



PRESS RELEASE: NZ thrilled to be guest of honour

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October 13th, 2011: New Zealand is thrilled to have been selected as guest of honour at the Frankfurt Book Fair for 2012.

This unique opportunity to showcase New Zealand's rich and thriving culture in the heart of Europe is being led by a team from the Ministry of Culture and Heritage which looks after the national treasures of Aotearoa¹.

Ministry for Culture and Heritage chief executive Lewis Holden says the Frankfurt Book Fair offers an unparalleled opportunity to promote New Zealand and its many and diverse artistic endeavours.

"We are honoured to have been selected as the fair's special guest, the exposure for New Zealand and its creative industries, as well as our growing multimedia and technology industries is extraordinary."

Project director for the Frankfurt Book Fair Tanea Heke promises a visual and cultural feast over the next 12 months as she leads an expert team who will showcase Aoteroa's best literary and cultural talent throughout Germany.

"New Zealand publishers have attended the Frankfurt Book Fair for more than 10 years but to have been selected as Guest of Honour is a unique opportunity to show New Zealand's talents in Germany"

¹ Aotearoa [ao,tea'roa] is the most widely known and accepted Māori name for New Zealand. The word can be broken up as: *ao* = cloud, *tea* = white and *roa* = long, and it is therefore usually glossed as "the land of the long white cloud".

The high level cultural and arts programme will feature New Zealand film, visual arts, theatre, dance and writers' tours. Participants will also have the opportunity to sample some of the country's best wines and food products.

And New Zealand officials will be on hand at this month's Frankfurt Book Fair as the handover ceremony takes place on 16th October 2011.

"We are also very fortunate to have three of New Zealand's most eminent writers attending this year's Frankfurt Book Fair. Witi Ihimaera, Kate Camp and C.K. Stead will on hand showcasing New Zealand literature as well as getting a feel for next year's event," Lewis Holden says.

For further information see www.mch.govt.nz

For press conference AV clip see www.nzatfrankfurt.govt.nz/media

Press contact:

Lucy Orbell | Communications Advisor

Manatū Taonga - Ministry for Culture and Heritage

Radio New Zealand House, Level 5, 155 The Terrace

P O Box 5364, Wellington, New Zealand

Ph +64 4 496 6176 Fax +64 4 499 4490 Mob +64 27 622 2774

Sebastian Warschow | Senior PR-Consultant

häberlein & mauerer

Rosenthaler Str. 52, 10178 Berlin, Germany

Ph +49 30 726 208 202 Fax +49 30 726 208 250