each year, The [London Book Fair](#) looks at new ways of **engaging new and existing audiences**. One of the latest initiatives, launched in 2015, is the [London Book and Screen Week](#) – a week of events across the capital that takes place at the same time as the main Fair. As The London Book Fair is largely geared towards the book trade, the idea was to create a programme giving the wider public access to the amazing authors gathered in London for the Fair. The London Book and Screen Week **grow each year**, with highlights in 2017 including celebrating 20 years of Harry Potter with a screening at the St Pancras Hotel. Working with LBF ambassador, David Nicholls, the Fair succeeded in creating a week that resonates with **London's literature, TV and film lovers**.

The London Book Fair is also extremely active on social media and have built a highly engaged audience who follow them for the latest book and publishing news, blogs, reviews and interviews. Their regular **'5 Minutes With' interviews** are very popular, with recent

interviewees including Claire Armitstead, Books Editor at the Guardian, and Ella Kahn, co-founder of DKW literary agency.

The London Book Fair has 25,000 attendees from across the global publishing industry. **Collaborating with international literary and cultural organisations** is therefore extremely important. For example, each year the Book Fair works closely **with the British Council** to develop the Market Focus programme for the Fair. In 2017 the Market Focus country was Poland, and the British Council were an invaluable partner in delivering a vibrant programme of Polish authors and publishers.



Welcome to the London Book Fair!

The Fair also works closely **with English PEN** to create the PEN Literary Salon, with a fantastic line-up of international authors. Meanwhile, for the Literary Translation Centre, which is always a hugely popular area of the Fair, collaboration involves numerous partners, including Amazon Crossing, Arts Council England, British Council, English PEN, The Society of Authors, and more.

Più Libri Più Liberi

During the past fifteen years [Più Libri più liberi](#) has developed many initiatives to engage readers. The fair itself has grown along with its audience: who came to the very first edition in 2001 most likely attended also the 2016 edition. According to data collected throughout the years, the audience of the fair has grown both in age and in quantity, which means that PLPL maintained a strong core of public and at the same time was able to collect new readers along the way.

This was possible, as explained, thanks to many initiative created with the very specific aim to engage readers. The first is **Più libri più grandi**: it involves the schools of Rome and it is meant to let the children know literature through the stories of writers, illustrators and publishers. It consists **in a series of meetings prior to the fair that take place in the schools**: it is the fair that brings literature directly to students through the words of the people who actually make the books.

Dedicated to younger readers, **Più Libri junior** is a **creative writing game** aimed at all fourth and fifth grade students of elementary schools of Rome. Students are engaged in

a literary competition where each one send a short story and the best five texts are selected and published in a real book. This volume is usually presented during the days of the Fair.



Zerocalcare and Paco Roca at Più Libri Più Liberi 2017

The Fair doesn't directly collaborate with other festival in Rome but it has created several relationship with writers and editors over the past fifteen years (for example with illustrators of ARF Festival, the first Italian bookfair dedicated to graphic novel publishers, who have held workshops for both kids and young adults during PLPL). On the other hand, PLPL collaborates every year with various **cultural institutes and foreign embassies** for the promotion of reading and for the organization of events during the fair. In 2015 the French embassy and Institut Francais worked with the fair to bring in Italy Annie Ernaux, among the most influential voices of the French cultural landscape. During the years many cultural institutes have helped to bring in Rome authors and publishers across the world, such as the Goethe Institute, American Academy, British Embassy, the Cervantes institute. Another strong collaboration is with IILA, the Italian Latin-American Cultural Institute, which has a dedicated stand in the exhibition and has helped throughout the years with the cultural program of the fair.

Riga Book Fair

Every year, the [Riga Book Fair](#), organized by the Latvian Publishers Association, has been working to accommodate several activities related to reading promotion and education through reading. In collaboration **with Latvian National Library** there are regular events devoted to **the literary side of the Latvian Cultural Canon** – art works of 19th and 20th century which every Latvian should know. In the last editions of the Book Fairs, there had been events introducing either the list of works, or particular authors, or giving hints how to spread the knowledge about the Canon among the audience.

Another regular activity consist in the organization of events aimed at discussing about the popularity of some particular literary genre and trends in literature, organized in collaboration with the biggest Latvian publishing house on a regular basis. They invite the editors, bloggers and the loyal readers, these discussion are often filmed for showing the TV programme as well as on the publisher's website.

Very popular activity **is the exchange of well-read books organized by Riga Public Library during the Fair**; this is a discussion platform where every visitor of the book

fair is welcome to bring along some book he/she has read, enjoyed and wants to share with some other readers thus giving the new life for this book. He/she then has right to pick some books brought by other reader. **Librarians act as the aggregators of discussions** about the pleasure of reading, and the platform attracts many people during the book fair.



Children at Riga Book Fair

For rather a long period the grand finale of annual children reading promotion project **CHILDRENS' JURY** used to take place during the book fair. However, since 2016 the project which is coordinated by Children's Literature Centre of Latvian National Library has moved its gala event to the new premises of LNB and takes place a week after the book fair. Some of the reading promotion activities introduced for the visiting jury members have remained in place though. One of these is the "Find and Search Route" through the stands of all childrens' publishers where children have to find the correct answers to questions regarding new titles, fill them in special questionnaires and later hand in the completed forms in exchange for some reading-related souvenirs.

In 2017 the new initiative was started in cooperation with Latvian Writers' Union – the exhibition of and discussion about the titles of Latvian authors recently translated into other languages.

Sofia Book Fair

Sofia International Literary Festival (SILF) is part of the long-running **Sofia International Book Fair (SIBF)** attracting over 50.000 people annually. Both fora are organized by Bulgarian Book Association in December, widely supported by Sofia Municipality, the Ministry of Culture of Bulgaria, Sofia University "St. Kliment Ohridski", the Union of the Translators in Bulgaria, New Bulgarian University, The SS. Cyril and Methodius National Library and Sofia Library.

Sofia International Literary Festival is the largest and most prestigious forum for literature in Bulgaria.

Every year the Festival puts in its focus foreign literature from a different region and enhances its promotion throughout the country.

SILF also:

- presents Bulgarian contemporary literature in its diversity;
- serves as a meeting point for readers, authors and publishers, as well as for Bulgarian authors and authors from other regions;
- cultivates the relations among those involved in the literary process – authors, publishers, translators, critics, illustrators;
- organizes plenty of events where literature intertwines with other arts – music, cinema, design, visual arts.

The program includes more than 40 readings and meetings, book presentations, discussions among which the initiative of the Bulgarian theatre “Sfumato”, a kind of duel between actors and poets that illustrate the similarities and differences between author and actor's reading. The audiences decide the outcome of this words fight.



Sofia also organizes thematic film screenings, kids workshops on topics, connected with literature as Children's workshop with Muzeiko museum - the "Christmas Tree" or who to make Christmas toys, based on Tove Jansson's short story).

In 2017 the focus of the 45th Sofia International Book Fair and the 5th Sofia International Literary Festival will be the literature and books from Czech republic, Hungary, Poland and Slovakia. The fifth edition of SILF will run for six days during the second week of December (12-17 December, National Palace of Culture). The main program of the Festival, part of the 45th edition of Sofia International Book Fair, targets as wide an audience as possible.

Tempo di Libri

[Tempo di Libri](#), the new Italian Book Fair organised by AIE – Italian Publishers Association - and Fiera Milano, started from the relations between **publishers, authors and readers**. Publishers were involved directly in the program: not as external parties, but as advisers; authors replied to the invitation to take part in meetings that are not the normal book presentation routine, with curiosity and enthusiasm; then readers have been the true protagonists. In this perspective, some of the most important Italian authors – Concita de Gregorio, Diego De Silvia, Lucia Calamaro, Melania Mazzucco – and Turkish writer and journalist Asli Erdogan, produced **unpublished works** specifically for Tempo

di Libri; Italian actor Filippo Timi has created a special performance for the Fair: **Tempo di Libri worked as a publisher and as a events publisher.**

Another interesting initiative organized by Tempo di Libri to engage reader is **the alphabet tool**, a grid dividing up event appointments through which each reader has been able to build – and discover – his/her personal *Tempo di Libri*, responding to the seduction of an author's name, a story, a great topic, an atmosphere or just choosing a favourite letter.

Finally, two initiatives designed to enhance the entertaining and stimulating experience of the Book Fair include ***The passport of imaginary travellers***, a personalised ID card that allowed **young readers** to collect up to 72 stamps for 72 objects, events, meetings they have attended; ***Real life animals and where to find them***, with a daily search for a different animal, discovering that at times reality is more amazing than one imagines.



The passport of imaginary travellers of Tempo di Libri

The reader is always the focus for Tempo di Libri. This is the reason why, at his first edition, the Fair signed a large number of collaborations and partnership with other key actors of the publishing industry and the Italian cultural scene, such as **literary magazines** and **literary festivals**. They were invited to **produce contents *ad hoc* for the general programme** and they had the **possibility to present themselves to the public organising *ad-hoc* meetings and initiatives**. These are the festivals which have been involved in Tempo di Libri 2017: *Festival Isola delle Storie* di Gavoi, *Festival della Mente* di Sarzana, *pordenonelegge*, *Lezioni di Storia*, the children's festival *Mare di libri*, *Letterature Festival Internazionale di Roma*, *scrittorincittà*, *Leggermente*, *Liberio di Scrivere* and *Festival degli Scrittori – Premio Von Rezzori*. Furthermore, a rich choice of appointments has involved newspapers, literary magazines and websites like *la Lettura Corriere della Sera*, *TuttoLibri*, *La Stampa*, *Rivista Studio*, *Pagina99*, *Nuovi Argomenti*, *Il Post*, *Lercio.it*, *Donna Moderna*, *Panorama*, *Icon*, *Icon Design*, *Focus*, *TheFLR*.

Thessaloniki Book Fair

Thessaloniki Book Fair is the most important Greek annual meeting regarding books, which gathers every year hundreds of publishers, writers, translators, literary agents, journalists, booksellers, librarians, academics, institutions, bodies and organizations for

the book from Greece, the Balkans, Western Europe, South-Eastern Mediterranean and the whole world.

Strong cultural character: the fair attracts more than 450 events included in the multi-thematic cultural program, open to all the visitor (in the Fair and outside, during the week: literary encounters, book presentations, thematic tributes, workshops, conferences, discussions, panels, round tables, seminars, children’s corner, teenage forum, literary café, professional meetings, new technologies, art exhibitions, documentaries and films screenings, theatrical plays focus on the book, form the cultural identity of a top organization.

Year by year, the TBF works more, keeping the successful programs and creating new attractive ideas so as to give new challenges, new opportunities, new interest to the people to attend. And that really works!

Thematic Tributes

Special thematic tributes organized each year by the TBF give the opportunity to focus on classics, such as “**Nikos Kazantzakis: I follow my deep heartbeat...**”. On the occasion of the completion of 60 years since his death, or contemporary problems to discuss, such as “**Sharing books – Sharing homelands. The Refugee Issue: workshops, actions, events**” or politics such as “**In Search of the South* Literature, Culture, History and Politics in Europe of the Mediterranean**”.

Translation Festival

The Translation Festival took place for the second consecutive year and addresses professionals and the public. The programme includes discussions and book presentations corresponding to the basic thematic axes of the Book Fair as well as to the concerns and issues that translators of our time face. The Festival is organized in cooperation with universities and translators’ associations.



Thessaloniki Book Fair

Children's, Teens' and Educators' Corner

One of the basic priorities of TBF, from its very first year, has been the cultivation of the love for reading to children and teenagers. The contact with educators and teachers is also particularly important. Children's, Teens' and Educators' Corner organizes every year numerous events including narrative, interactive and imaginative presentations of the current book production as well as the presentation of issues concerning social and school life of all the people of Education and parents. It is not a coincidence that Children's, Teens' and Educators' Corner constitute the most dynamic poles of attraction of TBF visitors.

The TBF since its opening works and collaborates with many institutions, universities, festivals etc covering a wide range of themes and interests, focusing on current affairs, giving voice to new creators, starting a dialogue with the other arts, honoring exceptional personalities, widening the horizons and the perspectives for the Greek book.

4th New Writers Festival

Since 2015, Thessaloniki Book Fair “adopted” the New Writers Festival, organized by the – closed now- National Book Centre. A two-day festival, as the literary kaleidoscope of the present, connecting the public with the dynamic new generation of Greek writers. The diverse expressions of the poetic, the novel, the short story and their hybrids are presented and promoted through a series of discussions, interviews and readings with the writers themselves and other men and women of letters.

Also, the TBF collaborates every year with the National Library and its wide network around the country, organizing an annual conference, with international speakers.

Collaboration with the national theatre for special theatrical events, the State Museum of Contemporary Art for art exhibitions, the Thessaloniki Film Festival and the Greek Film Centre for screenings, the Aristotle University of Thessaloniki for academic events, workshops etc.

Vienna Book Fair

The primary goal of the Vienna International Book Fair (Buch Wien) is to **foster the relationship between publishers and their readers.** In order to engage readers and to support reading promotion, the most interesting initiatives are:

- The **integration of the Reading Festival**, which takes place in event locations all over the city. The Vienna Book Fair incorporates a reading festival organizing about 400 events (readings, authors presentations and interviews) which mostly take place on the fairground (90% Book Fair / 10% all over the city of Vienna). The festival program is promoted primarily using a printed booklet which is distributed via bookstores, libraries, coffee shops and various partners and cultural institutions.
- **“The Long Night Of Books”** is the opening event for the Fair. Taking place in the main fairground hall, a combination of a broad spectrum of **reading and musical performances**, a poetry slam, discussions, and a very **challenging literature quiz**, this



format proved to be very successful, evoking a remarkable echo – both in media and the public.



Vienna Bookfair Poetry Slam

- **"Extraklasse"** - A Special Program for school classes. Intending to draw young readers to the fair, the Vienna book fair provides an extensive program for school classes. Workshops for **writing, drawing and audiobook production** - to name a few - are combined with special reading events for age specific target groups. These events are promoted via schoolteachers who are invited to an information event several months before the Book Fair.

The main cooperation model concerning cultural stakeholders are cooperative events organized together with institutes of culture, houses of literature, theatres and embassies. The Fair is also **intensifying the collaboration with international institutes of culture**. Indeed, the Vienna Book Fair established itself as a platform for intercultural exchange, focusing on the German-speaking book market and its related Central and Eastern European markets, but expanding increasingly to global partnerships.

Vilnius Book Fair

The [Vilnius Book Fair](#) is an event primarily oriented towards reading promotion, and first of all is devoted to readers. The cultural programme is very broad – more than 400 cultural events each year: seminars for professionals, meetings with authors, book presentations, discussions, readings, concerts, performances, films, awards, contests and events for children, etc. The bigger part of events engage readers and [promote reading](#): e.g. public readings of famous Lithuanian poetries (K. Donelaitis poetry “Metai”, K. Bradūnas poetry reading); the event “Famous people read their favourite books”; reading aloud for children in the Children’s literature hall; the award ceremony of the Year book; promotion of Lithuanian writers and poets (meetings with them at the Fair and outside).



A workshop for children in Vilnius

One of the core events at the Vilnius book fair is the creative studio *Tu gali sukurti knygą?* (You can create a book) organized by the artist Sigute Chlebinskaite since 2003). There everyone can take part in the creation of a book, to find out how it appears as a book and what kind of a precious and valuable thing it is. The main goal of the studio is to familiarize kids with the development of the book from ancient times till now.

The Library Space

It is an interactive and open reading and networking area, intended for teenagers and grown-ups. . Visitors can find a cozy and calm corner to rest, read, drink coffee and are also invited to participate in **creative workshops, play games** and try other innovative activities.

2016 was declared as the year of Libraries. Therefore, librarians tried their best to introduce their role, importance and delivered some interesting solutions on how to present their activities and work in more interactive and engaging way. Book fair attendants were given a possibility to ride an American roller coaster, visit alien planet or mysterious, beautiful places of Lithuania, look through historical and cultural monuments and carry out various tasks using virtual reality equipment. The space is open all days during the fair and is managed by several organizations in the library and publishing field (such as Adomas Mickevičius Public Library of Vilnius County, Martynas Mažvydas National Library, Vincas Kudirka Public Library of Kaunas City Municipality, Public Library of Klaipėda County, Publishing house “Baltos lankos”, Tolkien Lithuania, Kaunas County Public Library, printing-publishing house “Petro ofsetas”, Central Library of Vilnius City Municipality, Vilnius University Library).

“The Literary Pharmacy”

Small readers who didn't know what they want to read can consult with specialists of “The Literary Pharmacy”. This pharmacy, organized by the Adomas Mickevičius Public Library of Vilnius County, provides **urgent assistance in choosing a book**. The librarians-pharmacists based their recommendations of books upon the unique symptoms of every reader. In addition, everyone was able to test their physical and mental powers in the **organized games**. A wide attention from visitors witness a great success of all library activities – exhibitions, educational, virtual and interactive games, meetings with writers, books and app presentations.



“Virtual Time Travels through the World of Books and the Past”

The purpose of this initiative is to educate not only young readers but teenagers and adults as well. Also, since we're living in technological age it's essential to find innovative means in order to engage people to read and become interested in books. Everyone interested in virtual innovations are invited to have a look at the **smart apps of Kaunas County Library**. This new, interactive service of the Library lets the readers to discover the signs of the past, see **which books were read by their parents and grandparents**, and even become the publishers of their own first book.

Vilnius Book Fair also collaborates **with the Association of the reading promotion in Lithuania**, with the fund “All Lithuania is reading for kids” and with the Lithuanian Libraries' Union, in organizing events during the Fair.

Organizers of Vilnius Book Fair are the Lithuanian Publishers Association, Lithuanian Exhibition and Congress Centre Litexpo and Lithuanian Culture Institute.

