



DOSSIER
DE PRENSA

Programa España
Invitado de Honor en
la Feria del Libro de
Fráncfort 2022

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On our Way to Frankfurt/See You in Frankfurt

*Traveller, this are your footsteps
the path and nothing more
Traveller, there is no path,
the path is made as you walk*

- Antonio Machado -

In 2019, Spain embarked on the Road to Frankfurt. As Machado says, this road is a significant journey through our present without forgetting the past and with our sights set on the future when it comes to creating our destiny. On the Road to Frankfurt, we have vindicated our classics, disseminated, and promoted contemporary creators through translations into German and other languages, and committed ourselves to a future in which we seek sustainability beyond 2022. A path to the world's most important international book fair, where 80 % of the world's copyrights are traded. This year the event will take place from 19 to 23 October.

Spain was the Guest of Honour at the Frankfurt Book Fair in 1991. After more than three decades, we have experienced a revitalisation process of our cultural scene and its commitment to innovation: Spanish creativity goes beyond territories, borders, continents, cultures, languages, age, or gender.

In 2019 we began the Road to Frankfurt, which has not been easy due to the international health context we have experienced. Despite the challenges, we have been able to create a solid programme from 2019 to 2022 to offer the sector and the country the most opportunities from our participation in Frankfurt. The



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Ministry of Culture and Sport, through the Directorate General for Books and Reading Promotion, Acción Cultural Española (AC/E), and the Federation of Spanish Publishers' Guilds (FGEE), has launched a state project that seeks to highlight the strength and resilience of the book ecosystem.

Our motto #SpillingCreativity describes the great moment in our literature and culture. In the last four years, cultural activities have taken place in Frankfurt and other German and European cities in a broad sense, always with a focus on literature: publishing, videogames, gastronomy, performing arts, visual arts, cultural heritage, film, television, radio, music, etc.

These are the main milestones on our Road to Frankfurt:

2019

One of the project's main objectives is the establishment of lasting collaborative links between Spanish and German institutions, beyond the presence of Spain as Guest of Honour. A fundamental tool for this is the increase in the allocation of **translation grants** to promote the sale of rights to Spanish titles in Germany and 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 the budget for its translation grants by almost 45%. The grants that the Ministry has awarded since 1984 are proven to be an effective vehicle for the international dissemination of our literature in all State languages. In addition, Acción Cultural Española (AC/E) launched a specific programme focusing on five strategic markets defined in the sector: German, English, French, French, Italian, and Dutch.

Since then and until the end of 2021, both grants have contributed almost two and a half million euros to promote the internationalisation of Spanish literature in the five previously mentioned markets. During 2019-2021, German translations totaled 300 titles, and in 2022 another 110 translations are set to be published. Most of these are narrative works, but there is also room for poetry, YLL, graphic novels, and non-fiction.

Of these 110 new titles, 50% have received some form of translation support.



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November 2019

To promote the sale of rights and translation of our authors in all Spanish languages, in-person and digital meetings between Spanish publishers and publishers from strategic markets, including Germany, are taking place. In 2019, a group of publishers of LIJ travelled to Germany to hold meetings with professionals from the sector. In turn, over the years, German publishers have visited Madrid and Barcelona to meet with Spanish publishers and agents.

23 July 2020

The portal, 'Books from Spain', was created to promote the sale of rights online and make up for the lack of professional meetings that year due to the pandemic, such as the London Book Fair, Bologna, and the Frankfurt Book Fair itself. The portal involves 100 publishers and agents, each with 5 titles available for sale and translation into other languages. Books from Spain is part of the Frankfurt Rights marketing platform.

July 2020

The Ministry of Culture and Sport **accepted the request of the Frankfurt Book Fair to postpone its participation in the Fair** from 2021 to 2022. The agreement with Canada, Slovenia, and Italy to delay Spain's presence as Guest of Honour at the Frankfurt Book Fair until 2022 creates a better opportunity for the Spanish book sector and increases international cooperation and solidarity.

October 2020

The 2020 Fair presents a **special edition due to the COVID-19 pandemic**, complementing its programme on the fairgrounds with new virtual offerings. The digital events act as multimedia stages for exhibitors, authors, and creative artists, bringing together the international publishing and creative industries in a virtual space.

The programme designed by the Ministry of Culture and Sport, Acción Cultural Española (AC/E), and the Federation of Spanish Publishers' Guilds (FGEE) was streamed live on the **SpainFrakfurt.com** website. Under the hashtag #MuchBooksToBeDiscovered, the diversity and richness of our literature were visible both within and beyond our borders.



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With the slogan '**Spain, the way of books**', a literary programme was developed, with the participation of 52 authors and a large group of publishers and literary agents.

June 2021

The Minister of Culture and Sport and the president of AC/E present the visual and conceptual identity of Spain Guest of Honour for the Frankfurt Book Fair 2022. 'Spilling Creativity' is here to stay.

September 2021

The new website **spainfrankfurt2022.com** is launched with a design that reflects the tagline and visual identity of 'Spain. Spilling Creativity', which will broadcast all the meetings of the literary programme and the ceremonies.

14 October 2021

Constitutive meeting of the **Organising Committee for Frankfurt** created by Royal Decree 340/2021, of 18 May, which creates and regulates the Organising Committee for 'Spain. Country Guest of Honour at the Frankfurt Book Fair 2022'.

20-24 October 2021

Frankfurt Book Fair. Spain presents a powerful and diverse literary programme in a hybrid format with around thirty meetings with more than 70 leading figures from the publishing and literary scene under the tagline #SpillingCreativity. Some of these meetings took place before the Fair and were recorded with a meticulous audiovisual production, while others were held live via streaming from Madrid and Frankfurt. The website broadcasted all the meetings and ceremonies, which became a powerful channel to disseminate our literature.

24 October 2021

Spain succeeds Canada as Guest of Honour at the Frankfurt Book Fair.

January 2022

Translation residencies On the Road to Frankfurt on the occasion of Spain's participation as Guest of Honour at the Frankfurt Book Fair 2022, which Acción Cultural Española and the Goethe-Institut Madrid are jointly organising as part of their programme to promote translation.



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March 2022

A presentation previewing the cultural and literary programme of **Spain as Guest of Honour** takes place at a press conference at the **Instituto Cervantes in Frankfurt**. And it is accompanied by literary and illustration tables.

The Ministry of Culture and Sport publish translation grants in the BOE (Official State Gazette).

April 2022

Spain warms up and stops in **London to present its project with a speech at the Literary Translation Centre**. Highlighting the support for the translation of Spanish titles in the international market.

31 May 2022

The **organising committee approves the literary and cultural programmes for Frankfurt 2022**.



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Everyone's Programme

Spain's participation as Guest of Honour at the Frankfurt Book Fair 2022 is a state project which transcends the publishing sector and Spanish literature to become an instrument of cultural projection.

We base the entire programme of the Road to Frankfurt and the days of the Fair itself on these pillars: **bibliodiversity, linguistic diversity, gender equality, the strength of the sector, innovation, digitisation, and sustainability.**

We have been working on the preparation of this program with the publishing sector since the beginning. Publishers and literary agents have been consulted about their catalogue to obtain information on translations and their authors' launches.

The Literary Advisory Committee consists of: Lola Larumbe, bookseller; Àngels Gregori, poet; Jesús Marchamalo, writer and journalist; and Sergio Vila-Sanjuán, novelist and cultural journalist, who has worked on themes and proposals from all literary genres to reflect the pillars of the project. Specialists appointed by the Spanish Organisation for Children's and Young People's Books (OEPLI) have participated as well.

The result? A project where Spain has reiterated its commitment to the strength of the Spanish language, the richness of multilingualism, and the diversity of authors, genres, and publishers in the sector as the cornerstones of the activities framed in the Road to Frankfurt and our participation in the 2022 Fair, as well as in the initiatives joint initiatives with the book sector and the Autonomous Communities.

There will be almost a total of 200 participants, including writers, translators, illustrators, publishers, literary agents, booksellers, and distributors. Frankfurt is a professional fair for publishers and agents, where the action is made visible through the authors, but where we wanted all those who form part of the book ecosystem to be present. And in all languages.



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The bibliodiversity of the Spanish publishing sector, where large groups coexist with small and medium-sized publishers, will also be on display at the Fair. Around half of the participants belong to independent imprints. _

The birth of a new generation of writers and the exponential increase in the work of women authors in publishers' catalogues, from the most consolidated to new voices, are characteristics of the current literary scene. 50% of the participants in the literary programme are women.

2.000 m² of #SpillingCreativity

In October, Spain will be the protagonist of the largest international meeting in the book sector. The Frankfurt Book Fair not only brings together the key players in the publishing industry but is also a unique stage for showing the world the contemporary image of Spain.

The 2000m² pavilion *La teoría de las cerezas*, designed by Enorme + Vitamin, will be the centre of attention for the world cultural and publishing sector from 19 to 23 October, where all our #SpillingCreativity will be on display.

La teoría de las cerezas turns the Spanish Pavilion, Guest of Honour at the Frankfurt Book Fair 2022, into a living dictionary that, like a hypertext, links words, languages, and stories. Thanks to artificial intelligence, the venue's walls will reflect as if they were the pages of a book written during these days, the ideas and debates shared during the meetings. Additionally, it highlights the women's voices and questions needed to make the publishing industry more sustainable.

Irene Vallejo and Antonio Muñoz Molina will host the opening. Both have works translated into German and are references of our essay and narrative, of our literature with capital letters. Manuel Rivas will host the handover ceremony.



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The programme's organisation consists of a series of literary and professional round tables (more than 50 of them inside the pavilion), which will take place in two stages.

PROFESSIONAL PROGRAMME

Inside the pavilion. This project is for the sector, as a result, various book sectors have proposed holding round tables on translation, independent publishing, comics, cultural magazines, and bookshops and distribution. Sharing with Europe, networking, being face to face with the interlocutors of endless telephone conversations, sharing experiences with peers... This is also Frankfurt.

And outside the pavilion. Publishers will also be holding meetings with German distributors at the professional stand outside the pavilion. The topics will be Spanish as the language of science, academic publishing, and introducing CEDRO's Copyright School.

EPHEMERIDES

Not only what our literature is, but also what it has been, through the anniversaries that we celebrate in 2022, will be present in Frankfurt: José Hierro, Gabriel Ferrater, Joan Fuster, Nebrija, Alfonso X el Sabio, will be present in the design of the pavilion itself, in the radio programmes that we will broadcast from there, in the projected audiovisuals.

LITERARY TRIBUTES

And, of course, we want to honour and pay tribute to those we most respect and admire and who had a very special connection with the Frankfurt Book Fair and with Germany: Almudena Grandes, Carlos Ruiz Zafón, Carmen Balcells, Jorge Herralde, among others.

WORKSHOPS FOR CHILDREN, YOUNG PEOPLE

Also, in the pavilion, we have planned a workshop area for manga drawing and design and bookbinding, and a workshop with ONCE dedicated to Braille publishing.

CULTURAL ACTIVITIES IN THE PAVILION

We will complement the purely literary and editorial programme with several musical performances, such as Sheila Blanco singing the poets of the Generation



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of '27 or Fraskito's tribute to Miguel Hernández; conferences on gastronomy such as the one by Ferran Adrià and radio programmes in collaboration with RNE.

LITERARY PROGRAMME DURING THE FAIR OUTSIDE THE PAVILION

We wanted to go a step further and for our authors and their works to leave the pavilion and mingle with readers in Frankfurt. That is why we have forged an alliance with the Zentralbibliothek to organise workshops, conferences, readings... with Spanish creators every day of the fair. Rocío Bonilla, Leire Bilbao, Elia Barceló, Aina Bestard and Maite Mutuberria will bring letters and illustration to libraries, to read, to enjoy with children and young people.

Our writers will also be present in other spaces in the city, such as the **Romanfabrik** or the **IG Metall**, where Isaac Rosa, José Ovejero, and Rosa Ribas will participate.

LITERATURE AND CULTURE ALL YEAR ROUND IN GERMANY

Throughout the year we will be present at German literary festivals and institutions. For the month of June, LIJ authors will be present at schools in the state of Hesse, in coordination with the Spanish Language and Culture Groups (ALCE), and three renowned creators - Isaac Rosa, Marta Sanz, and Javier de Isusi - will be touring German universities in Cologne, Bremen, and Jena. Some authors will travel after the Fair to the festivals of Zofingen in Switzerland, such as Irene Vallejo, Sergio del Molino, and Vicente Valero, among those, already confirmed, and to Göttingen in Germany, with Fernando Aramburu and Cristina Morales. Others will be touring with German publishers.

Spilling creativity places the book at the heart of the book fair, but it goes far beyond that it reaches all forms of art, creation, and expression, which is why we have programmed a cycle on José Val del Omar at the Frankfurter Filmmuseum. Along with an artistic installation by the sculptor Alicia Martín to the Cervantes Institute in Frankfurt and many more events such as: participating in the Kunstfest in Weimar with a premiere by Angélica Liddell, being present in the framework of the international puppet festival in Munich and offering an exhibition of the photographer Carlos de la Torre's work. Also, we will offer an exhibition by photographer Carlos Pérez Siquier at the Fotografie Forum Frankfurt. The Frankfurter Kunstverein will host an exhibition curated by Rosa



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Ferrer and Ana Ara on the role of fiction in artistic practice in the recent Spanish context, and the CDN will take on the Dramawalker project, a sound fiction, to the Munich neighbourhood of Neuperlach and Lavapiés. The National Dance Company will perform at the Bonn Opera in October. We scheduled a total of 200 cultural events for this year.

AUTHORS OF THE PROGRAMME ON WIKIPEDIA: EDITATION

To make our authors better known in Germany, they will all have an entry on the Wikipedia page (www.wikipedia.de/).

It is a project carried out with the Complutense University and the Universities of Regensburg and Münster, and there will also be a Wikipedia marathon or Editathon open to all those who wish to participate to include entries on Spanish literature in June.



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Literary and Professional Programme

Tuesday 18

10.00-18.30 h

Opening event

Irene Vallejo
Antonio Muñoz Molina

Wednesday 19

10.00-18.30 h

*Landscapes on the
margins of the city*

Kiko Amat
Najat el Hachmi
Lara Moreno
José Ovejero
Moderator: Marta Fernández

*The invention of
books*

Marta Sanz
Irene Vallejo
Moderator: María José Gálvez

*Beyond the
boundaries of
imagination*

Jürgen Boss and Antonio Muñoz Molina



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Moderator: Elvira Marco

The past as fiction

Javier Cercas
Daniel Gascón
José Carlos Llop
Moderator: Isabel García Adánez

Portraits of the present

Sara Mesa
Patricio Pron
Isaac Rosa
Moderator: Marta Fernández

The voice of the family

Lana Corujo
Elvira Lindo
Marta Orriols
Moderator: Victoria Torres

Long live the story

Cristina Fernández Cubas
Sergi Pàmies
Clara Obligado
Moderator: Juan Casamayor

Life and death of a sapien told to a Neanderthal

Juan Luis Arsuaga
Juan José Millás
Moderator: Marta Fernández

I will cut down men from the face of the earth, by María Velasco

Dramatised reading



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Winning play of the Heidelberg New Dramaturgie

*Is there such a thing
as a Europe of
writers? The place
and situation of
writers in Europe*

Nina George (EWC)
Pepa Roma (ACE)
Gerhard Ruiss (Austria)
Moderator: Lena Falkenhagen (VS, Germany)

*Discussion on the
60th Anniversary of
the Munich
"Contubernium".*

Conversation between the Spanish Minister of Culture,
Miquel Iceta and the Minister of State for Culture and
the Media, Claudia Roth
Moderator: Jordi Amat

*A conversation with
independent
publishers*

Belén García Vélez (Barret)
Paca Flores (Periférica)
María Mur Dean (Consonni)
Santiago Tobón (Sexto Piso)
Presented and moderated by: María José Gálvez
(General Directorate of Books)

Music and literature

Fraskito: *Winds of the people. Homage to Miguel
Hernández*

Bookseller Reception

Cocktail with German booksellers



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Thursday 20

10.00-18.30 h

*Empty (and full)
Spain*

Jorge Dioni López
Sergio del Molino
Moderator: Marta Fernández

*Krimis: suspense in
times of uncertainty*

Berna González Harbour
Lorenzo Silva
Moderator: Rosa Ribas

*Interview Enrique
Vila-Matas*

Enrique Vila-Matas talks with Patricio Pron

Poetics of memory

Fernando Aramburu
Vicente Molina Foix
Vicente Valero
Moderator: Marta Fernández

*Interview Pérez
Reverte*

Arturo Pérez Reverte talks with Sergio Vila-Sanjuán



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*Tribute to Almudena
Grandes*

Fernando Aramburu
Juan Cerezo, editor Tusquets
Piero Salabè, editor Carl Hanser
German writer
Moderator: Jesús Marchamalo

*Biography (and
tribute) to Carmen
Balcells*

Rosa Montero
Carme Riera
Moderator: Juan Cruz

*Nature that (speaks)
to us*

Anna Ballbona
Jesús Carrasco
María Sánchez
Moderator: Jesús Marchamalo

*Jorge Herralde: the
anagrams of a
seasoned editor*

Gustavo Guerrero (Gallimard)
Jorge Herralde (Anagrama)
Frank Wegner (Suhrkamp)
Moderator: Basilio Baltasar (Fundación Formentor)
Presented by: Almudena Hernández

*The importance of
cultural magazines*

Atocha Aguinaga (ARCE)
Jaume Boix (*El Ciervo*)
Arsenio Escolar (*Archiletras*)



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*The importance of
cultural magazines*

Daniel Gascón (*Letras Libres*)
Raúl Maicas (*Turia*)
Fernando Rodríguez Lafuente (*Revista de Occidente*)
Moderator: Manuel Ortuño (*ARCE* y *Trama*)

Libraries on the move

Paco Cálamo (Cálamo, Zaragoza)
Lola Larumbe (Alberti, Madrid)
Sara Sánchez (35 Formiguets, Valencia)
Montse Serrano (+Bernat, Barcelona)
Moderator: Eva Orúe (Madrid Book Fair)

*The design of the
books*

Lupi Asensio
Emilio Gil
Diego Moreno (Nórdica)
Moderator: Raquel Pelta

Music

Javier Díaz Ena (Theremin)

Literary evening

An evening with international publishers and agents



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Friday 21

10.00-18.30 h

New literary generations

Paloma Chen
Mohamed El Morabe
Nadia Hafid
Margaryta Yakovenko
Moderator: Victoria Torres

History in the novel

María Dueñas
Julia Navarro
Santiago Posteguillo
Moderator: Ana Gázquez

Interview Bernardo Atxaga,

Benardo Atxaga talks with Berna González Harbour

Chronicle of immigration

Bibiana Candia
Juan Gómez Bárcena
Javier de Isusi
Aroa Moreno
Moderator: Margaryta Yakovenko

Tribute to Carlos Ruiz Zafón

Hans Jürgen Balmes (Fischer)
Emili Rosales (Destino)
Dolores Redondo
Moderator: Sergio Vila-Sanjuán

Graphic and illustrated novel



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María Hesse
Nuria Tamarit
Moderator: Elisa McCausland

*Uncomfortable topics
in children's and
young people's
literature*

Elia Barceló
Aina Bestard
Rocío Bonilla
Nando López
Moderator: Almudena Hernández

*Poetry in times of
inclemency*

Luis García Montero
Carlos Marzal
Moderator: Raquel Lanseros

The world to come

Marina Garcés,
Daniel Innerarity
César Rendueles
Moderator: Joan de Sola

*Dramatic:
contemporary
Spanish dramaturgy*

Esther Carrodegua
María Goiricelaya
Joan Yago
Alfredo Sanzol (Centro Dramático Nacional)
Moderator: Álvaro Vicente

*When the book
becomes film*

Carlo Padial
Jaume Ripoll (Filmin)
Moderator: Jordi Amat



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*News from Spanish
and German cultural
journalism*

Guillermo Altares (*Babelia*)
Blanca Berasategui (*El Cultural*)
Paul Ingeenday (*Frankfurter Allgemeine*)
Laura Revuelta (*ABC*)
Brigitte Kleine (Canal ARTE)
Moderator: Laura Barrachina (RNE)

*Illustration in
Struggle (FADIP)*

Dani Maíz
Mar Malota
Josep Antoni Tassies (FADIP y APIC)
Moderator: Elisabeth Pérez

Music and literature

Sheila Blanco: *Las poetas del 27*

Literary evening (author's reception))



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Saturday 22

10.00-18.30 h

Time and life

Maria Barbal
Elia Barceló
Anna Freixas
Moderator: Marta Fernández

Interview Rosa Montero

Rosa Montero talks with Inés Martín Rodrigo

Granta in Spanish 24: Poetics of Language

Xuan Bello
Xesús Fraga
Julieta Valero
Moderator: Valerie Miles

Nurturing creativity

Ferran Adrià

Counting and drawing

Jokin Mitxelena
Patxi Zubizarreta

Music in words

Miren Agur Meabe
Yolanda Castaño
Elena Medel
Mariano Peyrou
Moderator: Àngels Gregori



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¿Rabenmutter?

Katixa Agirre
Silvia Nanclares
Moderator: Marta Fernández

Technology and power

Ingrid Guardiola
Esther Paniagua
Marta Peirano
Moderator: Giselle Etcheverry Walker

Poets in the street

Ángela Segovia
Raquel Lanseros
Ada Salas
Moderator: Àngels Gregori

Under the sign of the swastika, by Chaves Nogales. Dramatised reading

Martin Valdés Stauber (Munich Kammerspiele)
Frank Henseleit (KUPIDO Literaturverlag)
Svetlana Belesova (Reading)

The future of editorial translation in Europe

Paula Aguiriano Aizpurua (ACE Traductores)
Jacqueline Csuss (IG Übersetzerinnen Übersetzer)
Jürgen Jakob Becker (Deutscher Übersetzerfonds y Literarisches Colloquium Berlin)
Belén Santana (ACE Traductores)

Objects designed in Spain

Inma Bermúdez
Iban Ramón
Moderator: Xavi Calvo
(València Capital Mundial del Diseño 2022)

Happy Hour (Txalapartaris)



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Sunday 23

10.00-18.30 h

Restless lives

Esther García Llovet
Ray Loriga
Moderator: Marta Fernández

Itineraries of the past

Xesús Fraga
Miqui Otero
Manuel Vilas
Moderator: Isabel García Adánez

Comic Mit Akzent

Antonio Altarriba
Nadia Hafid
Álvaro Pons
Moderator: André Höchemer

The power of affection

Inés Martín Rodrigo
Elvira Sastre
Moderator: Elvira Marco

Love, desire and pain

Elisabeth Duval
Luis G. Martín
Cristina Morales
Moderator: Marta Fernández

Gypsy notebooks

Diego Fernández (Instituto de Cultura Gitana)
Joaquín López Bustamante



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DE EDITORES DE ESPAÑA

Handover ceremony

Manuel Rivas
Country profile in 2023: Slovenia

Contact

For further information and/or to arrange an interview, please contact us at:

Ana Gazquez/Yolanda Aguilar
prensa@spainfrankfurt2022.org

More Information

For more information about the Spain Guest of Honour project at the Frankfurt Book Fair, please visit <https://spainfrankfurt2022.com/en/> including the Flickr account of the website here.

Flickr:

<https://www.flickr.com/photos/194024439@N05/>



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