

PRESS INFORMATION

“Education and media literacy are essential” LitCam Lounge presents international educational initiatives / Trend Conference: Education in China and Germany

Education is transforming radically - what was once the classical humanities approach à la Humboldt, is conveyed today through edutainment à la “Wii!”,. “The Internet and digital media are taking on increasingly deeper significance in literacy and basic education. Education and media literacy are essential in view of this change”, says Juergen Boos, Director of the Frankfurt Book Fair. The Frankfurt Book Fair (14 to 18 October 2009) will therefore devote particular attention this year to the issue of media literacy within the framework of its focus on “Education for the Future”.

The Frankfurt Book Fair Literacy Campaign (LitCam, www.litcam.de), a year-round campaign for literacy, basic and media education, will present educational initiatives from Afghanistan, Nigeria, India and Ireland during the Book Fair in the LitCam Lounge in Hall 4.2. One company that will present itself, for example, is PlanetRead from India, a project that promotes reading by providing TV films and songs from popular Bollywood productions with subtitles in the same language. Furthermore, LitCam’s partners will also be present in the Lounge - for example, the UNESCO Institute for Lifelong Learning or the Bundesverband für Alphabetisierung and Grundbildung - Federal Association for Literacy and Basic Education. As a continuation of the international LitCam conference “Literacy and Media”, which took place on the Monday before the Fair, there will also be four workshops held in the Congress Centre on Tuesday, 13 October, which will expound upon the subjects broached at the conference.

Likewise, the one-day conference “Enhancing the Culture of Reading and Books in the Digital Age” will take place on Tuesday, 13 October. What has become of reading in the age of the Internet? Will the digital age herald the end of reading and book culture? These questions will be debated by international experts. The conference will be co-hosted by the International Federation of Library Associations and Institutions (IFLA), the International Federation of Reproduction Rights Organisations (IFRRO), the World Intellectual Property Organisation (WIPO), the International Publishers Association (IPA), the European Writers’ Congress (EWF) and the Frankfurt Book Fair.

Foundations of the concept of education in China and Germany

The Trend Conference “China and Germany: Economy and Education” on Thursday, 15 October, will give an overview of today’s educational system, along with the historical and social significance of education in China and Germany. Representatives of the Chinese Embassy and the German Ministry of Education have been confirmed as keynote speakers.

The two-day education conference “Learning Society”, which will take place this year on Friday, 16 and Saturday 17 October, is geared toward teachers, students, trade visitors and educational publishers. Workshops, lectures and panel discussions on the economy and education, social networking and violence in schools are on the agenda. One of the highlights is the panel discussion “Education in Flux” on Friday, the focus of which is how the demands and understanding of education are transforming in an age of globalisation and digitisation.

Football meets Culture: Access to education through kicking and dribbling

Since 2007, the very successful LitCam Project “Football meets Culture” has been demonstrating that learning is fun and not necessarily all about boring drills. The programme is currently running at schools in Frankfurt, Hamburg and Berlin. Children from various academic years receive supplemental remedial lessons and professional football training twice a week. The objective is to foster the social and communicative behaviour of the children and to improve their knowledge of the German language. At the Book Fair, “Football meets Culture” will invite visitors to a football morning, which will focus on “100 Years of Borussia Dortmund”, among other topics. The former professional footballer Lars Ricken will be in attendance. In addition, a panel discussion will take place, in which football and the opportunities the sport offers for successful integration will be discussed, among other things. The North Rhine-Westphalian Integration Minister Armin Laschet and the writer Dietrich Schulze Marmeling will also participate. For film lovers, there are two films from the international football film festival “11 mm Short Kicks” on the agenda: the Australian film “Bloody Footy”, about a young Italian man in Australia who would rather play rugby than football, along with the Dutch production “Yamila”, about a young Muslim girl who discovers her talent for football.

Frankfurt, 13 October 2009

Education at the Frankfurt Book Fair 2009: An overview

Events:

Tuesday, 13 October

Workshops within the LitCam programme

Congress Centre (room Fantasie I and II), Starting at 10.00 am

LitCam will continue with a series of workshops. Topics are "Developing e-learning for basic skills", "Teaching reading and learning to read in Europe", "Literacy through Entertainment in the Developing World" and "Media Literacy: Distance Education Learning".

Conference "Enhancing the Culture of Reading and Books in the Digital Age"

Hall 4.2 (room Dimension), 10.15 am - 5.00 pm

The conference will reveal how libraries, authors and publishers can promote the culture of reading in an age of digital communication technology. The conference will be co-hosted by the International Federation of Library Associations and Institutions (IFLA), the International Federation of Reproduction Rights Organisations (IFRRO), the World Intellectual Property Organisation (WIPO), the International Publishers Association (IPA), the European Writers' Congress (EWF) and the Frankfurt Book Fair.

Thursday, 15 October

Trend conference "China and Germany: Economy and Education"

Hall 4 (room Europa), 3.30 - 7.00 pm

The conference provides an overview of the cultural and historical foundations of the concept of education and of the corresponding educational ideals in Germany, as well as in China.

Friday, 16 October, and Saturday, 17 October

Education congress "Learning Society"

At the centre of the two-day event series is the subject "Education in Flux". The congress is geared toward teachers, educators, students, lifelong learners, educational publishers, as well as trade visitors to the Frankfurt Book Fair.

Entrance to the first day of the congress is free. The fee for the second day, Saturday, 17 October, is 20 euros.

Registration: Katharina Ewald, e-mail: ewald@book-fair.com

Friday events:

The first day of the congress will take place on the site of the Frankfurt Book Fair, Hall 4, room Europa.

Lectures and panel discussions will be offered on the subjects of the economy and education, social networking and violence in schools.

Friday highlight: Panel discussion "Education in Flux"

Hall 4 (Room europa II), 10.30 - 11.30 am

New technologies, increasing individualisation and the need for lifelong learning in the age of globalisation have changed the manner and means by which education is imparted. Which educational topics are the centre of focus today? What do learners need and what do they want? Key players from the international educational sector will discuss.

Saturday events:

Congress Centre, Level C3, starting at 9.00 am

On this day, workshops will take place, the topics will include: cultural education in schools, websites for children, healthy day care and lifelong learning, among others.

Sunday, 18 October

Football meets Culture presents: "100 Years of Borussia Dortmund"

Hall 4 (room Europa), 11.00 am - 2.00 pm

The 'Football meets Culture' project has taken place since 2007 within the framework of the Frankfurt Book

Fair Literacy Campaign (LitCam) and is being implemented in schools in Frankfurt, Hamburg and Berlin. At the Fair, Football Meets Culture invites visitors to a discussion with professional footballer Lars Ricken, North Rhine-Westphalian Integration Minister Armin Laschet and the writer Dietrich Schulze Marmeling, among others. Under the motto "11 mm Short Kicks", two short films on the subject of football will be screened.

The new education area in Hall 4.2 - Event venues and exhibition areas:

In 2009, all the exhibition areas and event venues of the Frankfurt Book Fair relating to education will be in one place for the first time: The Forum Education, the Education Collective Stand, the Educational Publishing Pavilion (EPP) as well as the LitCam Lounge will be side by side for the first time in Hall 4.2.

Guided tours through the education area

Guided tours through the newly designed education area provide information about the exhibitions, events and presentations in this space. The meeting point is the lounge area of the Educational Publishing Pavilion. The appointments:

Wednesday, 14 October, 16:00 (German-language tour)

Thursday, 15 October, 11:00 (English-language tour)

Thursday, 15 October, 15:00 (Spanish-language tour)

Additional appointments are available upon request. Register by contacting Martina Wolff de Carrasco, E-Mail: wolffdecarrasco@book-fair.com

Forum Education (Hall 4.2 B 1424)

The Forum Education was previously located in Hall 3.1. Over the past six years, it has established itself as a platform for the discussion of current questions about educational policy, economic subjects and educational developments. In Hall 4.2, the Forum constitutes the interface between the Educational Publishing Pavilion (EPP) and the Education Collective Stand.

Education Collective Stand (Hall 4.2 B 1434)

On the Education Collective Stand, exhibitors from home and abroad will display their new publications, including educational titles for children and young adults, products focusing on training and continuing education, as well as job and career planning. Electronic products, DVDs and online offerings will also be presented.

Educational Publishing Pavilion EPP (Hall 4.2 A 1403)

International providers of learning aids will present their companies at their own stands in the EPP area. The "classroom of the future" will be on display here, along with new educational software, serious games, as well as innovative products from the world of learning. Networking receptions are also planned in the lounge area of the EPP. The Frankfurt Book Fair presents the EPP in cooperation with the Association of Educational Publishers (AEP).

LitCam Lounge (Hall 4.2 B 1442)

The Frankfurt Book Fair will appear in the LitCam Lounge, along with its partners, the Bundesverband Alphabetisierung, UNESCO Institute for Lifelong Learning, Avallain and Google, as well as participants of the LitCam Conference. It provides a space for exhibitions as well as a small event area called LitCam Live! for discussion forums and lectures on the subjects of literacy and basic education, The Lounge was previously located in Hall 3.1.

"Education for the Future" online: www.book-fair.com/education/