



Press Release

Literary and cultural Diversity of Turkey fascinates visitors at the Frankfurt Book Fair

Frankfurt, October 18th 2008. The motto of this year's Frankfurt Book Fair 2008 Guest of Honour Turkey, "Turkey in all its Colours", has manifested successfully in Turkey's events and activities at the book fair. To this interim conclusion comes the Organizing Committee after the closing of the professional visitors' days. A multitude of fair visitors has convinced itself of the literary and cultural variety of Turkey and attended the wide scope of events such as readings, discussions, exhibitions as well as performances in music, dance, film and theatre.

"Our cultural diversity makes us stronger", said Abdullah Gül, president of the Republic of Turkey during his visit at the Frankfurt Book Fair 2008. Nobel laureate Orhan Pamuk characterized this diversity as a sound basis for literary creation in the sense that one should listen carefully especially to those who are different from themselves.

Turkey showed itself to the international public with nearly 100 publishers and 350 authors. To showcase the diversity of literature and culture of Turkey and thus give the visitors an understanding of the complexity of the country's different cultures, was one of the main objectives of the Guest of Honour. The international promotion and distribution of the literature of Turkey is to be seen as a bridge for better worldwide understanding of the country. "Those publishers who have prepared well for the Frankfurt Book Fair report outstanding successes especially in relation to networking and foreign rights sales", said Müge Gürsoy Sökmen, Co-Chair of the Organizing Committee Frankfurt Book Fair 2008 Guest of Honour Turkey. Next to well-known and well-established authors like Yaşar Kemal, Mario Levi or Ayşe Kulin, young Turkish writers and new literary genres have also sparked international interest. "Our young writers had the opportunity not only to present themselves before an international audience within the framework of the Guest of Honour activities, but also to perform as artists who are individual and unique in their expression", Sökmen points out.

Also the setting of the presentation as a platform for artists and publishers met the expectations of the coordinators of the project. "In order to promote literature, culture and art of Turkey abroad - which was not very well known before out of Turkey - we took our chance with the guest of honor presentation Turkey at Frankfurt Book Fair. We feel confident that the outstanding positive results that have been reached until now will persist in middle- and long-term", said Ümit Yaşar Güzüm, the other Co-Chair of the Organizing Committee Frankfurt Book Fair 2008 Guest of Honour Turkey, already in advance to the Frankfurt Book Fair. During the fair the mainstays of the Guest of Honour's exhibitions on the fairgrounds could attract a steady stream of visitors. For those visitors interested in literature the central exhibition entitled "Palimpsest Reclaimed" in the Turkey Forum offered the intellectual mainstay of the entire presentation.

Turkey – Guest of Honour at Frankfurt Book Fair 2008

Press Contact: Silvia Lenz - WBCO in cooperation with Bayam Consulting & Communication

Krögerstraße 2

60313 Frankfurt am Main

Tel: +49 (0)69 13388037

Fax: +49 (0)69 13388033

Email: EhregastTuerkei@wbco.de



The AGORA area on the trade fairgrounds, which was transformed into a market of cultures, invited visitors to contemplate amid the scent of coffee, sweet herbs, Turkish jewellery and paintings.

Even outside the fair Turkey, achieved a varied presentation “in all its colours”. Exhibitions like the photography presentation “EBRU” by Attila Durak, readings like the “Turkish Hour” in the Literaturbahnhof and events in the Alte Oper Frankfurt or the theatres found favour with the visitors. The lively dialogue between the readers and actors on the one hand and the audience on the other was a great success.

This weekend brings the Guest of Honour presentation to its height when the doors of the book fair open for the broad public. The last act of this presentation will be the Handover Ceremony on Sunday afternoon, when Turkey will pass the literary baton to next year’s Guest of Honour China. Unlike the original announcement, the Turkish author Gülten Akin will not be able read at this event due to illness, but has sent her speech to the Book Fair. “We are glad that nevertheless we will hear the words of Gülten Akin and thank our young author Ayfer Tunç, who will present us the speech of Gülten Akin”, confirmed Müge Gürsoy Sökmen.

Find more about Turkey as Guest of Honour at the Frankfurt Book Fair 2008 on www.fbf2008turkey.com.

Turkey – Guest of Honour at Frankfurt Book Fair 2008

Press Contact: Silvia Lenz - WBCO in cooperation with Bayam Consulting & Communication

Krögerstraße 2

60313 Frankfurt am Main

Tel: +49 (0)69 13388037

Fax: +49 (0)69 13388033

Email: EhregastTuerkei@wbco.de