



## Press Information

### BUCH WIEN 09

International book fair (November 12 to 15) and Reading Festival (November 9 to 15)

## New Issue Due to Huge Success of the Premiere

VIENNA (20 October 2009) In the course of a press talk the Austrian Booksellers' Association (Hauptverband des Österreichischen Buchhandels, HVB) and Reed Exhibitions Messe Wien presented the programme and the protagonists of the BUCH WIEN 09 International Book Fair (November 12 - 15) and the Reading Festival (November 9 - 15): "Vienna has a very active literary scene. Organisers, bookshops and publishers contribute to the rich cultural life of the city. Thus it was only logical for us to offer a common platform with an Austrian book fair and a literature festival", states Gerald Schantin, president of the HVB. "After the successful first edition last year the Buch Wien and the Reading Festival will now start their second round", explains Matthias Limbeck, manager at Reed Exhibitions Messe Wien. "As an exhibition and presentation of novelties where visitors and authors get in touch the Buch Wien makes the literary world accessible and come alive."

### Reading Festival: The Programme

The great literature gala with authors Eva Rossmann, Franzobel and the scientist Rudolf Taschner on November 9 will open the reading festival and is the first of app. 270 events for adults and 90 events for children and teenagers.

With readings, lectures and discussions Austrian as well as international authors will present their books – among these are: Terézia Mora (Café Korb/Art-Lounge), Gerhard Roth

(Museum of Fine Arts Vienna – Kunsthistorisches Museum), Hans Neuenfels (Mozarthaus Vienna) und Elazar Benyoëz (Ehrbar Saal). Artist Erika Pluhar will sing in the Rote Bar, artistic director Luc Bondy and author Michael Köhlmeier will read in Vienna's Akademietheater and the Casino on Schwarzenbergplatz in Vienna. Radio presenter Otto Brusatti speaks with the author Oliver Hilmes and director Nike Wagner about "Cosima's Children" (Haus der Musik, Vienna), author Brigitte Hamann will talk with the publisher Wolfgang Beck about her "Österreich" (BKA, Otto-Wagner-Kassensaal) and literary critic Sigrid Löffler will present author David Grossman and his new novel "Until the End of the Land" ("Isha Borachat Mi-Besora", "Eine Frau flieht vor einer Nachricht"; Jewish Museum). Literary critic Ulrich Greiner seduces his audience to poetry (project space/Kunsthalle Wien on Karlsplatz) and actor Peter Lohmeyer and author Eoin Colfer will read from "And another thing", the sequel to "The Hitchhiker's Guide to the Galaxy" (Top Kino). Friedrich Schiller's 250<sup>th</sup> birthday on November 10 will be remembered with talks in the Casino on Schwarzenbergplatz, Vienna. "This year we have managed again to arrange a densely packed and multifaceted programme for all those interested in literature and other booklovers. In the centre of it are the authors and their books and we want to offer them a stage for a week", states Gabriele Madeja, in charge of the programme of the reading festival. The crime writer Eva Rossmann: "The future and the past are contained in books, as are failure and hope, imagination and criticism, and always small pieces of our world. The BUCH WIEN gives us authors the possibility to make all this visible. Especially in times of the global financial crisis literature and an open cultural involvement are of an utmost significance."

Further highlights in the course of the BUCH WIEN 09 are the bestowal of the honorary award of the Austrian booksellers for tolerance in thinking and acting to Austrian author and artist Erika Pluhar, and the gift book initiative "A city. A book." ("Eine Stadt. Ein Buch.") where the novel "When Nietzsche wept: A Novel of Obsession" by the psycho-analyst and bestselling author Irvin D. Yalom can be obtained for free.

### **Literature of the Neighbours**

Based on the bridging function of Vienna one focus of the BUCH WIEN 09 this year lies on the literature of Austria's neighbouring countries. In cooperation with KulturKontakt Austria parts of the book fair are dedicated to the literature from Central, Eastern and South-Eastern Europe. Bilingual readings are to encourage the cultural exchange across borders and all authors will also be present at the book fair. Among these are Serbian author Barbi Marković (Café Prückel), Albanian author Helena Kadare (bookshop tiempo) and the Czech author

Eine Veranstaltung des



Radka Denemarková (Czech centre, Tschechisches Zentrum) as well as the Hungarian author Noémi Szécsi who has recently received the literature award of the European Union. Hungarian author Iván Sándor will talk with Hungarian-born Austrian journalist Paul Lendvai about Sándor's new novel "Spurensuche" (bm:ukk - Federal Ministry for Education, Arts and Culture); Katarina Marinčič from Slovenia and Ion Manolescu from Romania will read from their texts for which they have been awarded with the Bank-Austria-Literaris grant 2008 (Forum Literature/Hall D, Congress Center Messe Wien).

The literary Danube ship tour on board the MS Vindobona forms the final act of the literary week, including, amongst others, the Bulgarian author Alek Popov, and artists Mieke Medusa and Markus Köhle with their "Double Textpresso" ("Doppelter Textpresso").

### **Events for Children and Teenagers**

An individual programme focus, including readings and workshops, has been created for children and teenagers of all age groups. Main venues for this are Vienna's Congress Center Messe Wien and Vienna's main library. Further partners are Zoom Children's Museum and Dschungel Wien where a U20 poetry slam will be taking place. The authors Christine Nöstlinger (main library at Gürtel), Marko Simsa (Thalia W3), Mirjam Pressler, Holly-Jane Rahlens, Kevin Brooks and Cassandra Clare will all be reading from their books (amongst others at Junges Forum/Hall D, Congress Center Messe Wien).

Venue of the programme element that has already last year been very successful and which directs itself not exclusively to young readers is the Kulturcafé phil in Gumpendorferstraße, Vienna. Peter Hein with "Songtexte" and Richard Reynolds with "Guerilla Gardening" will perform there. One evening is dedicated to Jörg Fauser, the chronicler of the German state of mind, as part of the cartoon scenes in Berlin, Hamburg and Vienna. On Saturday evening the "Independent Night" encourages everyone to party along.

The programme for school classes, "Extra-Klasse", addresses teachers and students directly with its readings and workshops. One focus this year lies, in addition to digital networks and platforms, on the topic of interculturality and multilingualism. Radek Knapp will be talking with Julya Rabinowich and awardees of the competition "schreiben zwischen den kulturen" ("writing between the cultures") about living and writing in different languages.

### **The book fair**

The BUCH WIEN International Book Fair, taking place from November 12 to 15 offers in Hall D of Vienna's Congress Center Messe Wien a meeting point and place for exchange for the

Eine Veranstaltung des



book industry and others interested in literature. As a visitor fair with a trade section the BUCH WIEN invites its visitors to discover authors and publishers in a relaxed atmosphere. Until now 218 exhibitors with app. 400 publishing brands have registered, amongst them the major Austrian publishing houses and groups as well as those from the other German-speaking countries. And publishers from Europe's Eastern and South-Eastern regions will present their new releases. Numerous publishers from Romania, Russia, the Czech Republic, Hungary and the Ukraine have already registered.

On the evening of November 11 the book fair will be opened officially at Vienna's Congress Center Messe Wien. This year's opening speech will be held by author Eva Menasse who is also invited to read from her book "Lässliche Todsünden" ("Remissible Cardinal Sins") at the Schauspielhaus Vienna.

### **Six Fair Stages**

For the app. 250 events at the book fair six fair stages are available: on one of the two fiction stages comedians, authors and artists like Michael Niavarani, Amelie Fried, Christian Schünemann, Alois Hotschnig and Robert Menasse will be reading, at the Forum Kochbuch (forum cookery books) chefs like Johanna Maier, Ewald Plachutta and Toni Mörwald allow a peep in their pots. Philosopher Konrad Paul Liessmann, journalist Anton Pelinka and actor Gerhard Tötschinger will contribute at the Forum Sachbuch (forum non-fiction books), and dance instructor Thomas Schäfer-Elmayer and author Rolf-Bernhard Essig will share their knowledge at the children's forum (Kinderforum). At the young forum ("Junges Forum") on Sunday the anthology of the annual literary competition of the Austrian radio station FM4, "wortlaut. GOLD", will be presented.

### **Special Events for Trade Visitors**

The programme is completed with trade visitor events like for instance the international conference "On Translation" on November 13, where the cultural diversity is at the centre of attention, exemplified in the form of books and their translations in Europe. The aim here is to exactly measure the languages and markets between which literary translations are especially successful – and which obstacles hinder a broad exchange between authors and literatures. As already last year, the "Diversity Report" provides facts and figures on this.

### **BUCHWIEN Bookshop and Reading Pass/Fun**

All books that are presented at the fair can also be purchased in the fair bookshop BUCHWIENhandlung and also directly after the book presentations on the stages. The fair

Eine Veranstaltung des



bookshop is operated by four bookshops in cooperation (Morawa, Hartliebs Bücher, Bücherzentrum, Buchhandlung Laber). With the Reading Pass/Fun, admission tickets that are reduced by 70 per cent are again available: when purchasing books worth of 8 Euros anywhere in Austria you will receive a stamp in your Reading Pass, and with three of these stamps you can obtain a reduced admission ticket at the fair ticket office for 2.50 Euros during the fair (valid for one day and one person).

### **New Media – “Digital Reading Worlds” – Textbox**

At the Congress Center Messe Wien a separate section is dedicated to the topic of mobile reading and e-publishing under the heading “Digital Reading Worlds”.

Exhibitors here will be, amongst others, Buchmedia, SONY Austria, Thalia, Morawa, Blackbetty Mobilmedia, libreka.at and 10-Seiten. Accompanying side events will complete the presentations of the exhibitors – for instance the panel discussion “Interactive Media and Education Technologies” will deal with the phenomenon of digital social platforms and their significance (Forum Sachbuch). And the online portal specifically dedicated to the Austrian market libreka.at will be introduced.

The “Textbox” is a very special stage: authors will speak their texts in a microphone in a soundproof booth and the audience will be able to hear these texts directly via headphones.

### **Background Information on the BUCH WIEN 09**

The BUCH WIEN 09 is organised by Reed Exhibitions Messe Wien together with the Austrian Booksellers’ Association – Reed is in charge of the book fair and the association organizes the reading festival. This combination of an international book fair and a literature festival the BUCH WIEN forms is Austria’s largest literary event and is dedicated to anything related to books, ranging from their production and the bookselling to the readers.

Eine Veranstaltung des



Eine Veranstaltung der  
 **Reed Exhibitions**  
Messe Wien

Please find more details regarding the BUCH WIEN 09 at:  
**Book fair:** [www.buchwien.at](http://www.buchwien.at)  
**Reading festival:** [www.lesefestwoche.at](http://www.lesefestwoche.at)

---

**Dates for the press:**

**Opening Reading Festival:** Monday, November 9, 2009, 7.30 p.m.  
XXL (formerly Holländerschiff), Prater (with invitation)

**OPENING International book fair:** Wednesday, November 11, 2009, 7.00 p.m.  
Congress Center Messe Wien (with invitation)  
**(Press talk including fair tour: 6.00 p.m.)**

For further press and PR information please contact:

vielseitig ||| kommunikation  
Valerie Besl  
Neubaugasse 8/2/1  
A 1070 Wien  
T: ++43 1 522 4459 10  
M: ++43 664 8339266  
[valerie.besl@vielseitig.co.at](mailto:valerie.besl@vielseitig.co.at)  
[www.vielseitig.co.at](http://www.vielseitig.co.at)  
[www.buecher.at](http://www.buecher.at)

Reed Exhibitions Messe Wien/Press & PR  
Manager: Paul Hammerl

Jasmin Medani  
Messeplatz 1  
A 1021 Wien  
T: ++43 1 72 720-226  
F: ++43 1 72 720-441  
[jasmin.medani@messe.at](mailto:jasmin.medani@messe.at)  
[www.messe.at](http://www.messe.at)

Eine Veranstaltung des

