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FILI –Finnish Literature Exchange and Finland. Cool. 2014

(The spoken word applies)

There can be no better forum to present the literature programme of a guest country than Germany's biggest literary event, the Leipzig Book Fair!

At the focus of the guest country's project FINNLAND. Cool. are both Finnish literature as well as the translation of our literature into German. Our bold target was 100 titles in German. Today we are pleased to announce that we have surpassed our aim. The number has grown to 130 titles from a diversity of genres and generations German readers have a large treasure chest in front of them to explore. Our extraordinarily professional and hard-working translators have assumed a key position in this success story. Behind each title sold is also a capable publisher or agent, who strongly believes in our literature.

In the scope of the Leipzig Book Fair ten Finnish authors will appear. Several of them are already known to the German public, such as Timo Parvela and Tuomas Kyrö, but there are also many new faces. They represent many different literary genres. Particularly pleasing is the strong presence of Finnish comics. In 2012, FILI organised the Comics & Comments exhibition at the Leipzig Book Fair, during which the public were introduced to several Finnish comic authors. This year visitors to the fair can not only meet new artists, but also become acquainted with the magnificent anthology of Finnish comics from publisher Reprodukt.

Our programme to introduce Finnish literature to German-speaking Europe shall commence at the Leipzig Book Fair. Numerous authors, illustrators and translators shall be participating at more than twenty literary events and festivals in various cities over the rest of the year. The highlight of the year is the Frankfurt Book Fair, where around 50 Finnish authors and approximately 30 experts from the literary fields, such as illustrators or education experts will be presented.

Therefore this year Finland is building on the future its literature. For a small country like Finland the opportunities for growth in creative areas such as in literature lie in other countries in an international

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context. Numerous success stories over the past years support this theory. Sofi Oksanen is currently the brightest international star of our literature. The translation rights to Salla Simukkas trilogy of books for adolescents were sold in numerous countries at a record pace. Last year, Seita Vuorela was awarded the first child and adolescent literature prize by the Nordic Council, just to name a few examples.

Finland is doubly represented at this year's Leipzig Book Fair: at the Frankfurt Book Fair stand and traditionally in the scope of the presence of Nordic countries at the Nordic Forum. A literary programme shall also be implemented in the scope of *Leipzig reads*.

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