

FAIR NEWS

BOOK WORLD PRAGUE
23RD INTERNATIONAL BOOK FAIR
AND LITERARY FESTIVAL

FRIDAY
12. 5. 2017

BOOK
WORLD
PRAGUE

Prague Book World Is Family Silver or 23rd Book Fair Declared Open

Book World book fair's new director **RADOVAN AUER** has described the event as family silver during an opening ceremony taking place on Thursday shortly after 11 am.

The occasion was musically adorned with syncopations and chansons by the Viktorie and František Band and accompanied by an informal address from Czech Radio's moderator Vladimir Kroc. In it he acknowledged the book fair's partners and introduced this year's central exposition, presenting some of UNESCO's Creative Cities of Literature – namely Barcelona, Dublin, Lvov, Edinburgh, Heidelberg, Krakow, Ljubljana, Nottingham and Óbidos. Short opening address was also offered by the deputy minister of culture Hana Matoušková, city of Prague's culture councillor Jan Wolf, who talked about the pending reconstruction of the Industrial Palace's right wing, Hana Třeštková, Prague 7 culture councillor, and chairman of the Association of Czech Booksellers



and Publishers Martin Vopěnka. The latter thanked the ministry of culture for its improved subsidy system and presented the Leontinka Foundation, represented by Barbara Hucková, with the proceeds of the Book Becomes You

project, which will be used to publish a book called The Creepy-Crawlies for visually impaired children. The speakers then joined Radovan Auer in cutting the ribbon. The 23rd Book World became a reality. IK

The Thorny Path Abroad Books on the Telly

There are many various questions that spring to mind when we muse over the possibilities, opportunities and ways in which a small nation's literature can find its way abroad, come to fruition and discover its place within a wider context. These questions range from artistic issues, questions of content, to economic topics.



publishers. Others to provide their very own erudite insight were **DOROTHY CONELL**, head of the London branch of the Readers International independent press, and **ANITA LUTTENBERGER**, chief editor of the Viennese publishing house Braumüller. Both agreed that Czech literature is indeed international and that mediating it to readers abroad makes very good sense. Dorothy Conell said: "I spent all of yesterday in the café Slavia, and all the talk was about cultural war. Czech writers have experienced many decades of cultural war and now they can teach us a lot." Anita Luttenberger remarked that Czech literature is indeed critical towards society, which makes it worth translating and publishing. The ensuing debate focused on the practical potential of Czech authors on foreign markets, the methods of selecting interesting book titles and the absolute necessity of economic support from the ministry of culture, which could be higher. Without this support it is almost unthinkable for minority translated literature to be published abroad. On the other hand all the debate's participants emphasised their explicit interest to continue in their activities and even expand on them. IK

Some of them were addressed in a debate entitled Czech Literature on its Travels Abroad held on Thursday afternoon. Its highly adept moderator was the Dresden-born and Berlin-based Bohemist **MIRKO KRAETSCH**, active translator and advocate of Czech literature in German-speaking countries. He described his personal method of searching for interesting book titles and trying to arouse the interest of German

The Industrial Palace's right wing traditionally plays host to Czech Television's stand, this year sporting a brand new design. The ceremonial opening of the display was performed by CT's sales manager Hynek Chudárek, who had cut the ribbon under the watchful eye of the screen's legendary anchor Kamila Moučková. "We happily confess that this is our tenth participation in the book fair. Although we are a broadcasting corporation, books are very important for us and we delight in the success our book titles enjoy among the readers," Hynek Chudárek said. He also highlighted some of the Czech Television's programmes for the book fair visitors. These include the launch of the books The Touches of Nature and Herbarium's Cookbook, debates with actors, directors and other creators of popular TV shows. JM



TODAY AT THE BOOK FAIR

You can start the day in the company of actresses **Linda Rybová** and **Kateřina Winterová**, who will be cooking from their successful Herbarium book series in the foyer at 10 am. An hour later the Large Theatre will host a meeting with the Irish writer **John Boyne**, author of the bestselling book *The Boy in the Striped Pyjamas*. The same time slot has been allocated to a discussion with the French writer **Karine Tuil**, focusing on her new book *L'insouciance*. At noon the Large Theatre will open its doors to another female writer. **Corinne Hofmann**, author of *The White Masai*, will be introducing her new literary achievement *The Girl with the Giraffe Neck*. The Israeli author **Uri Orlev** will meet his readers in the Literary Theatre also at noon. The discussion will centre on his book *Run, Boy, Run*. A third noon treat offers a debate with the writer **Vlastimil Vondruška** followed by a book signing. At 1 pm the Literary Café invites you to a meeting with the Belgian philosopher, psychoanalyst and writer **Patrick Declerck** and his acclaimed novel *Démons me turlupinant*. One hour later the Lapidarium will introduce the Spanish crime novel star **Marc Pastor** alongside the Portuguese poet and playwright **José Luis**

Peixoto. The afternoon programme will climax with the Jiří Theiner Award ceremony. This year's prize for outstanding contribution to the promotion of Czech literature abroad will be presented to **Edgar de Bruin**. At 3 pm, the Audio-book Room will belong to fans of the fictitious genius Jára Cimrman. Actor **Miloň Čepelka** will be introducing his audio book *Sunday's Child or Cimrman at My Back*. An hour later the bustling activity will move to the right wing, where director and actors from the Czech TV series *The Bohemians* will be launching a new DVD. The internet generation will enjoy a chance to meet fashion bloggers in the Small Room at 4 pm. At the same time you can attend a book signing of the renowned Swiss author **Daniel Goetsch** in the Central Hall. The day's programme at the Exhibition Grounds will conclude with a meeting with the German author **Norman Ohler**, whose book *Total Rush: Drugs in the Third Reich* has created quite a stir around the world. Book World also offers an evening programme. The DOX Gallery presents an event entitled A Place, a Hero, bringing together the authors **Marc Pastor**, **José Luis Peixoto** and **Marek Toman**. We wish you an enriching experience. JM

Jan Werich Still in Top Form

Thursday afternoon saw the unfolding of a markedly informal celebration entitled Jan Werich Goes Diamond, during which representatives of the Supraphon label presented the actress **JITKA MOLAVCOVÁ**, acting on behalf of Werich's granddaughter **ZDENA KVAPILOVÁ-HULÍKOVÁ**, with a "Diamond Record"

ries of the "wise clown" were shared by Jiří Borovička, Ondřej Suchý, František Cinger, Gabriel Gössel and Renata Ferklová. Members of the Werichovci association in full costumes provided live musical accompaniment. Archivist Gabriel Gössel drew attention to the existence of some of Werich and Voskovec's



for the incredible 3,600,000 copies of Werich's recordings sold by Supraphon. The total number is a medley composed of various types of recordings ranging from the period between the two world wars to complete box sets appearing in recent years. The event was moderated by the publisher's producer **Nada Dvorská** with her typically unpretentious sense of humour, and real-life memo-

recordings featuring the Jaroslav Ježek choir from their joint American exile, which means the publishing achievement is yet to be completed. Promoter Vladan Drvota has addressed any potential doubts about the public's interest in these recordings – Jan Werich's records published in 2016 and 2017 lead the Supraphonline digital sales chart by a mile. IK

30th Annual Jiří Orten Award for ZUZANA KULTÁNOVÁ

This year's Jiří Orten Award has announced its winner – prose writer **ZUZANA KULTÁNOVÁ** has received the prize for her dark novel **Augustin Zimmermann**. The award was presented on May 11 during a late afternoon ceremony at the 2017 Prague Book World book fair. Talented young authors shortlisted for the 2017 Jiří Orten award included Dominik Melichar for his poetry collection *The Bowling Body*, Jan Nemček for his poetry book entitled *The Vacant Lot* and Zuzana Kultánová with her winning novel *Augustin Zimmermann*, lauded by the jury for its "evocative and literarily self-sustained picture of Prague in the latter half of 19th century and the tragic destinies of some of its inhabitants". The competition is organised by the Association of Czech Booksellers and Publishers.



The Criticised and Admired D. H. Lawrence

Works by the acclaimed British author are known throughout the world but what was he actually like? Literary historian **ANDREW HARRISON** took up the challenge and introduced the writer to the book fair audience.

"He was such a striking writer that he even established his very own style, which is called Lawrencian and you can find it in a 1930 dictionary. But when you call something 'Lawrencian' it is somewhat pejorative," said Andrew Harrison at the introduction of his in-depth analysis of D. H. Lawrence's work and personality. "Most people describe him as sex-obsessed and obscene and call his literature heavy-handed. But still, and maybe precisely because of that, he became famous and that is what makes him interesting. When I began to study his work I learned that he is known and quoted almost everywhere. His famous work *Lady Chatterley's Lover* has been



adapted for film and television in several countries. You could say that he was, and still is, truly popular." The relationship between men and women lay at the forefront of his interest, and he described it in a very naturalistic and straightforward way. He often used expressions that would make the hair of conservative Britons stand on end. He liked to shock, strove for sexual openness and encouraged Brits to have a

more modern view of the world. "I write because I want them to change, to acquire more reason," he said. He spent some of the last years of his cosmopolitan life in Florence, but he never lost touch with his native Nottingham, which plays significant role not only in the above mentioned novel but also in his many other texts. "His native city formed him, he wrote poems using the local dialect, but at the same time he would criticise the life there, as he would criticise the entire British society, which was obsessed with class origin," Andrew Harrison explains. Whether we perceive Lawrence's work in positive or negative terms, we must admit that in his short life of forty-four years he achieved a great lot. He wrote numerous texts, influenced and even shocked his readers... He was a man of great charisma who attracted immense interest. JM

Occupation: Literary Agent

Are books by Czech authors also sold across the country's borders? And if so, which books, where and why? Answers to these questions were provided by the literary agents DANA BLATNÁ, MARIA SILENY and EDGAR DE BRUIN during a debate with Book World visitors.



Only a handful of contemporary Czech authors have achieved a breakthrough abroad. These include the likes of Petra Hůlová, Kateřina Tučková or Patrik Ouředník. "The success of, let's say, Patrik Ouředník lies in the fact that his writing is universal, it speaks to everyone, regardless of whether he is Czech, German or French," Edgar de Bruin explains, whose agency Pluh represents the author on foreign markets. All three agents agreed that when a book reaches bestselling status in the Czech Republic, it makes it easier

for them to offer it. But by no means does this mean that it will automatically become a bestseller abroad. "Usually, when a book sells hundreds of thousands of copies here, it sells thousands abroad," Dana Blatná, who has introduced the foreign markets to, among other, Michal Viewegh, shares her experience. "It's good when a book is successful at home, when it gets some literary awards, all these points add up

and can help in persuading the foreign publishers, but in no way do they guarantee automatic success," Dana Blatná concluded. Publishing houses abroad are said to be mostly interested in prose and the countries where Czech authors succeed most often include Slovenia, Bulgaria, Macedonia and Poland. "Sometimes they purchase the rights without even knowing the book. At times it is a veritable auction," laughs Edgar de Bruin. Germany appears to be the gateway to translations of Czech authors into some of the world's major languages. Once a book is published in German, the doors are open to other big countries. "I think it's essential that the book we are offering is, quite plainly, good. That's the be-all and end-all," Edgar de Bruin concluded the interesting discussion. JM

Translator's Job Doesn't End with the Translation...

Contemporary Czech literature has very distinguished and diligent advocates – at least on the Polish, German and Anglophone book markets. Such is the dominant impression that a visitor to the literary debate entitled "Profession: Translator" probably gained.

Translators were represented at the debate by EVA PROFOUSOVÁ (Germany), JULIA RÓŻEWICZ (Poland) and ANDREW OAKLAND (Great Britain). Each one of them translates Czech literature under specific conditions, in a different cultural context, and yet they have much in common – and not just the fact that all three have translated one book: Kateřina Tučková's *The Žitková Goddesses*. Eva Profusová has also translated, among other, Jáchym Topol or Radka Denemarková, Julia Różewicz has turned Petr Šabach, Emil Hakl or Petra Hůlová into bestselling authors in Poland, and Andrew Oakland is the man behind Michal Ajvaz's literary success in the United States.

What else do these three share? The fact that translating is not enough for them to earn their living and they have to supplement it with other activities. Unfortunately Czech literature only has limited leverage abroad. In Germany the

average sales of a Czech book stop at three thousand copies. A book becomes lucrative for publishers when it sells at least seven thousand copies, which is the threshold of a bestselling translated book. In Poland the average number of copies sold is two thousand – anything above that would be considered an excellent result. But should translators really care about the number of copies sold? All the panellists agreed that they definitely should, and not just because of the small royalties they receive for each purchased copy. Translators are increasingly expected to significantly aid their publisher with launching the book on the market. In the past, most of the work was done through literary reviews, which are still somewhat relevant in Germany, but in Poland, for example, major titles no longer run them. Translated titles must find different methods of promotion. Debates with authors or

translators seem to be working very well, ideally at literary festivals and book fairs. As Julia Różewicz pointed out, outside of these big literary events there is little guarantee that anyone will attend the debate. And Czech authors, Julia says, are particularly sensitive when it comes to small audiences. This might be in part due to the fact that they do not like to travel abroad for debates. Another well-functioning tool are literary blogs, social networks, electronic gossip, that has practically taken over the role of literary reviews. An interesting idea has appeared in Germany, where a voluntary association of translators organises literary events in bookshops. During these programmes translators share their entertaining experiences with various linguistic and associative difficulties, which means the visitors need not be acquainted with the entire book. In fact, several different books are usually talked about during these events. At the end the visitors often buy many of the books that had been discussed. RaŠ

Ukraine's Underground in Prague

The poets GRYGORI SEMENCHUK and YURI IZDRYK introduced the history and the present of modern-day Ukrainian literature.

Debuting Ukrainian writers found it very difficult to publish their works after the breakup of the Soviet Union. In those days Yuri Izdryk became something of a pioneer and founded, in 1989, an underground literary magazine called *Chetver*. Soon the magazine attracted numerous talented poets, writers and musicians. This gave rise to an important artistic movement described as "the Stanislav phenomenon", which bore influence over the cultural development of the entire country. Twenty years later, however, Izdryk ceased the publication of the magazine and a worthy substitute is yet to appear. "The Ukrainian underground magazine scene is withering," Grigory Semenchuk says. "Young writers no longer feel the need to publish their work on paper – they are more than satisfied with getting it published on the internet."

Indeed, internet is a highly popular medium with poets. "It's a welcome challenge for me to publish my works every day. On top of that, electronically

I can write almost anything, but for books poems have to be carefully selected," Yuri Izdryk says. But neither of the two authors is pessimistic regarding the future of printed books. "I don't think internet can destroy the book market. People who like books will always find their way to them. The interest in book fairs, like this one in Prague or the one in Lvov, is a proof of that," Semenchuk adds. In 2015 Lvov drew the attention of the literary world as it became one of UNESCO's Creative Cities of Literature, a feat to which Semenchuk significantly contributed with his managerial skills.

Izdryk and Semenchuk have one other thing in common – DRUMTYATR, which they founded in 2010. It is an association of musicians, poets and artists, which is currently touring Europe. Prague was one of its stops – both writers presented their poems put to music on Thursday evening as part of the Book World Prague accompanying programme.

Visitors can still meet Grigory Semenchuk today at 12:30 pm in the Lapidarium, where he will be discussing Central and East European poetry together with Maria Ilyashenko. OnŠ

Drugs Under the Swastika

The quintessential role played by hundreds of thousands of methamphetamine pills handed out to soldiers during the victorious campaigns of the seemingly unstoppable and indefatigable German army in the early phases of World War II, the drugs Adolf Hitler's personal physician Teodor Morell prescribed to stimulate his patient, the role narcotics were assigned in the imperial navy in the concluding weeks of the war, as well as the general historical context of the development and manufacture of narcotic substances in Germany – such are the topics attractively and reliably covered in the book called *Total Rush* by German journalist, writer and screenwriter NORMAN OHLER. The text has already been translated into eighteen languages, its Czech translation being published by Host. Audio

version of the book is coming out now through OneHotBook, in actor Vasil Fridrich's impressive rendition directed by Hynek Pekárek. The recording will be officially released at a launch taking place at the Book World book fair in the Authors' Room in the palace's left wing on Friday, May 12, at 6 pm. The launch will be attended by the author, Norman Ohler, and Vasil Fridrich, whose voice has imbued the intriguing and in many respects revelatory text with the drama of a detective story. After all, Ohler's meticulous research in German and American archives, scrupulous examination of doctor Morell's hand notes, and the search for the last surviving witnesses was not unlike the work of a real detective and it eventually bore its fruit. IK

Literature and the Unbearable

Rich French voices resounded in the picturesque surroundings of the Holešovice Lapidarium on Thursday evening, as KARINE TUIL and PATRICK DECLERCK sat down to discuss their approaches to writing.

"When I write, I'm an absolute dictator. I write for myself only and the text is my only objective," Declerck says. This Belgian writer focuses on psychoanalytic writing and topics such as desocialization or homelessness. He often bases his work on his own experiences, such as last year's novel *Crâne*, which centres on complicated brain surgery, which the author himself had to undergo. His most recent book published in Czech is *Běsi, co mě sužují* (*Démons me turlupinant*).



Karine Tuil, on the other hand, often writes about what surrounds her. "When I want to write about politicians, I usually first meet with them and observe them," she says. Her latest novel *L'insouciance* tells the story of a soldier returning home from Afghanistan and finding it difficult, after all the traumas he has been through, to lead a normal life.

One of the questions asked during the debate concerned the Jewish symbolism appearing in Karine Tuil's works. "For me it is much more than just symbolism – I was born into a Jewish family," says the writer. "The Holocaust theme strongly influenced me especially in my early writing career and even today, whenever I write about some minority, I still sometimes project into it the suffering of the Jews."

Can a book change the world? "Not anymore, but often it is important to stir up a debate and make people ask themselves some questions," the authors agreed.

Visitors to the Prague Exhibition Grounds can also meet both writers today. Karine Tuil will be introducing a Czech translation of her latest novel at 11 am in the Lapidarium, and at 1 pm Patrick Declerck will be the guest of the Literary Café with the latest Czech translation of one of his novels. OnŠ

Introducing Peru

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For the very first time the Prague Book World book fair hosts a stand presenting not just Peruvian literature, but also the beautiful country as such. "For many years Peru and the Czech Republic have enjoyed friendly relations, but through our participation in the book fair this co-operation gains a whole new dimension. We are glad to be here and to be able to introduce visitors to our literature, culture and history," Peru's deputy minister of foreign affairs Nestor Popolizio said.

"Both our countries share the same values, democracy, freedom of speech, market-oriented economy and human rights advocacy. In Peru we know Franz Kafka very well and I hope that you too will grow to like our authors," he added. Then visitors were addressed by Peru's ambassador to the Czech Republic along with the Hispanic studies expert Anežka Charvátová, who had jointly introduced the public to some contemporary Peruvian authors. JM

Česká televize

Srdečně Vás zveme ke stánku P408 na setkání s osobnostmi, které znáte z televizní obrazovky

Čtvrtek 11. května

12:00 Slavnostní otevření stánku České televize

12:15 Objektív objevuje svět již 30 let | autogramiáda s účastí bývalých a současných tváří pořadu Objektív

14:00 Doteky přírody. Rok s Václavem Chaloupkem | autogramiáda s účastí ministryně školství Kateřiny Valachové

Pátek 12. května

10:00 foyer Vaříme s knihou Vaříme podle Herbáře 4 | ochutnávka z kuchařského bestselleru Kateřiny Winterové a Lindy Rybové

11:30 Tajemství tvorby Šárky Váňkové | autorské čtení a beseda na téma Jak se dělá animovaný film

13:30 Češi 1938: Jak Beneš ustoupil Hitlerovi | autogramiáda Pavla Kosatíka, Roberta Sedláčka a Štěpánky Jislové

14:30 Češi 1948: Jak se KSČ chopila moci | autogramiáda Pavla Kosatíka, Roberta Sedláčka a Karla Osohy

15:30 Bohéma křest DVD za účasti režiséra dramatické série a představitelů hlavních rolí

Sobota 13. května

11:00 Vynálezce Alva 2 | výtvarná dílna Kláry Smolíkové, Jiřího W. Procházky a Ludka Barty

12:00 Labyrint záhad | beseda s Arnoštem Vašíčkem o největších záhadách Čech, Moravy a Slezska

14:00 Teleskop aneb Letový deník vesmírné mise | křest knihy Sandry Vebrové s účastí moderátorů pořadu Teleskop

15:00 StarDance ...když hvězdy tančí | autogramiáda ke knize Bohuslavy Holubové a Jana Onděra s účastí Kateřiny Baďurové a Pavla Kříže

16:00 Habsburkové – Nelehká samota trůnu | křest knihy Vladimíra Mertlíka s účastí Pavla Kříže, průvodce pořadem Habsburkové

Neděle 14. května

11:00 Wifina 3 | autogramiáda Petry Braunové a Tomáše Hořavy a wifináků Kuby, Verči, Matěje, Kariny a Terky

12:00 Lvíčata – Abeceda sportů s Alešem Valentou | autogramiáda Elen Černé, Aleše Valenty a dalších vrcholových sportovců, soutěž o knihy



Vydal: Svět knihy, s.r.o. v Nakladatelství Jaina | redakce: Jana Chalupová, Ilja Kučera, Jana Marxtová, Radek Šofr, Ondřej Šofr | technická redakce: Jiří Sládeček | překlad: Lukáš Houdek | grafický návrh a sazba: Jiří Sládeček ml. | Foto: Jiří Sládeček, Martin Šust, Jáchym Sládeček | tisk: MHTisk, s.r.o. | uzávěrka 11. 5. 2017. • Published by Svět knihy, s.r.o. in Jaina Publishers | Editorial staff: Jana Chalupová, Ilja Kučera, Jana Marxtová, Radek Šofr, Ondřej Šofr | Technical editing: Jiří Sládeček | Translation: Lukáš Houdek | Graphic design and typesetting: Jiří Sládeček ml. | Photo: Jiří Sládeček, Martin Šust, Jáchym Sládeček | Print: MHTisk, Ltd. | Deadline 11. 5. 2017 | Nepronajímám – Not for sale

Edice

MLADÁ FRONTA