



Fabulous Iceland at the Frankfurt Book Fair: Events for the press

Tuesday, 11 October 2011

11.00 a.m.

Opening press conference of the Frankfurt Book Fair 2011

Place: Exhibition site, Agora

With

Juergen Boos, Director of the Frankfurt Book Fair

Prof. Gottfried Honnefelder, President of the German Publishers and Booksellers Association

Peter Schwarzenbauer, Member of the Board of Management, Audi AG

12.30 p.m.

Press tour of the Iceland Pavilion

Place: Iceland's Guest of Honour Exhibition 2011, exhibition site, Forum, Level 1

Following the opening press conference of the Frankfurt Book Fair, this year's Guest of Honour Iceland invites you to join a guided tour through its pavilion at the exhibition site, Forum, Level 1. The Iceland Pavilion is designed to be a place where visitors feel at home in Iceland, a country of literature and of magnificent natural beauty. Alongside video portraits and several hundred photos of Icelanders in their private libraries, the Pavilion also contains a room-sized Iceland Panorama that gives a vivid impression of the grandeur of the country's landscapes and natural phenomena.

Language: German, English

With

Vigdís Finnbogadóttir, former President of Iceland and patron of the Fabulous Iceland Society

Halldór Guðmundsson, Director of Fabulous Iceland

Thomas Böhm, Programme Manager for Literature – Germany, Fabulous Iceland

Icelandic Authors

Kristín Marja Baldursdóttir Gerður Kristný

Runa G. Bergmann Jónína Leósdóttir

Steinar Bragi Steinunn Sigurðardóttir

Press Contact

Mirjam Flender, c/o projekt2508, +49 228 184967-24, presse@sagenhaftes-island.de

Photos are available on our homepage at: www.sagenhaftes-island.is/en

www.sagenhaftes-island.is/en



Hallgrímur Helgason
Ævar Örn Jósepsson
Einar Kárason

Yrsa Sigurðardóttir
Kristín Steinsdóttir

After the tour there will be an opportunity for interviews with the participants. If you would like to conduct an interview, please let us know in advance at:
presse@sagenhaftes-island.de

Wednesday, 12 October 2011

1.00 p.m.

Book presentation

Goðafoss – A German-Icelandic (War) Story

Place: Iceland's Guest of Honour Exhibition 2011, exhibition site, Forum, Level 1

On 10 November 1944 a German U-boat sank the Icelandic passenger ship Goðafoss at the entrance to Reykjavík harbour. This event is examined by authors Óttar Sveinsson and Stefan Krücken in their book Goðafoss. During the presentation of the book at the Frankfurt Book Fair, in the presence of Iceland's Minister for Foreign Affairs, Össur Skarphéðinsson, a survivor from the Goðafoss and a member of the U-boat crew will shake hands for the first time – a unique and historic occasion.

Language: German, Icelandic

With

Össur Skarphéðinsson, Minister for Foreign Affairs, Iceland

Sigurður Guðmundsson, Goðafoss survivor

Horst Koske, U-Boat crew member

Óttar Sveinsson, Author

Stefan Krücken, Author and publisher

Chaired by: Thomas Böhm

After this event there will be an opportunity for interviews with the participants. If you would like to conduct an interview, please let us know in advance at:
presse@sagenhaftes-island.de

Press Contact

Mirjam Flender, c/o projekt2508, +49 228 184967-24, presse@sagenhaftes-island.de

Photos are available on our homepage at: www.sagenhaftes-island.is/en

www.sagenhaftes-island.is/en

3.00 p.m.

Press conference

AmazonCrossing and Fabulous Iceland

Place: Iceland's Guest of Honour Exhibition 2011, exhibition site, Forum, Level 1

It is not just at the Book Fair that Icelandic literature is stimulating great interest. It is also about to become accessible to a much larger future readership around the world. To mark the Guest of Honour appearance at the Frankfurt Book Fair, the newly formed publishing wing of international bookseller Amazon, AmazonCrossing, will translate about ten books by Icelandic authors into English and publish them in print and as e-books. Among these authors are Hallgrímur Helgason and Auður Ava Ólafsdóttir, who will provide insights into their work during the press conference.

Language: English

With

Össur Skarphéðinsson, Minister for Foreign Affairs, Iceland

Jon Fine, Director Author & Publisher Relations, Amazon.com

Halldór Guðmundsson, Director of Fabulous Iceland

Auður Ava Ólafsdóttir, Author

Hallgrímur Helgason, Author

Chaired by: Stella S. Jóhannesdóttir

Following this event there will be an opportunity for interviews with the participants. If you would like to conduct an interview, please let us know in advance at:

presse@sagenhaftes-island.de

Thursday, 13 October 2011

10.00 a.m.

UNESCO City of Literature Reykjavík

Place: Iceland's Guest of Honour Exhibition 2011, exhibition site, Forum, Level 1

In August 2011, Reykjavík became the first non-anglophone city to be named as a UNESCO City of Literature. Now its mayor, Jón Gnarr, and the chairperson of the Reykjavík Arts Council, Einar Örn Benediktsson, will present some of the city's prose, poetry and punk, in collaboration with Pétur Gunnarsson, former chairperson of the Union of Icelandic Writers and author of the books Reykjavík and Dot Dot Comma Dash.

Press Contact

Mirjam Flender, c/o projekt2508, +49 228 184967-24, presse@sagenhaftes-island.de

Photos are available on our homepage at: www.sagenhaftes-island.is/en

www.sagenhaftes-island.is/en

During this event, the contract between Reykjavík and ICORN will be signed.

Language: English

With

Jón Gnarr, Mayor of Reykjavík

Einar Örn Benediktsson, Chairperson of the Reykjavík Arts Council

Pétur Gunnarsson, Author

Peter Ripken, Chair of the Executive Board of ICORN

Chaired by: Svanhildur Konrádsdóttir, Director Reykjavík City Department of Culture and Tourism

Following this event there will be an opportunity for interviews with the participants. If you would like to conduct an interview, please let us know in advance at:

presse@sagenhaftes-island.de

Saturday, 15 October 2011

11.00 a.m.

Closing press conference for Iceland's Guest of Honour appearance

Place: Iceland's Guest of Honour Exhibition 2011, exhibition site, Forum, Level 1

230 new releases related to Iceland in the German-speaking countries; 400 events in Germany, Austria and Switzerland: Icelandic culture has never enjoyed such a high profile in Europe as it has in 2011. On the penultimate day of the Frankfurt Book Fair, Director of the Fair, Juergen Boos, and a number of representatives of the Guest of Honour take stock of the event.

Language: German

With

Juergen Boos, Director of the Frankfurt Book Fair

Rakel Björnsdóttir, Assistant Manager, Fabulous Iceland

Kristín Steinsdóttir, Author and Chairperson of the Union of Icelandic Writers

Kristján B. Jónasson, Chairperson of the Association of Icelandic Book Publishers

Kristof Magnusson, Author and translator

Simone Bühler, Project Manager. Guest of Honour Program

Chaired by: Halldór Guðmundsson

Press Contact

Mirjam Flender, c/o projekt2508, +49 228 184967-24, presse@sagenhaftes-island.de

Photos are available on our homepage at: www.sagenhaftes-island.is/en

www.sagenhaftes-island.is/en