



Francfort Frankfurt
en **in**
français **French**

France
invitée d'honneur
de la Foire du livre
de Francfort 2017

France
Guest of Honor
at the Book Fair
Frankfurt 2017

PRESS PACK



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EDITORIAL BY JEAN-YVES LE DRIAN

MINISTER OF EUROPE AND FOREIGN AFFAIRS

France is the Guest of Honour at the 2017 Frankfurter Buchmesse. Every year, this leading international event, rich in history, brings together publishers who, through their choices, launch the translation and diffusion of texts, ideas and stories from around the world. Their choices today determine what we will be reading tomorrow.

I would like to thank Germany for this invitation, which will allow us to rediscover and give new impetus to the Franco-German relationship and cultural Europe. Just over two hundred years ago, Madame de Staël wrote in her book *Germany* a description of this close neighbour. Even at that time, she supported the idea that French and Germans should look for new inspiration. She even urged us to go further! Didn't she write "In these modern times, we should have the European spirit".

I wish that French and Germans preserve the soul of a political, social, cultural Europe which remains steadfastly committed, because without movement there cannot be balance. This invitation marks France and Germany's commitment to the European project and the values that we have reaffirmed as part of the celebrations for the 60th anniversary of the Treaty of Rome. Freedom of expression, creation and publication are commitments that we remain committed to supporting that Europe is a welcoming place for authors and intellectuals from around the world. We want Europe to be a place where cultural and creative industries develop since this is the pillar of economic growth ensuring fair financial recognition for creation in the service of cultural diversity.

Our participation at the Frankfurter Buchmesse focuses on youth, innovation and the French language. We desired "***Francfort en français / Frankfurt in French***" to be an international showcase for French-language literature in its most diverse forms.

This invitation is important because, since the beginning of the year, it has been unfolded across Germany and beyond. Through its cultural network, the French Ministry for Europe and Foreign Affairs has been promoting "***Francfort en français / Frankfurt in French***" around the world.

I warmly thank all those who have worked to make this invitation a success, in particular the chairman's office, the *Institut français* and the professionals of the book industry.

EDITORIAL BY BRUNO FOUCHER

PRESIDENT OF THE INSTITUT FRANÇAIS

In charge of the development of cultural exchanges at an international level, the *Institut français* has been entrusted with the responsibility for France's appearance as Guest of Honour at the 2017 Frankfurter Buchmesse. This occasion offers an exceptional opportunity to introduce especially young generations of French-speaking authors and artists to foreign professionals.

Regarding the book industry, the *Institut français* – in close cooperation with the French cultural network abroad notably the *attachés Livre* – supports translation and circulation of French-speaking authors across the world and international cooperation between publishing professionals. Special attention has been paid to Germany and the German language in preparation of France's appearance as Guest of Honour, to strengthen translations from French to German and to multiply meetings between publishing professionals from both countries.

From 11 to 15 October 2017, within the framework of the Frankfurter Buchmesse and for the eight months before, hundreds of writers, intellectuals and artists from France and across the world will be meeting the German public and numerous multi-disciplinary cultural events will be held combining theatrical performances, literature, the visual arts, modern music and transmedial art.

The *Institute français*, as organ of the French Ministry for Europe and Foreign Affairs and the French Ministry of Culture, implements this ambitious operation in close coordination with the *Institut français* Germany and the Cultural Service of our Embassy in Berlin, the *Centre national du livre* (CNL), the *Bureau international de l'édition française* (BIEF) and the *Syndicat national de l'édition* (SNE).

As for our partners, I warmly acknowledge the cooperation with our friends in the *Organisation internationale de la Francophonie* (OIF), *Pro Helvetia*, Wallonie Bruxelles, the Grand Duchy of Luxembourg, the city of Lyon as well as the Metropolitan Lyon, the city of Saint-Etienne and the Saint-Etienne Métropole, the city of Strasbourg, Strasbourg Eurométropole, the region Grand Est and the agglomeration community of GrandAngoulême, the region Nouvelle Aquitaine, the city of Angoulême, the departmental board of Charente and the department of Seine-Saint-Denis, the city of Nantes, the region Ile de France, the city of Paris, the region Hauts de France and the city of Lille and the European Metropolis of Lille, the region Normandy, the Franco-German television channel ARTE, Radio France, the Franco-German Youth Office, the congregation of the partners **“Francfort en français / Frankfurt in French”** run by Jean Lemierre, chairman of the BNP Paribas Group, and of course, our German counterparts at the Frankfurter Buchmesse, the *Börsenverein* (German Publishers and Booksellers Association), the province of Hessen, the city of Frankfurt, the German Federal Foreign Office, the German Secretary of State for Culture, the Robert Bosch Foundation and the Stiftung Polytechnische Gesellschaft.

Thanks to the energy and effort invested by everyone, **“Francfort en français / Frankfurt in French”** will be the most important cultural project ever performed by France and its French-speaking partners in Germany. I hope France's appearance as Guest of Honour will be perceived in the spirit of a new Europe, a Europe of youth, hospitality of cultures, of innovation and knowledge-sharing.

EDITORIAL DE PAUL DE SINETY

CHAIRMAN FOR FRANCE'S APPEARANCE AS GUEST OF HONOUR AT THE FRANKFURTER BUCHMESSE 2017: **"FRANCFORT EN FRANÇAIS / FRANKFURT IN FRENCH"**

It has brought the Muses back from exile
Henri Estienne, 1573

The Frankfurter Buchmesse in October is rapidly approaching. What have been the different milestones of our preparations this year?

A large number of translations have been completed, with hundreds of new works. With a considerable rise in licences for translations from French to German, Germany is giving us a great lesson in hospitality. How could we not pay tribute to all the German-speaking language partners, translators, scouts and publishers who have shown extraordinary curiosity about contemporary French writing?

A multidisciplinary French cultural year has also allowed us, since January, to roll out a programme of 350 labeled events in more than thirty cities of the Federal Republic of Germany. Innovation, language and youth were their key subjects. More than 200 French-speaking authors and artists have taken part.

So, what is to come? More than 100 writers and creators will adjourn to Frankfurt between 8 and 15 October to continue this debate. They will talk, work and perform at a 2500 m² Pavilion realised in partnership with the Saint-Étienne Higher School of Art and Design – but also in the city, beyond the walls of the Frankfurter Buchmesse, through an intensive programme of events.

They come from the main publishing sectors – fiction, non-fiction, youth literature, comics – and from all over the globe, all in up-to-date translations, as all these authors dream, write and express their identity in French.

This is because the French language, which is in the focus of France's appearance as Guest of Honour at the Frankfurter Buchmesse, obliges us to leave behind our French certainties and step outside our comfort zone – beyond the French borders. France's appearance as Guest of Honour will be a chance to promote debates about welcoming and understanding others and about the struggles and values of a language of diversity shared across all five continents.

With new generations of intellectuals and other invited authors, it will also involve discussions about our desires for and of Europe. Big names from France, Germany and across Europe will open these festivities with an open and fundamentally creative view: a preview with the headline *Je vous écris d'Europe* ("I'm writing you about Europe") and afterwards an "European Lab" staged at the French Guest of Honour Pavilion.

The Frankfurter Buchmesse offers a time to celebrate what unites and binds us as European citizens: our shared publishing culture. The publishing culture is a precious yet fragile asset produced by a longstanding, balanced economic model that we need to protect. This struggle pursued by publishing professionals in France and Germany, supported by the public authorities, is a struggle on behalf of us all.

The future of publishing in our countries does indeed raise the question about the future of Europe, its identity, our democratic values and our way of life: a Europe of translation, diversity in publishing, the sharing of knowledge and hospitality.

"It has brought the Muses back from exile", the French humanist Henri Estienne wrote about the Frankfurter Buchmesse in a text that constitutes the first review of the Frankfurter Buchmesse. That was in 1573 when Europe was torn apart. Why should we not join forces today to remember the Muses in our European countries, but also south of the Mediterranean?

A WORD FROM THE PRESIDENT OF THE PARTNERS CLUB

In a time when *BNP Paribas* is celebrating 70 years in Germany, I naturally agreed to accept the presidency of the Partners Club of the Frankfurter Buchmesse.

This great event, this international meeting place for publishing and digitalisation, offers France an excellent opportunity to highlight its diversity, attractiveness and innovation through its cultural and creative industries. This invitation is also the occasion to breathe new impetus into Franco-German relations, both cultural and economic.

BNP Paribas has been developing all of its services to Germany since 1947, and has acquired a strong, developing and innovating position in the service of the industrial sector and services. In the case of individual customers, the Bank has invested in digital innovation. Consequently, *Consorsbank* offers a complete financial services platform, making it a major player in the online bank.

All of the businesses that are members of the Partners' Club will be contributing to the organisation of this event and will benefit from exceptional media coverage to enhance their activities in Germany. This Club will offer its members a genuine economic diplomacy tool with France's leading economic partner – Germany.

Jean Lemierre, President *BNP Paribas*

FRANCE, GUEST OF HONOUR AT THE 2017 FRANKFURTER BUCHMESSE

From 11 to 15 October 2017, France will be the Guest of Honour at the 69th Frankfurter Buchmesse, the most important event in the publishing industry, aimed at publishing professionals across the world. Under the aegis of the President of the French Republic, Emmanuel Macron, France will appear as the Guest of Honour after the 1989 Frankfurter Buchmesse almost 30 years ago. As an international event, the Frankfurter Buchmesse gathered 7,150 exhibitors from 106 countries for five days and almost 278,000 visitors in 2016.

The iconic event welcomes more than 1,000 authors, 700 literary agents and almost 10,000 journalists from all over the world every year. After three days that are reserved for publishing professionals, the last two days are open to the general public.

Since January multi-disciplinary events take place across Germany. The programme will be continued in Frankfurt during the Frankfurter Buchmesse thanks to a tight cultural offering, that mirrors the diversity of the French-language publishing sector.

At the heart of this programme is the French Guest of Honour Pavilion which was conducted with the support of the city Saint-Étienne and in partnership with students of the Saint-Étienne Higher School of Art and Design by Denis Couegnioux and Eric Jourdan under the guidance of design director Ruedi Baur. The Pavilion is designed as a true centre for cultural events with room for exhibitions, literary meetings, media areas or even a library and a French brasserie.

THE FRANKFURTER BUCHMESSE IN FIGURES

- 69th Frankfurter Buchmesse
- More than 7,150 exhibitors*
- 172,000 publishing professionals*
- More than 1,000 authors *
- About 278,000 visitors *
- French is the second most translated language in Germany
- In 2015, German was the third most translated language in France

*Dates from 2016

THE FRENCH CULTURAL YEAR IN GERMANY

In 2017, the *Institut français* Germany launched a programme of multi-disciplinary events across the country, with the aim of exploring the diversity and renewal of French and French-speaking cultures.

During the year, numerous projects and events will echo the major themes of France's appearance as Guest of Honour (innovation, the French language and youth). The Guest of Honour at the 2017 Frankfurter Buchmesse will be particularly involved in the main festivals, fairs and trade shows in Germany and will be contributing to reading-tours, exhibitions, literary competitions in schools and colloquia at universities.

In addition to the events supported by the *Institut français* Germany, French-language or Franco-German institutions can take part in the official programme entitled "*Francfort en français / Frankfurt in French*" by submitting their project or event for labeling through the website www.francfort2017.com.

THE CULTURAL YEAR IN FIGURES

- More than 350 events all over Germany
- 200 authors invited
- 1,200 new translations into German
- 10,000 pupils involved in specific projects

FOCUS ON THE UPCOMING EVENTS IN GERMANY

FRANKFURT – *Kartografie der Träume, Die Kunst des Marc-Antoine Mathieu*, Museum Angewandte Kunst

3 June to 15 October 2017

The Frankfurt Museum of Applied Arts and its curator David Beikirch offer a retrospective on the work of the French comic artist Marc-Antoine Mathieu.

BERLIN – *Das Ende von Eddy*, Theater an der Parkaue

13 June to 28 October 2017

The Theater an der Parkaue adapts the novel *The End of Eddy* by Édouard Louis, who will take part in a discussion about the play on 16 October.

BERLIN Pop-Kultur Festival

23 to 27 August 2017

A line-up devoted to musical creativity and contemporary French thinking. Artists already confirmed: Acid Arab, Emel Mathlouthi, Fishbach, La Femme, Michelle Blades, Riff Cohen and Rouge Gorge.

BERLIN - Internationales Literaturfestival

6 to 16 September 2017

Readings and meetings with Christophe Boltanski, Étienne François, Marie NDiaye, Cécile Wajsbrot, Azouz Begag and others.

FRANKFURT- *Abgedreht! Die Filmfabrik von Michel Gondry*, Deutsches Filminstitut

14 September 2017 to 28 January 2018

After having been shown in ten countries, “The Home Movie Factory” by the French film director Michel Gondry will stop in Frankfurt, for its first screening in Germany.

FRANKFURT- *Matisse – Bonnard*, Städel Museum (13 September – 14 January 2018) and *Diorama*, Schirn Kunsthalle (6 October – 21 January 2018)

Two high-profile exhibitions: the first, at Städel Museum, will be devoted to the friendship between Henri Matisse and Pierre Bonnard; the second, shown at the Schirn Kunsthalle in co-production with *Le Palais de Tokyo*, will highlight the art of illusion particular to the diorama from the twentieth century to the present.

“FRANCFORT EN FRANÇAIS / FRANKFURT IN FRENCH”: WRITERS ARE INVOLVED

The French language, with its extensive diversity and global presence, constitutes the centre of the French cultural year 2017. France’s appearance as Guest of Honour at the Frankfurter Buchmesse in October is also a unique occasion for promoting discussion on welcoming and understanding the other, the values and combats of societies that are sometimes deprived of democracy and liberty.

In this respect, writers in the French language have signed this text.

« *Hospitalité où le plaisir d’habiter la langue de l’autre est compensé par le plaisir de recevoir chez soi, dans sa propre demeure d’accueil, la parole de l’étranger* ».

Paul Ricoeur

Sur la traduction, 2004, édition Bayard

“*Linguistic hospitality, in which the pleasure of occupying the language of the other is repaid by the pleasure of receiving the word of the stranger in one’s own home.*”

Paul Ricoeur

Sur la traduction, 2006, Taylor & Francis

« *Tout ce qui a été écrit depuis l’origine nous appartient à tous* », répétait obstinément le metteur en scène Antoine Vitez. Et nous nous sentons invités à dire aujourd’hui que la langue française appartient à tous, et qu’elle n’existe que des emprunts, des traductions qu’elle a pu faire, autant que de tous les autres qu’elle a pu rencontrer et qui l’ont fait grandir. Nous nous sentons invités à prendre et accueillir dans nos mots, dans nos langues imparfaites et inachevées, tout ce que les autres ont pu dire et écrire, comme tout ce qui est écrit aujourd’hui et qui reste encore à écrire. Et honorer ainsi, comme nous y invitait Paul Ricoeur, cette « *hospitalité où le plaisir d’habiter la langue de l’autre est compensé par le plaisir de recevoir chez soi, dans sa propre demeure d’accueil, la parole de l’étranger.* »

“*Everything that has been written from time immemorial belongs to everyone,*” theatre director Antoine Vitez would obstinately repeat. Today we feel urged to assert that the French language belongs to everyone. It exists thanks to what has been borrowed and what has been translated, alongside all the other languages it has encountered and that have enriched it. Willingly we greet and welcome in our words, in our imperfect, incomplete languages, everything others have said or written, as well as everything that is written today and remains to be written. And to honour in this way, as Paul Ricoeur has invited us to do, this “*Linguistic hospitality, in which the pleasure of occupying the language of the other is repaid by the pleasure of receiving the word of the stranger in one’s own home.*”

Frédéric Boyer, Alain Mabanckou, Dany Laferrière, J-M G Le Clezio, Patrick Modiano, Marie NDiaye, Abdelatif Laâbi, Heinz Wismann, Gwenaëlle Aubry, Patrick Chamoiseau, Philippe Djian, Régis Jauffret, Yasmina Réza, Mohammed Hmoudane, Atiq Rahimi, Christine Angot, Barbara Cassin, Ruedi Baur, Gisèle Sapiro, Jean-Philippe Toussaint, Marie Darrieussecq, Gila Lustiger, Tiphaine Samoyault, Abdourahman Waberi, Olivier Rolin, Maylis de Kerangal, Mathias Enard, Patrick Deville, Wajdi Mouawad, Alain Badiou, Patrick Boucheron, Jean Mattern, Charles Dantzig, Camille de Toledo, Boualem Sansal, Roger Chartier, Kamel Daoud, Leyla Dakhli, Hela Ouardi, Cécile Wajsbrot, Pierre Michon, Olivier Cadiot, Charles Berbérian, Pénélope Bagieu, Brigitte Findakly, Lewis Trondheim, Guy Delisle, Guillaume Long, Kitty Crowther, Timothée de Fombelle, Ramona Bădescu, Claude Ponti.

FRENCH-SPEAKING AUTHORS PRESENT AT THE FRANKFURTER BUCHMESSE

Fcition and non-fiction

Jean-Baptiste Del Amo
Gwenaëlle Aubry
Jean-Christophe Bailly
Emmanuelle Bayamack-Tam
Rachid Benzine
Jean-Marie Blas de Roblès
Jean-Philippe Blondel
Christophe Boltanski
Luc Boltanski
Patrick Boucheron
Frédéric Boyer
Michel Bussi
Roland Buti
Olivier Cadiot
Emmanuel Carrère
Hélène Carrère d'Encausse
Barbara Cassin
Patrick Chamoiseau
Philippe Claudel
Paul Colize
Boris Cyrulnik
Kamel Daoud
Marie Darrieussecq
Julia Deck
Virginie Despentes
Jean-Paul Didierlaurent
Négar Djavadi
Philippe Djian
Sophie Divry
Mathias Enard
Didier Eribon
Didier Fassin

Gaël Faye
Jérôme Ferrari
Michaël Foessel
Étienne François
Tristan Garcia
Laurent Gaudé
Thomas Gunzig
Michel Houellebecq
Nancy Huston
Joseph Incardona
Laurent Jeanpierre
Hédi Kaddour
Maylis de Kerangal
Yasmina Khadra
Pascale Kramer
Julia Kristeva
Dany Laferrière
Karine Lambert
Fouad Laroui
Bruno Latour
Jean-Marie Gustave Le Clézio
Sabri Louatah
Douna Loup
Gila Lustiger
Alain Mabanckou
Mathias Malzieu
Kettly Mars
Achille Mbembe
Mathias Menegoz
Diane Meur
Pierre Michon
Catherine Millet

Céline Minard
Wajdi Mouawad
Marie NDiaye
Amélie Nothomb
Frédéric Pajak
Sylvain Prudhomme
Jean Portante
Atiq Rahimi
Léonor de Récondo
Noëlle Revaz
Yasmina Reza
Mathieu Riboulet
Olivier Rolin
Thomas Römer
Olivia Rosenthal
Daniel de Roulet
Jean-Christophe Rufin
Lambert Schlechter
Shumona Sinha
Leïla Slimani
Jean-Philippe Toussaint
Émilie de Turckheim
Marie-Jeanne Urech
Tanguy Viel
Delphine de Vigan
Éric Vuillard
Frédéric Worms
Ali Zamir
Valérie Zenatti

Children´s books

Albertine
Ramona Bădescu
Clémentine Beauvais
Stephanie Blake
Anne-Laure Bondoux
Marc Boutavant
Anne Brouillard
Kitty Crowther
Claude K. Dubois
Charlotte Erlih
Christine Féret-Fleury
Timothée de Fombelle
Emmanuel Guibert

Eva Kavian
Antoon Krings
Benjamin Lacombe
Édouard Manceau
Jean-Claude Mourlevat
Anne Percin
Jean-Christophe Tixier
Germano Zullo
Muriel Zürcher

Comics

Zeina Abirached
Penélope Bagieu
Didier Conrad

Guy Delisle
Jean-Yves Ferri
Wilfrid Lupano
Marc-Antoine Mathieu
Catherine Meurisse
Jean-Claude Mézières
Aurélien Neyret
Riad Sattouf
Erwann Surcouf
Fabien Toulmé
David Vandermeulen
Nicolas Wild
Yoann
ZEP

* Confirmed 20 June 2017

THE FRENCH GUEST OF HONOUR PAVILION

Ruedi Baur, Design Director

Realised with the support of the city Saint-Étienne and in cooperation with students of the Saint-Étienne Higher School of Art and Design, by Denis Coueignoux and Eric Jourdan

THREE QUESTIONS TO RUEDI BAUR, DESIGN DIRECTOR

What are the guiding lines around which the French Guest of Honour Pavilion was designed?

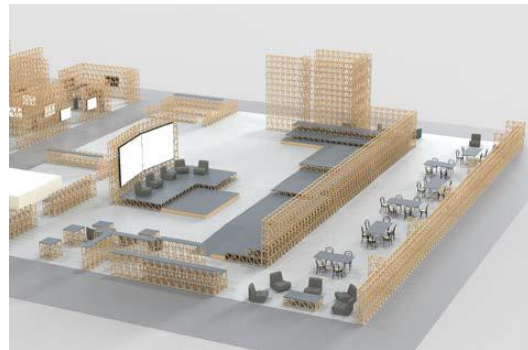
As regards the origins of this Pavilion, a competition was organised under the supervision of the Saint-Étienne Higher School of Art and Design and won by a group of students. They developed the principle of a Pavilion that is simultaneously a library, scaffolding and signposting, bringing together in a single location the great diversity of French-speaking creativity.

Those elements were then refined by Éric Jourdan and Denis Coueignoux, two lecturers at that higher school who designed the Pavilion. A structure comprising lengths of wood set the tone for all the built elements. Partition walls between different subjects, information media, tables and backdrop became the receptacles for an immense thematic library presenting the great wealth of French-language publishing. The warm atmosphere emanating from these elements contrasts the high-profile signposting more reminiscent of an urban centre than of a comfortable interior. Indeed, the strong presence of digital technology, the many activities presented continuously in the Pavilion and the themes devoted to young visitors will produce something more akin to a sort of convivial fab-lab.



The Pavilion will be strengthened by a number of extensions that will pick up the ideas from the Pavilion within the Frankfurter Buchmesse, but also in the city: the French brasserie and the bookshop located in the vicinity of the Pavilion,

obviously the great area devoted to French publishers as well as the venues for post-Book Fair activities. This array will simultaneously comprise communications and a great laboratory for the linguistic relationship between French, German and other languages. In this regard, expression will cultivate the joy and richness of differences coming together, like the symbolic hospitality that a language can represent.



How did you design the different areas of the French Guest of Honour Pavilion? How do they meet the needs of an event such as the Frankfurter Buchmesse?

In this high-energy commercial context of the Frankfurter Buchmesse, the Pavilion adopts a role equivalent to that of a cultural centre for a city. This involves going beyond short-term interests in order to address more general issues. It therefore seemed essential to produce an exhibition and not a stand, to create a cultural event and not just a promotional initiative. The layout of areas will allow more than 100 authors to converse in a pleasant environment and simultaneously to present exhibitions as diverse as the history of French publishing, books for children and young people or the culture of French-language comic.

There is the reconstruction of Gutenberg's printing press, which will print authors' texts, venues for the presentation of digital experiences connected to literature, a media zone where visual and verbal media will be produced in real time and distributed at the French Guest of Honour Pavilion but also via

social networks, not forgetting the bars and listening and reading zones. The Pavilion is designed to contain these differences in order to show to highlight them and to render them intelligible. Simultaneously, above all the Pavilion seeks to be a multilingual workshop devoted not merely to translation but above all to playing with languages by using this space and time to highlight the richness of the French language, its contemporary authors and its multiple forms of expression.

Honour Pavilion been different from your previous creations?

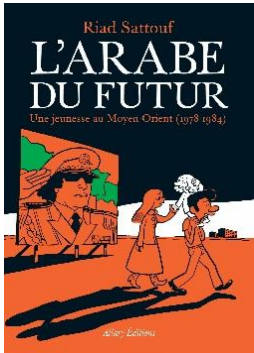
Over recent decades, I have had the opportunity to create prestigious projects in Germany: the signposting at Cologne Airport, the Ulm Design School Museum and the memorial to World War II deserters, also in Cologne. As part of this project it has been interesting to highlight French culture and to connect it to the very distinctive sensibility of the city of Frankfurt. Yet what makes the situation stand out, above all, is the role that I have been given: coordinating the visual expression of extremely different stakeholders. We will have succeeded if, overall, the whole effect is pleasant and harmonious.

How has the design of this French Guest of



THE FRENCH GUEST OF HONOUR PAVILION
THE EXHIBITIONS

EXPOSITION BD (“COMIC EXHIBITION”): COMICS IN FRENCH LANGUAGE TODAY



Goensteen

The challenge of this exhibition is to present the 21st century Franco-Belgian comic strip in all its diversity, designed by the *Cité internationale de la bande dessinée et de l'image*. Occupying almost 300 m², around seven units the exhibition invites to discover the original plates of 24 authors symbolising 21st century comic books.

The exhibition will also provide ample coverage of cartoons and of *Charlie Hebdo* in particular, as well as of comic museums and leading French-language festivals, *manga à la français*, comic blogs and digital comics. It includes a reading area, bringing together a selection of comic books in French and in German.

An exhibition produced by the Cité internationale de la bande Dessinée et l'image d'Angoulême managed by Pierre Lungheretti, the region of Nouvelle Aquitaine, supported by GrandAngoulême, the city of Angoulême and the departement Charente. Curated by: Thierry

PING PONG: “FRANCFORT EN FRANÇAIS / FRANKFURT IN FRENCH” AS TOLD BY COMIC BOOK AUTHORS



In every area of the Frankfurter Buchmesse and at the key events in the city, authors are sketching, capturing and depicting through their original comic creations France's appearance as Guest of Honour. Published on the website www.Frankfurt2017.com, they are also allowing readers access to the discussions, projects, invitations, festivals and authors' residencies that create the French cultural year in Germany. German authors are not overlooked and are invited to

tell us about their visits to France. The creations are accompanied by tributes to French-language literary works in comic form.

As part of the extension of the invitation “*Francfort en français / Frankfurt in French*” to Switzerland and Belgium the authors of those two countries are invited to participate in the project. Open since 22 May, the website already offers creations of Mawil, Pénélope Bagieu, Catherine Meurisse, Guy Delisle and Boulet. Very soon they will be joined by other well-known comic authors.

Project produced by Lyon Comic Strip Festival (Matthieu Diez, director). With the support of the City of Lyon, SOFIA [French Society for Interests of Authors of the Written Word], Institut Français, Goethe-Institut, Wallonia-Brussels and Pro Helvetia. See: www.Frankfurt2017.com/ping-pong

EXPOSITION JEUNESSE (“YOUTH EXHIBITION”): THREE SECTIONS, FOR ALL AGES



ABCD, l'esprit de la lettre (ABCD, the spirit of the letter): The authors Ramona Bădescu and Emmanuel Guibert have chosen ten words for each letter of the alphabet, which are staged and presented with images by 26 talented illustrators who are true ambassadors for the graphic diversity of the French-speaking scene!

Free to play with the highly-constrained codes of one of the oldest genres in the picture book, together they offer a joyful and singular narration, a unique panorama of contemporary youth illustration.

12 BIBLIBOXES allow children to experience books in an innovative, playful and sensory manner.

With their hands plunged in the box and their eyes covered by 3D goggles, young readers will thereby be able to handle, touch and explore works specially selected by “*Francfort en français / Frankfurt in French*” - in 3D and as series of animations.

13 AUTHORS from the new wave of youth literature will meet young readers for an honest and unusual dialogue via 13 video booths.

Exhibition produced by the Salon du livre et de la presse Jeunesse en Seine Saint-Denis, supported by the region Ile-de-France. Curated by: Sylvie Vassallo.

EXHIBITION: UNE HISTOIRE DE L'ÉDITION FRANÇAISE (“A HISTORY OF FRENCH PUBLISHING”)

The exhibition looks back at more than two centuries of French publishing. Chronologically presenting the history of epoch-making publishing houses, the exhibition retraces in detail the process of consolidating the publishing sector into the current composition of the major French publishing groups. By focusing on four highlights, the exhibition also draws attention to the vitality and specificity of French publishing: the fix book prices, the protection of copyright, the creation of the *Bureau international de l'édition française* or the many literary prizes that have raised the profile of French publishing on an international level. The Franco-German relationship is addressed extensively in the exhibition, which recalls joint struggles for the protection of copyright and the importance of translating works between the two countries.

Exhibition produced by the Institute for Contemporary Publishing Archives, supported by the region Normandy. Curated by: Pascal Fouché.

FOCUS ON THE GUTENBERG PRESS



Installed in the Pavilion, at the heart of the innovation area, a replica of Gutenberg's famous press will allow visitors to examine this legendary item in the history of printing.

Its presence highlights how the invention of the book is a comparatively recent revolution and one closely connected to Franco-German culture.

Every day, the French-speaking authors invited within the framework of “*Francfort en français / Frankfurt in French*” will appear in turn to personally print – in French and in German – the first page of their last book published in Germany. With the aid of a hand compositor, the authors will thereby perform every phase of craft printing.

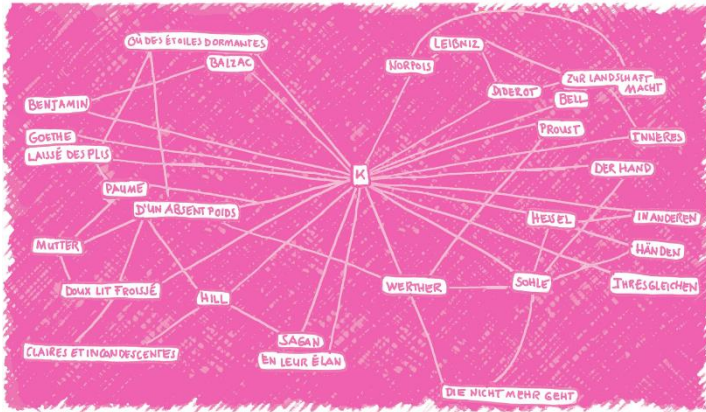
Visitors are invited as well to print the first page of a book of their choosing in French and in German, and to take this unique object with them.

In partnership with the Basel Paper Museum, Pro Helvetia, the Swiss Federation of Protestant Churches and ASDEL. Curated by: Gabriel de Montmolin.

THE FRENCH GUEST OF HONOUR PAVILION

INNOVATION AT THE HEART OF THE FRENCH GUEST OF HONOUR PAVILION: DIGITAL AND ARTISTIC EXPERIENCES

À LA RENCONTRE DES START-UP FRANÇAISES (“MEETINGS WITH FRENCH START-UPS“) 8 INNOVATIVE PROJECTS IN THE FIELD OF PUBLISHING AND WRITING



In May 2017, a call for projects went out to French, Belgian and Swiss start-ups that had developed an application, concept, product or service in the field of writing and publishing. Eight innovative projects were selected to participate in the adventure of “*Francfort en français / Frankfurt in French*”.

During the Frankfurter Buchmesse, these start-ups will enjoy a programme tailored to enhance their market internationally and to meet global leaders in the publishing industry. Installed at the heart of the French Pavilion, they will meet professionals and visitors in order to promote

their innovations and to benefit from this unique visibility.

This project was developed by Arty Farty, Business France, the Institut français, the Labo de l'édition, the Syndicat national de l'édition and the Börsenverein des Deutschen Buchhandels

THE BIBLIOTHÈQUE NATIONALE DE FRANCE IN THE FRENCH GUEST OF HONOUR PAVILION AT THE FRANKFURTER BUCHMESSE 2017



The *Bibliothèque nationale de France* (BnF) holds 40 million documents of all kinds, accumulated through legal deposit and intensive acquisition policy. The BnF will present several of these services at the French Pavilion (digital libraries; multimedia publications; the subsidiary BnF-Partners, or BnF Partnerships etc.).

SHAPEREADER - A PROJECT OF THE ARTIST ILAN MANOUACH

Designed for the partially-sighted but accessible to all, *Shapereader* offers a touch-led reading experience. Various sculpted wooden panels are arranged in an area of the French Guest of Honour Pavilion, and each of the panels is divided into a multitude of square zones whose laser-engraved motifs have a well-defined meaning: places, personalities, elements, actions and effects are thereby symbolised by different shapes and are designed to be easily assimilated. The reader passes his hands over these different motifs and, little by little, the “catalogue of shapes” reveal their meaning, allowing one to mentally recombine a narration, to understand actions and feelings, and ultimately to read a story in a brand-new way.

This project is supported by the Fédération Wallonie-Bruxelles.



THE FRENCH GUEST OF HONOUR PAVILION
A VIBRANT, TRANSNATIONAL PROGRAMME

Promoting themes of hospitality, people, languages and cultures, the French Guest of Honour Pavilion will serve as the theatre for a vibrant, transnational French-language literature.

As a huge thematic library realised in partnership with Biblionef the Pavilion presents the diversity of French and French-language publishing in Europe and worldwide.

Whether novelists, essayists, historians, philosophers, translators, comic authors or youth literature writers, the authors invited to the Frankfurter Buchmesse will meet the public and professionals at a wide range of innovative events. The Pavilion will see a succession of dialogues, sharing, meetings, debates, lectures, concerts, exhibitions, installations and performances based on sound and vision, or even taste.

The programme therefore seeks to offer everyone a contemporary testimony of the Europe of books, ideas and writing, and of the literary and cultural vitality of the Franco-German bond.

— EVENTS NOT TO BE MISSED —

LES EXERCICES D'ADMIRATION. (“*Exercises in admiration*”)

A discussion between two authors, one German and one French, about a work that they both admire.

LES PLATEAUX LIVE. (“Live on set”)

On the main stage at the French Guest of Honour Pavilion, groups of 5 authors follow one another to debate, to read and to respond to major issues in literature and current issues.

LES PAUSES MUSICALES. (“*Music breaks*”)

Every day at 12.30 p.m. visitors will be able to stop off at the French Guest of Honour Pavilion for a musical and literary interlude, led on the guitar by the musician Rodolphe Burger

LES DUOS D'AUTEURS. (“Author duos”)

Mixed meetings between youth authors, comic authors and writers of fiction and non-fiction literature, before an audience of pupils from the Lycée français in Frankfurt.

LES MASTERS CLASS. (“Masterclasses”)

On the small stage, the leading youth literature authors in France will describe their creative processes, supported by images and illustrations.

LES ATELIERS DE TRADUCTION. (“Translation workshops”)

How is the translation of an oeuvre constructed? What difficulties do German-French translators encounter? In order to discover the challenges of translating a work, visitors will be able to participate in group workshops. Relying on excerpts of English or German texts, they will each be able to try their hand at this exercise.

LA GRANDE DICTÉE À FRANCFORT (“The Great Dictation Competition in Frankfurt”)

Language lovers are invited to participate in a German and therefore exceptional edition of the *Grand Dictée* live from the French Guest of Honour Pavilion. In a playful atmosphere, the audience can take part in this dictation which reflects, studded with Gallicism, the vital exchanges between our two languages.

In partnership with Stiftung Polytechnische Gesellschaft

LES GRANDS DEBATS: (“Great debates”): Future of books / Future of Europe and for a new North-South relationship

Revolving around those active in the world of books, publishers, professionals and political decision-makers, these great debates focus on two major issues: cultural industries in Europe and French-language publishing.

In co-operation with the French Ministry of Culture (DGMIC – Service (Department) of the Book and the Reading), the French Ministry for Europe and Foreign Affairs (DGM), the *Bureau international de l'édition française*, the *Centre national du livre*, *Institut français*, the *Organisation internationale de la Francophonie*, the French embassy in Berlin, the *Syndicat national de l'édition*, the Börsenverein, the Frankfurter Buchmesse, the Federation of European Publishers, the International Alliance of independent publishers.

DAS LITERARISCHE QUARTETT (“The literary quartette”)

Every two months the literary TV programme *Das Literarische Quartett* by the German television channel ZDF gathers a foursome of critics around four books. The show in October will be devoted to French-speaking literature and exceptionally recorded at the French Guest of Honour Pavilion.

Producer: ZDF

RENCONTRES CROISÉES (“Intersectional Meetings”)

China, India, Turkey: three countries characterised by significant developments in the publishing sector. *Rencontres croisées* presents discussions between French and foreign professionals about political and economic issues associated with these changes.

45 MINUTES POUR CONVAINCRE (“45 minutes to convince”)

In 45 minutes, a publisher and a French-speaking author present key trends, innovations and projects in the field of children’s literature in France to international publishers.

LES ÉVÉNEMENTS LANGUE FRANÇAISE. (“French-language events”)

From the official launch of the social network IFprofs in Germany to the presentation of the German component of the campaign “*Et en plus, je parle français!*” (“Plus, I speak French!”), the French language will be honoured in the French Guest of Honour Pavilion through various original and innovative devices.

SCÈNE 20

Presentation of the dramatic writing review *Scène 20* red by French-speaking and German authors and comedians.

LE PRIX DES LYCÉENS (“Pupils price”)

Many thousands of German secondary school pupils read four youth novels (in French!) and vote for their favourite on a national level. After meetings with the authors, the *Prix des Lycéens* will be presented to the winner at the French Guest of Honour Pavilion during the Frankfurter Buchmesse.

LE PRIX GONCOURT A FRANCFORT. (“The Prix Goncourt in Frankfurt”)

Exceptionally, the prestigious jury of the *Prix Goncourt* will travel to the Frankfurter Buchmesse to publicly announce its second selection for the *Prix Goncourt* on Wednesday 11 October 2017, in the presence of its President **Bernard Pivot** and all its members: **Françoise Chandernagor, Pierre Assouline, Didier Decoin, Paule Constant, Tahar Ben Jelloun, Patrick Rambaud, Virginie Despentes, Philippe Claudel** and **Éric-Emmanuel Schmitt**.

LE PRIX DES 5 CONTINENTS (“The 5 Continent Prize”)

Created in 2001 by the *Organisation internationale de la Francophonie*, the *Prix des 5 continents* awards a text of narrative fiction (novel, story or novella) by a writer testifying to a specific cultural experience enriching the French language. **Jean-Marie Gustave Le Clézio**, winner of the Nobel Prize for Literature and panel member, will participate in the award ceremony. Many other literary awards will also be presented during the Frankfurter Buchmesse.

FOCUS ON THE EUROPEAN LAB FORUM

FRIDAY 13 OCTOBER – LA CULTURE, ARME DE CONSTRUCTION MASSIVE ?
 (“Culture, a strong device for mass construction?”)

Novelists, essayists, historians, sociologists, philosophers, comic authors and cultural actors take their turn on two stages at the French Guest of Honour Pavilion to address the culture of tomorrow and its crucial place in the future of European democracies.

From the reinvention of democracy in Europe to the renewal of public speaking, from the migrant crisis to the recomposition of collective identities, the European Lab Forum addresses the major contemporary issues: lectures, debates, intersectional meetings, current topics or even *Radio Live*, a live radio broadcast from the main stage of the Pavilion.

Created in Lyon in 2011 on the initiative of the association Arty Farty, the European Lab Forum has developed on a recurring or one-off basis in Tangiers, Seoul, Brussels and Paris (next event in January 2018).



THE LITERARY PROGRAMME OUTSIDE THE WALLS

With its “off” fair events, the **“Francfort en français / Frankfurt in French”** programme will be especially intense from 8 to 15 October, with events in numerous cultural institutions in the city of Frankfurt, providing a very comprehensive and versatile panorama of French creative output and showcasing the vitality of cultural, academic and intellectual exchanges.

— EVENTS —

JE VOUS ÉCRIS D’EUROPE (“I’m writing to you from Europe”)

Sunday 8 October / Haus am Dom

As a preview to the Frankfurter Buchmesse, a literary Sunday around the theme “I’m writing to you from Europe”.

Have we forgotten about Europe? Or have we forgotten that, since Antiquity, we have never ceased to write about it, to tell stories about it, in short to bring it to life through languages, thought, ideas and literature?

On the programme: literary meetings, an exhibition produced by the festival Lyon BD and the screenwriter JC Deveny: *Hero(ine)s, La représentation féminine en bande dessinée* (“Hero(ine)s, The feminine representation in comic books”), dialogues between French- and German-speaking writers, debates and readings. Writers, historians and philosophers talk about what has been experienced, written, thought, remembered and forgotten about Europe.

CONCERT D’OUVERTURE (“Opening concert”)

Tuesday, 10 October / Alte Oper

The *Alte Oper* is the setting for an unusual opening concert for **“Francfort en français / Frankfurt in French”**. The Strasbourg Philharmonic Orchestra and its soloists, Gautier Capuçon and Veronika Eberle, present to us a musical journey between France and Germany. The concert will be enriched by the presence of the illustrator Grégoire Pont, who will be drawing during the show. The concert will be broadcasted live at the platform *arte Konzert*, afterwards in the show *Maestro on arte*, on Sunday 15 October 2017.

With the support of the BHF BANK foundation and the city of Strasbourg, ODDO BHF and in partnership with arte.

MOUNSONTURM AUF FRANZÖSISCH (“Mousonturm in French”)

Wednesday 11 until Friday 13 October / Mousonturm

From the 11 until the 13 October the Mousonturm will be decorated in the colours of the Guest of Honour – once the fair closes in the evening – it becomes *the* “off” location of **“Francfort en français / Frankfurt in French”**. Earlier at night the great public is invited to discover the best of France’s and its French-speaking partners’ artistic creations: digital projects, poetry slam, theatrical productions and among others – innovation and multi-disciplinarity are at the core of these special programme. Later at night music will take over! From the drawn concert to the literary ball and the DJ set, nights are going to be long. Scenography and catering of the Mousonturm unite in order to offer the audience an allround experience of **“Francfort en français / Frankfurt in French”**.

In partnership with the Mousonturm, Wallonie-Bruxelles International, Pro Helvetia, Artcena, the SACD, Lyon BD Festival, Arty Farty, Only Lyon, the city Saint-Étienne.

FILMFABRIK DE MICHEL GONDRY (“The Home Movie Factory”)
13 September 2017 until 28 January 2018 / Deutsches Filminstitut

The Home Movie Factory is the German version of the *L’Usine de films amateurs* created by Michel Gondry and already presented in numerous countries (including the United States, Morocco, Russia, France, Japan, South-Africa etc.). Around the very simple project of creating your own short movie in three hours, this extremely interactive exhibition, aimed at a wide audience but particularly suited for pupils and students, highlights creativity and imagination. Installed in the Deutsches Filminstitut in Frankfurt, open before and after the Frankfurter Buchmesse, it is a concrete example of creative innovation, with the involvement of a director who is admired around the world.

— Exhibitions —

Before and after the 2017 Frankfurter Buchmesse, there will be several exhibitions of French-speaking artists in the field of traditional and contemporary visual arts. From 3 June to 15 October, *the Museum Angewandte Kunst* is presenting in co-production with “**Francfort en français / Frankfurt in French**” an exhibition dedicated to the writer and artist of graphic novels Marc-Antoine Mathieu. The contemporary art spaces *Portikus und Basis e.V.* will present, respectively, a monograph of a French artist (curated by: Fabian Schöneich) and an exhibition of a French artist working around the topic of research (curated by: Felix Ruhöfer).

The **MUSEUM STRUWWELPETER** in Frankfurt and the *Institut franco-allemand IFRA/Institut français* present also the exhibition *Struwelpeter recoiffé* (“Struwelpeter in a new look”) where a selection of French-speaking authors and illustrators reinterpret the well-known figure of the German Struwelpeter.

INSTALLATION LUMIERE DE LYON (“Light installation of Lyon”)

The festival of lights in Lyon is anchored in the city’s history and reveals Lyon’s excellence in the installation of lights every year. To honour the town twinning of Lyon and Frankfurt, the façade of the town hall Römer will be illuminated from the 9 until 14 October. The town hall Römer’s illumination from October 9 til October 14 is organised by the city of Lyon as a partner of “**Francfort en français / Frankfurt in French**”, the *Cluster lumière* and the *Institut français*. The artist Patrice Warrener, the creator of the “Chromolite”-procedure offers a different view on the Römer’s architecture. *Produced by the Cluster Lumière from Lyon, supported by the city of Lyon and the Institut français.*

— COLLOQUIUM —

NOTRE RAPPORT À LA LANGUE (“Our relationship to language”) Linguistic cultures in France and in Germany: differences, contacts and transitions
Monday 9 October 2017 / Haus des Buches

The objective of this event is to highlight the different positions and perceptions of our respective national languages in France and in Germany. In particular, the colloquium addresses the different histories and roots of language in these two countries. Furthermore, it addresses the place of the partner language: French in Germany and German in France, thereby identifying the connecting lines between the two languages. The debate will then be opened up to a cross-border perspective and to maintaining connections between French and German.

Colloquium organised by the Stiftung Polytechnische Gesellschaft in Frankfurt, “Francfort en français / Frankfurt in French” and the Franco-German Institute of Historical and Social Sciences (IFRA/SHS) in Frankfurt, in collaboration with the Börsenverein des Deutschen Buchhandels.

„PHILOSOPHIE FRANÇAISE“ ET „THÉORIE CRITIQUE“ (“French Philosophy” and “Critical Theory”): history, current status, future

Thursday 12 October, afternoon, Goethe Universität Frankfurt, Campus Westend

Critical thinking at the intersection of philosophy and the humanities has developed along distinct but related trajectories over the last half century, with “Critical theory” (of which Frankfurt was one of the major centres) and “French philosophy” (with its back-and-forth exchanges between France and the world). Today, these two tendencies face new social, economic, political and epistemological challenges. What kind of dialogue exists there between these traditions of thought and what adjustments do these new horizons require? What kind of revival of this shared critical movement is needed in the face of European and global “critical current events”?

Participants include Martin Saar, Luc Boltanski, Julia Christ (to be confirmed), Katia Genel, Christoph Menke, Emmanuel Renault and Frédéric Worms.

Seminar organised by the *Institut français, Ecole Normale Supérieure, Institut für Sozialforschung, Institut Franco-Allemand des Sciences Historiques et Sociales* and *Centre Marc Bloch*.

— MEETINGS & READINGS —

Before and during the Frankfurter Buchmesse, guest authors will meet the public with readings of their work at various cultural venues in Frankfurt. The project Open Books honours equally French-speaking authors of the Frankfurter Buchmesse.

NAVIGATION LITTÉRAIRE “PASSERELLES D’EUROPE” – CAP SUR FRANCFORT

(“A literary navigation: “Bridges of Europe” - Set sail for Frankfurt!”)

From September to October / Namur-Frankfurt

A writers’ residency as it navigates its way along the rivers, canals and waterways. From Namur to Frankfurt Olivier Rolin will be Captain of the 2017 special edition on board the péniche *L’Ange Gabriel* (“The Angel Gabriel”). During the voyage, guest authors will join him for numerous poetic and literary stopovers – organised onboard of the péniche and on the quayside – and along the banks of the River Main during the Frankfurter Buchmesse.

In partnership with Le Livre sur la Place Nancy and “Francfort en français / Frankfurt in French”. Supported by numerous partners, including the Centre national du livre, the DRAC and the region Grand Est.

Literary Meetings

Monday 9 October 2017 / Literaturhaus

Meeting with **Emmanuel Carrère**, writer and film director

Wednesday 11 October 2017 / Schauspiel Frankfurt

Meeting/reading with **Michel Houellebecq**, writer, poet, filmmaker and comedian

Thursday 12 October / Romanfabrik

“Délivrance”, directed by Denis Cointe with texts from **Marie NDiaye**

Friday 13 October 2017 / Schauspiel Frankfurt

Meeting with **Yasmina Reza**, writer and dramatist

Libraries

Young and old can discover French-speaking authors at many occasions in the libraries of Frankfurt: meetings and workshops with the authors of childrens' or youth literature at the *Kinder- und Jugendbibliothek* and many libraries of the area, as well as reading and discussions with authors of literature and comic at the *Zentralbibliothek*.

In cooperation with the Zentralbibliothek

— CONFERENCES —

At the initiative of the *Institut Franco-Allemand de Sciènes Historiques et Sociales (IFRA/SHS)*, lectures by French-speaking intellectuals will be given at the legendary Goethe University Frankfurt.

Wednesday 11 October 2017: **Patrick Boucheron**, historian and lecturer at the *Collège de France*

Thursday 12 October 2017: **Luc Boltanski**

Friday 13 October 2017: **Julia Kristeva**, philosopher, psychoanalyst and writer

— WORKSHOPS —

Wednesday 11 October 2017: Workshop with **Philippe Claudel** and students at the Goethe Universität Frankfurt

Saturday 14 October 2017: Workshop with **Marc Boutavant** and **Emmanuel Guibert** at the *Labor Ateliergemeinschaft*, Family Montez

We thank our Partners:

Stadt Frankfurt, Open Books, Institut Franco-Allemand de Sciences Historiques et Sociales, Künstlerhaus Mousonturm, BHF BANK Stiftung, ODDO BHF, Alte Oper, basis e.V, Deutsches Filminstitut, Deutsch-Französische Gesellschaft Frankfurt am Main e.V., Fotografie Forum Frankfurt, Goethe Universität Frankfurt, Haus am Dom, Hessischer Kreis, Hochschule für Gestaltung Offenbach, KunstRaum Bernusstraße, Labor Ateliergemeinschaft, Literaturhaus, Litprom, Lycée français Victor Hugo, Museum Angewandte Kunst, Portikus, Romanfabrik, Schauspiel Frankfurt, Sofitel Frankfurt Opera, Stadtbücherei Frankfurt am Main, Stiftung Polytechnische Gesellschaft, STORIES + STRIPS, Titania.

THE TEAM OF “FRANCFORT EN FRANÇAIS / FRANKFURT IN FRENCH”

THE CHAIRMAN’S OFFICE

Paul de Sinety, Chairman



After studying the classics, Paul de Sinety managed the *Département éditions de l’agence de l’Écrit du ministère des Affaires étrangères* (“Publishing department of the Cultural Agency of the Ministry of Foreign Affairs”), followed by the Book Department at *Culturesfrance*, and then the Book Department at the *Institut français*. He was the Deputy Cultural Counsellor at the French Embassy in Morocco from 2013 to 2015. He has been appointed chairman of “*Francfort en français / Frankfurt in French*” at the Frankfurter Buchmesse. He has organised a number of international literary and cultural events – especially the Writers’ Trans-Siberian from Moscow to Vladivostok in 2010, and the Philosophers’ Night in Rabat and Casablanca in 2014. For Germany, at the request of the French Ministry of Culture (Book Department) and the *Institut français*, he co-organised, with Elisabeth Beyer, the forum “Future of

the Book/Future of Europe”, in Berlin, in September 2013. He has written books and directed documentary films.

Louis Presset, Vice Chairman

Josselin Dufort, Cultural Project Manager

Anne-France Laugel, Communications Manager

Capucine Valois, Project Manager

Pauline Loubriat, Budget Officer

Elisabeth Simonet, Manager of the Frankfurt Liaison Bureau

Léa Gatouillat, Cultural Project Manager, Frankfurt Liaison Bureau

Philemon Braun, Community Manager, Frankfurt Liaison Bureau

INSTITUT FRANÇAIS GERMANY



The French Embassy in the Federal Republic of Germany is among the most important French diplomatic Representations in the world. Under the aegis of the Ministry for Europe and Foreign Affairs it manages numerous aspects of the Franco-German relationship. Run by the Ambassador, Representative of the President of the French Republic to the Federal Republic of Germany, she acts as a mediator between France and Germany. In particular, she is charged to represent the French interests in fields as diverse as economy, culture or public service for French nationals in Germany.



The *Institute français* Germany, run by the Cultural Counsellor at the French Embassy, federates eleven *Institut français* and three cultural satellite bureaux spread across Germany. Furthermore, it engages a close relationship with ten *Centre Franco-Allemand*. This network completes the interconnectedness between France and Germany regarding schools, universities, scientific, economic and political institutions and consular relations. More than 24 towns and cities all over Germany thus host some form of French cultural representation.

Anne-Marie Descôtes, France's Ambassador to Germany
Sophie Laszlo, Consul-General of France in Frankfurt
Catherine Briat, Cultural Counsellor and Director of the *Institut français* in Germany
Fabrice Gabriel, Director of the *Institut français* Berlin and Manager of the *Bureau du livre et de l'édition*
Myriam Louviot, Deputy Director of the *Bureau du livre et de l'édition*
Maud Ruget, Project Manager Frankfurter Buchmesse 2017
Henrike Thum, Assistant of the *Bureau du livre et de l'édition*
Émilie Boucheteil, Audiovisual Attachée
Nathalie Guégnard, Linguistic and educational cooperation Attachée
Mona Guichard, Cultural Attachée
Alix Weidner, Cultural Projects Officer
Jean-Marc Diébold, Manager of the *Bureau du théâtre et de la danse*
Adeline Blanchard, Manager of the *Bureau des arts plastiques et de l'architecture*
Olivier Lacourt, Manager of the *Bureau export de la musique française*
Pierre Monnet, Head of the *Institut Franco-Allemand des Sciences, Historiques et Sociales de Francfort*
Dominique Petre, Cultural Project Manager at the *Institut Franco-Allemand des Sciences, Historiques et Sociales de Francfort*

THE ARTISTIC CONSULTANTS

Frédéric Boyer,
Literary Consultant



Alain Mabanckou,
Literary Consultant



Ruedi Baur,
Design Director



Evelyn Prawidlo,
Programme
Coordinator



Vincent Carry,
Innovation and Digital
Consultant



Mathieu Diez,
Comic Consultant



Sylvie Vassallo,
Youth Literature
Consultant



Xavier North,
French Language
Consultant



Pascale Le Thorel,
Art Consultant



THE INSTITUT FRANÇAIS

Bruno Foucher, President
Anne Tallineau, Chief Executive Officer
Clément Bodeur-Crémieux, Secretary General



www.institutfrancais.com

The *Institut français*, operating under the aegis of the French Ministry for Europe and Foreign Affairs and the French Ministry of Culture, contributes actively to the diplomatic influence of France. The *Institut français*' projects and programmes react to local circumstances. They rely on the unique competence of the broad network of the Cultural Services of the French embassies, the *Institut français* and the *Alliances françaises* worldwide.

THE INSTITUT FRANÇAIS ORGANISES ON AN ANNUAL BASIS ACROSS THE WORLD:

- More than 2,000 international cultural projects
- More than 300 personalities are invited to France every year
- 880 projects are supported since the establishment of the Franco-German cultural fund
- 60 series of events organised in France and abroad since 1985
- 850 translations of French-speaking authors supported across the world
- 30 film projects are offered to producers worldwide
- 6,000 screenings of African films funded by the *Cinémathèque Afrique* every year worldwide
- 60 cultural African and Caribbean players are supported in the areas of performance art, music, visual arts and cinema every year
- Programmes and tools in the service of 900,000 French teachers across the world

LE DÉPARTEMENT LANGUE FRANÇAIS, LIVRE ET SAVOIRS

Judith Roze, Director of the Department

The task of the department *Langue française, Livre et Savoirs* ("French language, book and knowledge") is to promote language and the French-language literature and intellectual creation. The main focus lies on circulation of ideas and the sharing of knowledge and skills. It's especially about:

- Promoting attractive and innovating teaching and learning methods for our language;
- Disseminating knowledge of French-language publishing and French-speaking authors, both in the original language and in translation;
- Making French voices heard at the heart of the great debates of the world and promoting the introduction of our researchers into international networks;
- Creating French-speaking and Francophile spheres of influence among future opinion-leaders in foreign civil society.

The department pursues these objectives in close co-operation with the French cultural network across the world which consists of the *Institut français* and the *Alliances française*. The department provides the network with programmes and ressources aiming at the foreign target audience: researchers, publishers, translators, teachers etc. In 2017, the department participates actively in the realisation of the programme of "*Francforte en français / Frankfurt in French*".

CO-ORGANISING INSTITUTIONS AND PARTNERS



The *Bureau international de l'édition française (BIEF)*, whose mission is to promote French publishing across the world, is an association of 260 publishing houses. It provides for the collective presence of French publishers at stands at fifteen international book fairs, organises professional gatherings to develop direct relations between French and foreign publishers in order to promote the trading of rights and, finally, performs a watch function by undertaking studies on the economics of publishing in numerous countries for better knowledge of the international actors and markets in the book trade.

Vera Michalski-Hoffmann, President
Jean-Guy Boin, Director general



The *Centre national du livre (CNL)* is a public institution which belongs to the French Ministry of Culture. It is the primary partner for those who provide for the creation and publishing of books, as well as their quality and influence. The CNL plays a major role for “*Francfort en français / Frankfurt in French*”, financing the *Bureau international de l'édition française*, welcoming these publishers at the Frankfurter Buchmesse, and providing exceptional support (up to 70% of the translation costs of their publishing projects) for the translation and publication of French works in Germany and German works in France.

Vincent Monadé, President
Emmanuelle Bensimon-Weiler, Director general



The *Syndicat national de l'édition (SNE)* is a professional organisation representing publishing companies that defends the interests of the publishers of books published at their own expense. Its mission is to ensure constant dialogue with all those involved in the publishing chain by representing the industry vis-à-vis national, public or private organisations that contribute to its economy. The SNE also represents the publishing industry on the national, European and international levels and supports the creation by defending the freedom of publication, the respect for intellectual property rights, the principle of book price maintenance and publishing diversity. Thanks to its more than 650 members, the SNE defends the idea that collective action makes it possible to shape the future of publishing.

Vincent Montagne, President
Pierre Dutilleul, Director general

PARTNERS

“FRANCFORT EN FRANÇAIS / FRANKFURT IN FRENCH” WELCOMES THE FRENCH-LANGUAGE LITERATURE OF SWITZERLAND

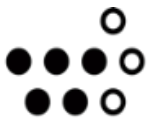


The French-speaking Swiss is a region of readers, with one bookshop per 12,000 inhabitants, a publisher per 15,000 inhabitants. In the homeland of Ramuz, Cendrars, Cheseaux and Bouvier, the local literary creation continues to live and develop. New generations of authors make themselves known in France and in German-speaking countries – including authors like Noëlle Revaz, Roland Buti or Daniel de Roulet and not to forget Zep and Joël Dicker read in many different linguistic areas. *Pro Helvetia* and the *ASDEL* are very happy to promote contemporary Suisse authors on behalf of “*Francfort en français / Frankfurt in French*”.

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Jacques Scherrer, Secretary General ASDEL

“FRANCFORT EN FRANÇAIS / FRANKFURT IN FRENCH” WELCOMES THE LITERATURE OF FRANCOPHONE BELGIUM (WALLONIAN-BRUSSELS FEDERATION)



**Wallonie - Bruxelles
International.be**

Situated at the intersection of Germanic and Latin influences, Belgium has always developed its singularities in terms of publishing and literature. The French-speaking Belgian appearance at the Frankfurter Buchmesse will be shaped by the participation of about 40 publishers and some big names such as Amélie Nothomb or Jean-Philippe Touissant but also Kitty Crowther, among the children books authors. Ilan Manouach's work, devoted to the partially sighted, will be presented at the French Guest of Honour Pavilion.

A festive evening organised together with Switzerland will pay tribute to our reputation as a welcoming country!

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“FRANCFORT EN FRANÇAIS / FRANKFURT IN FRENCH” WELCOMES THE LITERATURE OF THE GRAND DUCHY OF LUXEMBOURG



LE GOUVERNEMENT
DU GRAND-DUCHÉ DE LUXEMBOURG
Ministère de la Culture

The Grand Duchy of Luxembourg's editorial landscape testifies of the geographic, linguistic and cultural particularities of the country. Within a nation that has three official languages flourishes a rich and intrinsically multilingual literature in which the French language holds a privileged position. The French-language literature of Luxembourg is lead by experienced authors disposing of international careers during which they have been able to explore the French language in all of its facets. Based on a dense and international cultural network they contributed to a French-language Luxembourgian literature that is a literature that invites to dialogue and exchange.

It is therefore perfectly natural to this country at the crossing point of the German and the French linguistic areas to be a part of “Francfort en français / Frankfurt in French”.

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PARTNERS

THE PARTNERS CLUB

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DU GRAND-DUCHÉ DE LUXEMBOURG
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HELPFUL INFORMATION

2017 Frankfurter Buchmesse: Edition: 11 to 15 October 2017
www.book-fair.com/en/

www.frankfurt2017.com

Facebook: „Francfort en français / Frankfurt auf Französisch 2017“

Twitter: @FraFra2017 / #FraFra2017

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GLOSSARY

FRANCOPHONIE – WIDESPREAD LANGUAGE. DESIRED LANGUAGE

Why was “*Francfort en français / Frankfurt in French*” chosen as the slogan for France’s appearance as Guest of Honour at the Frankfurter Buchmesse instead of “*La France à Francfort / France in Frankfurt*” when the message of the guest nation’s appearance is “France”?

Because the organisers of the Guest of Honour programme wanted to honour the work of everyone who declared the French language as their home – to express it in the famous words of Albert Camus. This includes naturally all of the French authors as well as the extraordinary variety of authors who express themselves in French.

The French language is spread all across the globe. This is a privilege it shares with other great languages which are disseminated internationally. This phenomenon can be explained by France’s historic heritage. Today it correlates with the intellectual or literal efficiency of the writers who “acquired” the French language as their first or second language and who are willing to discuss France critically by means of the French language. For France is not in possession of the French language. According to Jacques Derrida “One cannot own a language”.

French is a widespread and desired language. This is proven by the amount of authors whose native language is not French but who have chosen it as their language of preference beyond the Francophone world. French is a language of preference (probably because it offers an alternative model of cultural variety in contrast to the dominant Anglo-Saxon model. However, the reasons for this choice are numerous.)

Xavier North
Translated from French

HOSPITALITÉ – HOSPITALITY: WELCOMED LANGUAGE. WELCOMING LANGUAGE

The book industry is the most important branch of the French cultural industry and happens to take place well before the cinema with its turnover of 2,5 Billion Euros. At the same time it is only the second most exported cultural property. Almost 20 percent of the 2,5 Billion is generated in foreign markets, including licence rights.

Some might think, that this proportion is insufficient, this is why the presence of the French publishing industry at the Frankfurter Buchmesse is supposed to contribute to increase in this area.

To put it in the word of Malraux, the book is not only a branch of an industry: It is also the place where human experiences are stored and where they become permanent. This is also the reason why “*Francfort en français / Frankfurt in French*” the carrier of a message which builds the common denominator for all events planned in the future.

This message emblematises in French, as it once did in Latin, the double meaning of the word “*hôte*” (engl.: guest, but also host). The French language is welcomed in the course of France’s appearance as Guest of Honour at the Frankfurter Buchmesse as strongly as French words have been welcomed over a long period of time in other languages, including German.

The French language itself never stopped assimilating the words of other languages, as well as the French literature welcomes the variety of cultures today, French finds its way through translation into other languages. Under the banner of *hospitalité* (engl: hospitality) France’s invitation to be the Guest of Honour at the Frankfurter Buchmesse was conceptualised.

Xavier North
Translated from French

LANGUE DE PRÉFÉRENCE – FRENCH AS LANGUAGE OF PREFERENCE

The French language is not only a widespread language across the globe, it is also - one cannot stress enough – a desired language. A unique phenomenon proves that: Namely, the amazing number of writers whose native language is not French but who have chosen French as their means of literary expression. In international literature the so called “*transfuge[s]*” (non-French authors who speak French on a native-level and compose their literature in French) are rare. Joseph Conrad and Vladimir Nabokov are brilliant exceptions. There are only a few names among Francophone authors who have chosen to express themselves in another language than French. Their number is, in contrast to authors with a foreign origin and who have nevertheless chosen French as their language of preference, much smaller. One thinks of: Casanova and Beckett, Cioran, Ionesco and Julien Green, or – to name contemporary examples – Jorge Semrún and Hector Bianciotti who have chosen French as their language of preference.

Among the contemporary authors who have chosen the French language as their means of literary expression are: Vassilis Alexakis (Greece), Silvia Baron-Supervielle (Uruguay), François Cheng (China), Michael Edwards (United Kingdom), Georges-Arthur Goldschmidt (Germany), Eugène Green (US), Nancy Huston (Canada), Julia Kristeva (Bulgaria), Milan Kundera (Czech Republic), Jonathan Littell (*prix Goncourt*, US), Amin Maalouf (Lebanon), Scholastique Mukasonga (Ruanda), Akira Mizubayashi (Japan), Andreï Makine (Russia), Pia Petersen (Denmark) Atiq Rahimi (*prix Goncourt*, Afghanistan), Brina Svit (Slovenia), Tzvetan Todorov (Bulgarien), Zoé Valdès (Cuba), Gao Xingjian (Nobel Prize, China) – and many more.

They prove to the ones who might be in doubt that the French language remains a language which is perfectly suitable to express the complexity and variety of the world. It offers room for intimate and confidential statements. Moreover, they formulate an urgent and necessary appeal to those who do not speak French on a native-level, or not yet. This appeal is more powerful and more determined than it is imposed by the international status of a language or the power relations between languages, since it is caused by culture itself.

What reasons do a young Argentinian man, an adolescent girl from Uruguay or Bulgaria, an expert of English poetry, a Lebanese student or a Greek traveller have to make French their language of preference as soon as they turned to writing? The reasons can be various. To escape from themselves through a foreign language. To submit themselves to the strict rules of the French language in the search for a manner of expression which is as precise as possible. To trace the world more intensely from different perspectives which are acquired through the choice of a language different than their mother tongue. To make a foreign language a tool of emancipation.

These reasons can be discovered and explored in meetings with contemporary French-speaking authors of foreign origin who express themselves in French. Through these meetings they allow us personal insights into their creative work: Which relations do they keep alive to their mother-tongue? Which developments have caused their decision to write in French? What does this preference language mean to those for which it has become the French language? Maybe they are more suitable than others because they come from somewhere else and are able to view themselves from these perspectives to explain us in an easier way what the act of writing means.

Xavier North
Translated from French