

## First press conference of Spain as Guest of Honour at the Frankfurt Book Fair 2022

### Spain presents a preview of the literary and cultural programme of 'Spilling Creativity' in Frankfurt

- **The General Director for Books and Reading Promotion of the Ministry of Culture and Sport, María José Gálvez, the Project Director, Elvira Marco, and the President of the Frankfurt Book Fair, Juergen Boos, announced during a press conference the literary and cultural events that will take place until June in this 'Way to Frankfurt'.**
- **The Spanish Ambassador to Germany, Ricardo Martínez, the Director of the Cervantes Institute, Luis García Montero, and the Director of Cultural and Scientific Relations of the AECID, Guzmán Palacios, also took part in the event.**

March-17th-2022- Spain presented this morning a preview of its cultural and literary programme as Guest of Honour at the Frankfurt Book Fair, at the headquarters of the Cervantes Institute in Frankfurt. This is Spain's first press conference following its official appointment as Guest of Honour in October 2021. The project is led by the Ministry of Culture and Sport through the Directorate General for Books and Reading Promotion, together with Acción Cultural Española (AC/E) and the Spanish Federation of Publishers' Guilds.

With the 'Spilling Creativity' slogan, Spain will present the variety and richness of our cultural panorama to the world. In this sense, the General Director for Books and Reading Promotion, **María José Gálvez**, has highlighted the diversity of the project: "It is a professional fair, both for literature and for books. Behind it there is a huge team with a pluralistic project, based on biodiversity, diversity of languages and approach, to make the world we live in richer and better".

Gálvez is enthusiastic about the project. "We want you to get to know us better through our literatura, and in a very humble way contribute to a more literate and thus freer society". In order to reach readers, she emphasised the effort to translate works into German. According to her, more than 300 works have been translated since 2019, and almost 100 more are expected to be translated in 2022.

The Director of the Cervantes Institute, **Luis García Montero**, stressed the cultural importance of the Frankfurt Book Fair, which goes "beyond the book". According to him, "books are the best metaphor for freedom and democratic values". García Montero welcomed the Cervantes Institute's commitment to

in-depth dialogue with Germany: "For the Spain believing in Europe, true wealth lies in democratic values and human rights".

On the other hand, the President of the Frankfurt Book Fair, **Juergen Boos**, highlighted and valued the plurality and multilingualism of the Spanish project as Guest of Honour. "This project that Spain is bringing is born out of love for the world and the literature sector", he stressed.

### **Literary programme**

Spain has been working for several years on its proposal for the Book Fair, which will be held from October 19th to 23rd 2022.

The Spanish proposal focuses on a broad and diverse literary programme that will be developed in collaboration with a variety of representatives and institutions of the sector in Germany, as well as with the Cervantes Institutes network in this country.

The Project Director, **Elvira Marco**, presented a preview of the literary programme, of which she highlighted its diversity in terms of genres - from narrative, to non-fiction, poetry and graphic novels - and taking into account both contemporary and classic authors in Spanish language.

Marco also highlighted the efforts made by Spain since 2019, fostering the translation of books into German, as well as to put authors in contact with Spanish and German agents and publishers. In total, more than two million euros have been invested in translation.

In anticipation of the Frankfurt Book Fair, a group of Spanish authors will go on a tour organised by the Cervantes Institutes in Germany.

The first event will take place this afternoon at the Bibliothek am Luisenbad in Berlin, where **Núria Tamarit**, winner of the 1st València Graphic Novel Prize, will present her work *Dos monedas*, which has been translated into seven languages, including German, under the title *Toubab*. For her part, **Cristina Morales**, after presenting her recently translated novel *Lectura fácil* (*Leichte Sprache*) at Lit.Cologne, will visit the Cervantes Institutes in Bremen (March 19th), Munich (March 22nd) and Berlin (March 23rd).

On April 1st, on the occasion of Children's Book Day, the Cervantes Institute in Berlin will welcome Galician writer **Ledicia Costas**, winner of the National Prize for Children's and Young People's Literature in 2015, and comedian **El Hematocrítico**.

Also at the Cervantes Institute in Berlin, the author Antonio Muñoz Molina will be a guest and hold a debate with the president of the German Hispanic Association, Susanne Zepp (April 25th). Two days later, it will host a tribute to Almudena Grandes.

## Cultural programme

Spain's participation as Guest of Honour at the Frankfurt Book Fair 2022 goes beyond the literary sphere. It includes a programme with dance and theatrical performances, exhibitions, film cycles, musical events, dramatised readings, installations, etc. in different parts of Frankfurt, as well as in other German cities.

There will also be Spanish presence at the Wallraf-Richartz-Museum in Cologne, with the exhibition 'Under the skin. The moving naturalism of the Spanish Baroque', which will be on view until April 24th, and at Documenta 15, in Kassel, from June 18th to September 25th. From May 5th onwards, the Berlin Gay Museum will present an exhibition on the LGTBI activist and *queer performer* José Pérez Ocaña.

Spanish art will also be present on the theatrical stage: Spanish and German theatre professionals will meet under the motto Dramático Weekend Pro for an exchange at the Centro Dramático Nacional in Madrid (March 25th to 27th) and Spanish playwrights will present their works at the Stückemarkt in Heidelberg (May 6th to 8th).

In addition, Spanish documentary filmmakers will participate in the 4th edition of DOK.fest in Munich (from May 4th to 15th), the most important documentary film festival in Germany. And, to round off the Berlanga Year, an international seminar will be held in Regensburg and Munich to commemorate the centenary of the great Spanish filmmaker, from May 19th to 21st.

The press conference was the starting point for a programme which, over the coming months, and from all artistic and cultural disciplines, will make Spain a cultural protagonist throughout Europe. It will be present at the main events in the sector, such as the Bologna Children's Book Fair, the London Book Fair, and in Germany, at the Berlin Poesiefestival and literaTurm, among others. It is a unique showcase to show the strength of Spanish culture represented in the book sector.

## Translation grants and promotion of sale of rights

One of the main objectives of the project is to establish lasting ties of cooperation between Spanish and German institutions, beyond the presence of Spain as Guest of Honour. A fundamental tool for this is the provision of translation grants, the aim of which is to promote the sale of rights of Spanish titles, not only in Germany, but also worldwide.

On the occasion of Spain's participation as Guest of Honour at the Frankfurt Book Fair, in 2019 the **Ministry of Culture and Sport increased its translation grants by almost 45%**. These grants, which the Ministry has been awarding since 1984, have proven to be an effective instrument for the

international dissemination of our literature in all the languages of the State. At the same time, **Acción Cultural Española (AC/E) launched a new line of grants**, this time focusing on five strategic markets: German, English, French, Italian and Dutch.

Since then and until the end of 2021, both funding lines have contributed **more than two million euros to promoting the internationalisation of Spanish literature**. In the specific case of the German market, and still awaiting pending awards, these figures translate into 78 new titles that have seen or will soon see the light of day in bookshops in Germany, Austria and Switzerland.

**At least 86 releases** of Spanish literary works in German are planned for 2022, most of them narrative, but also poetry, YLL, graphic novels and non-fiction. This number will certainly increase in the coming months.

Of these 86, **40 have received** some form of translation funding, which is approximately **46 per cent**.

In total, focusing on the five strategic markets (German, English, French, Italian and Dutch), since 2019, **328 titles** have been awarded grants. Of these, **77 have been** for **German** titles.

**Irene Solà and Kiko Amat**, present at the press conference, are two of the authors arriving on the German market this spring. The winner of the 2020 European Literature Prize with her novel *Canto yo y la montaña baila*, translated as *Singe ich, tanzen die Berge* (Trabanten Verlag, March 2022), and Amat with *Antes del huracán, Träume aus Beton* (Heyne Verlag, March 2022).

Two new calls for proposals are planned for 2022, in addition to those from regional governments, especially those with two official languages, such as Catalonia, the Valencian Community, the Balearic Islands, Galicia, the Basque Country and Navarre.

In addition, in order to foster the online sale of Spanish title rights, the **Books from Spain** portal was launched in 2020. Included in the digital licensing platform **Frankfurt Rights**, it involves around one hundred Spanish publishers and literary agents. Along the same lines is the **New Spanish Books** programme of the **Spanish Institute for Foreign Trade (ICEX)**, which promotes the sale of translation rights in Germany, Brazil, the United States, France, Japan and the United Kingdom.

Finally, within the framework of these promotional efforts, the **'10 out of 30'** programme, organised since 2019 by the **Spanish Agency for International Development Cooperation (AECID)**, also stands out. This is a selection of young authors who take part in meetings with international publishers and readers throughout the year.

In this sense, the programme of Translation Residencies in collaboration with Acción Cultural Española and the Goethe-Institut Madrid, in which Juan Gómez Bárcena and Matthias Strobel have already participated, also stands out.

## **MORE INFORMATION**

For more information on the Spain Guest of Honour project at the Frankfurt Book Fair, please visit [spainfrankfurt2022.com/en/](https://spainfrankfurt2022.com/en/).