



## **Aldus Up events at Vienna Book Fair 2022** **23-27 November 2022**

The **Vienna Book Fair** (Buch Wien) is the most important event in the Austrian book industry and offers hundreds of events, readings, discussions, and lectures by the brightest minds in science, politics and economy. Important literary voices of our age come to Vienna and both German-speaking and international authors present their latest works at the fair.

This year's events organised within **Aldus Up** include the following topics: interactive translation, reading promotion for young readers, a podcast, the EUPL, the future of publishing

### **Thursday, November 24**

#### **Watch the translator "The Places I've Cried in Public" von Holly Bourne**

11:30-12:00

Radio Wien-Bühne, Vienna Book Fair, Hall D

Event in German, English

<https://www.buchwien.at/programm/watch-the-translator-the-players-table-von-jessica-goodman/>

How does a book get translated from one language into another? Translators Birgit Pfaffinger and Nina Frey turn the black box into a glass box. Watch the professionals live on video and join in - suggestions from the audience are expressly welcome!

#### **SPEAKERS**

Birgit Pfaffinger

Nina Frey

Moderation: Roman Kollmer



Co-funded by the Creative Europe Programme  
of the European Union



**Thursday, November 24**

**Aldus Up x Buch Wien present: The future of publishing**

12:00-13:00

3sat.Lounge, Vienna Book Fair, Hall D

Event in German

<https://www.buchwien.at/programm/aldus-up-x-buch-wien-present-the-future-of-publishing/>

As part of the Buch Wien event series "The future of publishing", Aldus Up x Buch Wien will present "Optimising online-bookshops with the help of artificial intelligence".

In a keynote speech, Wolfgang Kienreich, authorised signatory at Know-Center GmbH, Research Center for Data-Driven Business & Big Data Analytics will present his research results on the disadvantage of small groups in online book recommendations and propose a practical solution in the shape of a recommendation platform.

Subsequently, Wolfgang Kienreich and Bernhard Borovansky, publisher of Braumüller Verlag and managing director of Buchmedia, will hold a panel discussion on the topic of online book recommendations, which should help booksellers and customers equally.

**SPEAKERS**

Wolfgang Kienreich

Bernhard Borovansky



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**Thursday, November 24**

**Live-Podcast "Diverse Kinderbücher" präsentiert Diverse Geschenkstipps**

16:15-17:00

Kinderbühne, Vienna Book Fair, Hall D

Event in German

<https://www.buchwien.at/programm/live-podcast-diverse-kinderbuecher-praesentiert-diverse-geschenkstipps/>

Various recommendations for gifts: Carla Heher (DIVERSE KINDERBÜCHER) and Parya Bakhshandeh (Büchereien Wien) will talk about about their favourite new publications of the year and the MUST READS 2022 for caregivers and educators who want to give children the confidence to be themselves and form their own opinions.

**SPEAKERS**

Carla Heher

Parya Bakhshandeh



## Thursday, November 24

### **EUPL – European Union Prize for Literature**

17:00-18:00

DER STANDARD-Bühne, Vienna Book Fair, Hall D

Event in German

<https://www.buchwien.at/programm/eupl-european-union-prize-for-literature/>

The aim of the European Union Prize for Literature (EUPL) is to shine a spotlight on the creativity and diverse richness of contemporary European literature in the field of fiction, to promote the dissemination of literature within Europe and to strengthen interest in literary works from other nations. The prize is funded by the European Commission's Creative Europe programme.

A roundtable discussion with winners and nominees from Austria on their latest works and experiences with the EUPL.

#### SPEAKERS

Anna Kim

Peter Karoshi

Moderator: Imogena Doderer

## Sunday, November 27

### **Mehrsprachige Lesung und Bilderbuchkino "Guten Morgen, schöner Tag" von Elisabeth Steinkellner und Michael Roher**

15:00-15:40

Kinderbühne, Vienna Book Fair, Hall D

Event in German

<https://www.buchwien.at/programm/mehrsprachige-lesung-und-bilderbuchkino-guten-morgen-schoener-tag-von-elisabeth-steinkellner-und-michael-roher/>

A multilingual participatory reading for the whole family!

With courage, verve and great curiosity, a child happily starts the day and accepts every invitation it receives: for example, to observe the little snail at the edge of the path, to count the dogs on the bus, to combine colourful building blocks in a clever way and to sink into witch's wiggle-tooth fantasy worlds. Until, after an exciting day, it falls asleep again in the evening, safe and sound in protecting arms.

Interactive reading in several languages, including Ukrainian and Arabic.

#### SPEAKERS

Moderation: Daniela Syczek

