

Dear Exhibitors And Visitors,



On behalf of the main organisers – Association of Czech Booksellers and Publishers and its company, BookWorld – I welcome you to the 15th BookWorld Prague 2009, international book fair and literary festival, and believe that it will bring you many inspiring encounters and experiences.

This year, BookWorld was granted the status of an Official Event of the Czech Republic's Presidency of the Council of Europe, as its main accompanying programme focuses on European literatures under the title 27 out of 27 | Europe in Literature – Literature in Europe. The literary festival will be attended by some 60 authors from abroad, presenting themselves at readings, but also joining debates focusing on questions such as international awareness of individual literatures, their identity, the significance of reunited Europe for the literary and cultural environment, and other current topics. Our Russian partners have also brought an extensive book exposition and interesting authors as part of the

central exhibition entitled Literature and Books from Russia. The presentation of Russian literature promises to be especially interesting in the context of the main European focus and Russian authors will also participate in the upcoming international debates.

Other interesting topics of the book fair are Fantasy and Creativity, and Literature and Education, whereby we wish to draw attention to the importance of book reading in lifelong learning and personal development, as well as to the specialised production of university publishers. A special pavilion dedicated to creativity will introduce numerous interesting projects and art workshops. Besides the aforementioned programme sections organised by our company we will also host a rich and varied programme prepared by both our domestic and foreign partners and exhibitors. For the very first time we are presenting a "gastro show" – Cook With Books – that will include presentations of cookbook authors complete with bringing the recipes to life.

Events featuring Czech authors and literary personalities once again constitute a major share of the accompanying literary programme this year. To mark the book fair, the P.E.N. has organised a daily marathon of readings from works of its members, and individual publishers will be holding meetings with Czech writers, translators and illustrators for the book fair visitors.

Over 40 countries and language regions have joined us in organising the book and literary part of BookWorld Prague this year. We thank everybody for their co-operation and wish successful presentation to our exhibitors and interesting literary experiences to our visitors.

Dana Kalinová, BookWorld Director



Speakers at the BookWorld 2009 press conference (left to right): Literature Across Frontiers director Alexandra Büchler, book fair's director Dana Kalinová, Mikhail Sidorov, director of Gruppa IMA, and Yekaterina Barancheieva representing the Russian Federation's embassy.

RUSSIAN NATIONAL STAND

"LITERATURE AND BOOKS FROM RUSSIA"

A FOCAL EXPOSITION OF THE BOOK FAIR



The Russian pavilion, covering 240 m², introduces some 4 000 book titles and 7 thematic exhibitions, including a display of photographs dedicated to the first Czechoslovak president Tomáš G. Masaryk, photographs documenting the first years of existence of the Russian emigration in Czechoslovakia, exhibition of rare books and much more. This year marks the celebration of N.V. Gogol's 200th birth anniversary. These celebrations will comprise an exhibition of book illustration accompanying the great author's works. Over 40 illustrations by outstanding Czech artists, that have appeared alongside Nikolai Vasilievich Gogol's most acclaimed works, can be enjoyed by the visitors in the Russian Stand's Conference Hall. Prague will also play host to some well-known writers, such as Sergey Lukyanenko, Andrei Bitov, Marina Moskvi-na, Alexander Kushner, Sergey Chuprinin and others.



On Wednesday, Czech readers had their first opportunity to meet the Russian author Sergey Lukyanenko, who will be attending a debate followed by a book signing at the book fair on Friday afternoon.

BOOK WORLD PRAGUE HAS WON INTERNATIONAL RENOWN:

Marking the Book Fair's 15th Anniversary

"In the Czech Republic, Bookworld Prague is one of the most important events on the literary calendar; its long tradition, its wealth of contacts and the comprehensiveness of its programme all serve to deepen professional relations and cooperation, on a national and an international level, and in a broader sense help to promote book-reading and literature."

The introduction you just read is the marketing text, with which the 15th Bookworld Prague is announced internationally. It sounds clear, straightforward and self-confident. Quite like a marketing text has to be: Positive and convincing! No doubts are allowed as to whether it was always like this: a direct path from 1994 to the present?

But just at the start of this book fair project, at the beginning of the nineties the book industry experienced a profound uncertainty in the face of the challenge posed by the electronic media. Book Fairs had their share of the tremors. Their sense of identity as meeting places and as centres of exchange within the book industry was called into question. Everything seemed so much faster, easier, more efficient with the click of a mouse.

In their traditional role as information brokers, publishing companies are challenged more than ever before. Content is offered in not just one medium, but in the widest variety of formats. The only way to make optimum use of the new opportunities offered by the information society is to have corresponding stockpiles of rights and to have these processed for greater exploitation.

More and more people are spending a greater amount of time on culture and leisure. This includes reading, which has lost its exclusivity for just the educated classes. People now read mainly to be informed. They read faster, more selectively, more superficially and impatiently.

The overall message is acceleration, and book fairs are in danger of being left behind. To survive they have to develop services of orientation and navigation, but they also have to provide advance information on titles for which rights are offered. Book fairs can take advantage of the confusion into which the book market has been thrown by catering increasingly to specialized interests.

Electronic media have to be used sensibly at book fairs, but not as a substitute for fair activity. But most important, book fairs have to raise their profile and reas-

sert their role as meeting places for people.

Nothing has changed the merits of deliberate, highly focused face-to-face encounters. As they always have, book fairs must continue to appeal to emotions. This means that the new media and technologies must serve as tools to support direct dialogue and cannot be allowed to force themselves ever noisily and with ever more junk information between the visitor and the exhibitor.

On the other hand, book fairs must also develop new ways of offering content in various theme-based forums, in order to do justice to the enormous attention and huge expectations, and also to justify the expense of attending these key cultural events in many national, cultural or regional environments.

All these have been taken into consideration during the 15 years and realized by the management of the Prague Bookworld. Above all by their book fair director, Dana Kalinová, who is a very engaged and convincing lady, who has overcome all difficulties to create an up-to-date book event, with which she

earned appreciation in book countries around the world. There is no substitute for meeting people, and this is what book fairs facilitate. The most important people in book business are the authors. We must never forget that new ideas and inspiration come from authors, writers, intellectuals, academics. All our eager hustle and bustle comes to nothing if it isn't kept alive by new creative impetus and ideas. The more book fairs become "media events," the more clearly it becomes necessary to remember these roots.

Bringing authors back to the centre-stage where they belong could be the key to ensuring that book fairs remain as successful and vital in the future as they have been in the past.

Today we all can be proud about what Prague Book World represents in its 15th edition. Prague can be compared in its essentials with all the other great Book Fairs of the world. It connects Czech culture and literature with the global network of the book exchanges for book rights and cultural wares like those at Frankfurt, Buenos Aires, Beijing, London, Abu Dhabi, Cape Town or Guadalajara in Mexico (to name only a few of them!).

Books need the spoken word, the persuasive discourse, in order to get from one to the other. The data of title, length, price and a few other technical details that are sent via the new media, such as fax or e-mail, are not enough.

Peter Weidhaas

BOOK FAIR IN NUMBERS

Exhibitors are from the following countries and regions (30): Austria, the Basque Country, Belgium, Catalonia, Czech Republic, Estonia, Flanders, France, Galicia, Germany, Greece, Ireland, Iceland, Israel, Latvia, Lithuania, Luxembourg, Malta, Poland, Portugal, Romania, Russia, Saudi Arabia, Slovakia, Slovenia, Spain, Taiwan, Turkey, Walloon-Brussels, United Kingdom, Wales

Guests of the fair are from the following countries (37): Austria, Belgium (Wallonia), Belgium (Flanders), Bulgaria, Canada, Croatia, Cyprus, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lebanon, Lithuania, Luxembourg, Malta, Netherlands, Norway, Poland, Portugal, Romania, Russia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Taiwan, Turkey, United Kingdom, USA, Vietnam

The accompanying programme again includes **Book World in Film**, the eighth year this series of screen adaptations of works of literature has been held; screenings (a total of **68 films**) will take place between 4 May and 17 May at the Ponrepo and Atlas cinemas, the French Institute and the cinema at the exhibition grounds. **Book World on the Stage** – a series of stage plays (**34 performances**) produced with the cooperation of theatres across the Czech Republic – will be held for the sixth time, from 14 April to 14 May.

The Literary Festival: statistics		The Fair: statistics	
participants	456 (60 from abroad)	exhibitors	317
total programmes	374	stands	200
total exhibitions	17	surface area	3291 m ²

LITERATURE KNOWS NO BOUNDARIES

Interview with Alexandra Büchler, director of Literature Across Frontiers, who has greatly contributed to the organisation of the book fair's main programme Europe in Literature – Literature in Europe. Literature Across frontiers (LAF) is a European platform for international co-operation in the area of literature, books and literary translation. Book World has been a partner from its birth in 2001. You can visit its stand S204 and its website www.lit-across-frontiers.org



Literature Across Frontiers is not new to the Prague Book Fair, but could you sum up for us what is at the centre of your work and what are your aims?

Our work aim is to promote less well known literatures by means of facilitating new contacts and creating opportunities which in turn give rise to new literary projects and translations and offer the reading public access to a much wider and more representative range of writing than they can get from commercially oriented publishing. By crossing frontiers we mean not only translation but also interaction between literature and other art forms. On the other hand we also deal with monitoring and analysis of publishing trends as far as literary translation is concerned, as well as with analysis of cultural policy relevant to the world of literature and publishing.

Is there something that limits or complicates your work?

Frankly speaking, what most limits our work here in the Czech Republic, not only in co-operation with Book World but also with other literary organisations, is the lack of public financial support for this sphere in general. Literature is often

the Cinderella when it comes to public financing of culture and the arts but here the situation is worse than in most EU countries. The Czech Republic is one of the few countries in Europe which has no publicly financed literature centre, which does no systematic promotion of its literature abroad, which does not offer bursaries or residential opportunities to the translators of its own literature, let alone authors from other countries, which believe that one small but very exclusive and expensive publicly supported international literary festival is enough for its culturally rich capital, which relies on the fact that there will always be individuals and groups who will keep cultural activities going on a voluntary basis as a labour of love, and which does not value its literary translators who are among the worst paid in Europe. International co-operation is indeed difficult in such conditions.

Book production today takes place in a market-driven environment. Are you able to enrich it given these conditions and how?

In this respect we focus mainly on provision of information, facilitating new contacts for publishers, developing opportunities for translators, especially those who deal with non-commercial genres such as poetry. But book publication is not the only way to present literature and literary magazines and websites for instance play a crucial role in developing the environment in which literature is written, translated and read. Our projects' result is the publication of

hundreds of texts in translation, mainly in magazines and on the internet across Europe and beyond. But we also work with individual publishers, especially in Britain where translated titles represent only 2-3 % of book production.

Can you give us examples of LAF activities which you consider particularly successful, examples of your usefulness?

Success is difficult to measure and sometimes it becomes obvious only after some time. I would say that the measure of our success is in the growing network of organisations which have joined our network and in connecting two spheres which are often separate: the sphere of organisation of activities which are international and local at the same time, and the sphere of debate on cultural policy and its implementation. Success and usefulness are however mainly measured in individual actions which add up to give cultural life continuity.

What is LAF presenting at this year's 15th Prague Book Fair?

This year LAF is presenting a rich programme of debates and readings Literature in Europe, Europe in Literature, organised in partnership with the book fair as part of its literary festival. This year we are giving visibility to countries which are often overlooked by commercially oriented publishers; for example, we have invited young authors from East and South Europe and Elif Şafak who is the best known Turkish novelist next to the Nobel prize winner Orhan Pamuk. We are also presenting Beirut the City of Books programme, and a very interesting literary project European Constitution in verse which had its "premiere" in Brussels in March, and Prague is the first city where the poems from this remarkable poetic-political manifesto will be heard. RaŠ

THE JIŘÍ ORTEN PRIZE

The awards ceremony of the Jiří Orten Prize 2009 will be held in the Industrial Palace - Large Theatre at BookWorld Prague 2009 on 14th May from 5 p.m.

Jiří Orten Prize is a prestigious award with a long tradition – it has had twenty-one winners in the past. It often serves as an indication of further successes in the field of Czech literature, its laureates including Michal Viewegh, Tereza Boučková, Petr Borkovec, Jaroslav Rudiš, Radek Malý or Petra Hůlová. The prize is awarded to authors of a work of prose or poetry written in the Czech language, who were thirty years old or younger at the time of the work's publication. This year we celebrate the 90th anniversary of the poet Jiří Orten's birth and the prize has a new organiser – the Association of Czech Booksellers and Publishers (ACBP) has taken over the event's auspices, and this year's partner of the award is the Prague City Hall.

The nominees are:

Jakuba Katalpa: Hořké moře/Bitter Sea (Paseka)

For daring fabulation and lively, original narrative style.

Jakub Řehák: Světla mezi prkny/Shining Through the Planks (Agite/Fra)

For careful observation that goes under the surface of things and adopts the form of personal experience.

Jana Šrámková: Hruškadóttir (Labyrint)

For the clear style and unique theme of her original narrative.

The awards ceremony will be moderated by actor Jiří Ornest. All three nominated texts will be introduced by a short literary programme and the jury members will talk about their favourites. The history of the Jiří Orten Prize will be introduced by a small exhibition.

For more information about the prize see www.sckn.cz.

LITERATURE AND EDUCATION

Another topic that is at the centre of the current book fair's attention aims at manifesting the influence and the possibilities literature has in the field of education and the dissemination of information, ranging from popular and popularising means to university and research activities. One way of spreading education and accessing information is represented by Wikipedia, the internet encyclopedia that presents itself for the very first time at the book fair this year, alongside with a brand new technological achievement – Microsoft Surface.

Microsoft Surface

Have you ever wondered why a personal computer is called "personal"? What happens when two or three people use the same computer at the same time? They can all look at the screen, they can all have their say, but only the one with access to the keyboard and the mouse is actually in control of the computer. Maybe you are thinking why should a single computer be used by more people at the same time. Imagine a situation when you are having your kitchen designed. You sketch the rough plan for the designer and tell him what your kitchen should look like. Then he starts working on his PC with you looking over his shoulder, saying: "I'd put this a bit further up, more, just a bit more...". Would it not be better to work together with the designer? It is possible with Microsoft Surface, a "computer" that can be controlled by hands and it does not matter whether there is one or six people using it – it looks like a table and is virtually unbreakable. See for yourselves at the WIKIMEDIA ČESKÁ REPUBLIKA stand (right wing P614).

90 Years of Research and Education at the Masaryk University – Imprints in Specialised and Study Literature

Masaryk University, the second largest public university in the Czech Republic, was founded by Act No. 50/1919 Coll. The historical events that took place in the ninety years of the university's existence have been reflected in its pub-

lishing activities.

The two new departments commenced with their publishing activities soon after the year 1919: the faculty of law, medicine, natural science and philosophy brought out their publications in the series *Spisy, Scripta, Acta*, which are published to these days.

The closing down of all Czech universities by the Nazis in 1939 had interrupted the university's publishing activities for many years to come. After the Second World War the university's publications and specialised journals were published through the State Pedagogical Publishing House. This only changed in 1965, when the university, then called the J. E. Purkyně University, was again granted the right to publish, following several years of struggle. In the same year the Publishing Centre was established, which for many years had been active under the title *Vydavatelství*, changing its name to *Nakladatelství* (Publishing House) in 2007.

As the university grew and new departments were founded, the number of published works had also increased. Today the Masaryk University produces an average of 320 titles of specialised and study literature and 60 titles of specialised and research magazines annually, most notably through its nine departments and workplaces, especially the Teresiás Centre, which brings out study literature adapted to the needs of the seeing and hearing impaired Czech university students, and the International Institute of Political Science.

Besides publishing the university production, the publishing house also presents its titles in specialised press, at international book fair exhibitions and through widespread distribution. It brings out its own publishing series and develops international co-operation. For the 2009/2010 academic year it plans the publishing of a translation of the renowned and modern textbook *Genetics* and an extensive publication focusing on the university's history. The development of the publishing activities is the responsibility of the Publishing Council that follows the advancements in the university's main fields of study.

The overall picture of the Masaryk University, which today educates almost 50 000 students in regular study programmes, which has 4 000 employees and which has left the imprint of its ninety years of existence in over 9 000 titles of specialised and study literature, is accompanied by an extensive exhibition and accompanying programmes organised by the university for the book fair visitors.

Brno Technical University

The university is celebrating the 110th anniversary of its foundation this year. Its exhibition at the book fair introduces the university's history and its publishing activities in its own publishing house VUTUM.

The Technical University's main programme will not be launched until autumn. "Our school was established on 19th September 1899. We will mark this anniversary by a two-day programme entitled 'The VUT Day,'" Igor Mauš from the Technical University said. The cultural conclusion of the university's celebrations is set to take place in the Brno Municipal Theatre. JCh



Actress Tatjana Medvecká reading at the Holy Rood Rotunda.
Artist Petr Nikl reading at the Jindřišská Tower.



Actor Jiří Mádl reading in the garden of the U Pinkasů restaurant.
Actor Jan Kačer getting ready to read in Hotel Jalta's nuclear shelter.

LITERATURE NIGHT

An encounter with stories and the city as we seldom see it – such was the appeal of the Literature Night project, held on the eve of the BookWorld Prague 2009 book fair.

On May 13th 2009 well-known representatives of Czech cultural environment took to Prague's less usual venues for the third time in a row to offer a taste of works by contemporary European authors, combined with the unique experience of a public-space reading, all in the course of a single night. Literature Night's visitors had twelve interesting venues to choose from.



Writer Jaroslav Rudiš reading at the headquarters of Prague's Municipal Police.
Actor Jiří Ornest reading in the Maisel Synagogue.



Actor Alois Švehlík reading in the Trauttmansdorf Palace.
Actor Miroslav Táborský reading in the Prague Municipal Library.



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