

Finnland. Everywhere.

The Guest of Honour 2014 is visible all over the Frankfurt Book Fair

Finland is this year's Guest of Honour at the Frankfurt Book Fair. Under the motto "Finnland. Cool." the Finns are introducing their literature from Frankfurt to the world. More than 210 new titles from Finland alone are present at the Frankfurt Book Fair as German editions. Of these, 130 titles were implemented through the translation programme from FILI (Finnish Literature Exchange) – a representative selection that extends from contemporary works to classics, lyric and textbooks to comics, graphic novels and books for children and teenagers. Around 60 authors and 30 literary experts from Finland shall structure the programme during the Book Fair. At the Finnish publishing stand in Hall 5.0. 37 publishers from Finland will be represented. During the Frankfurt Book Fair there are around 270 Finland events in the City of Frankfurt.

The centre of the Guest of Honour's appearance: Finland. Pavilion.

The centrepiece of the Guest of Honour appearance is the Finnish Pavilion that is traditionally situated in the Fair Forum on the 1st floor (level 1). The concept of the pavilion, conceived and constructed by three students on the Masters course Room and Furniture Design at Aalto-University Helsinki is derived from the slogan "Finnland. Cool.": Finnish winter landscape, ice, snow, silence, peace and purity of Finland are implemented here in a spatial design in the form of six cylinders. These house, in addition to various exhibition elements, two stages that will offer visitors a colourful cross-section of Finnish literature as well as exciting discussions about literature, comics, design, education and language. On the "Cool.Stage." e.g. the Finnish authors will speak about their new publications, including bestselling author Sofi Oksanen, successful Finnish-Swedish author Kjell Westö, newcomer Salla Simukka or the gifted satirist Tuomas Kyrö. The Finnish national epic *Kalevala*, tango, Finnish design, cool discussions or the famous Moomins provide a diverse programme on the "Café. Stage." and offer the interested public a deep look into the history of

Finnish culture and literature. There is also daily a new Finnish Design under the title "Design of the Day" to be admired. Also the international book exhibition "Books on Finland" with current books on culture, history and contemporary Finland as well as numerous German-speaking new issues can be found at the Finnish Pavilion. The pavilion invites visitors to many cool activities, from collective singing at the Finnish Sing-along, to the project Brain Poetry that allows lyric to be created from the brainwaves of the visitors to the daily happy hour from 5 p.m.

Finland. Education.

One of the central themes of Finland's Guest of Honour presentation is education. The organisers of the Guest of Honour appearance have continually tried to integrate the subject into the concept. For example the corporate identity and design of the appearance was created by three young designers from Helsinki: Jinhee Kim, Anssi Kokkonen and Tommi Leskinen. "Education made in Finland" can be encountered at many points throughout the Book Fair, for example at the Education Forum in Halle 4, where amongst others the question "Finland: Education – What Did We Learn?" is discussed. Under the slogan "Learning comes from Finland", Finnish educational publishers shall be presenting a selection of representative teaching materials in Halle 4.2. At the Hot Spot Education (Hall 4.2 C85) on book fair Thursday everything goes around "Finland and Education". Topics like change of education, boundless class room or teachers and digital transformation will be discussed on this day. The brisance of the topic is not only reflected in the selection of the opening speakers. In addition Sofi Oksanen the internationally recognised expert for education questions and reforms, Dr Pasi Sahlberg shall be opening the Frankfurt Book Fair on behalf of Finland. Sahlberg holds amongst others the theory that standardisation is the greatest enemy of creativity and innovation in schools.

Mobile libraries and authors to encounter

Exemplary for the educating of Fins is their unique library system. Approximately 17 books are read per Fin each year and often these are borrowed from one of the numerous libraries in the country. Logically at the Agora, the free space at the Book Fair, the mobile library "Skidi" from Helsinki that is decorated with the Moomins can be found. On the so-called Kids Friday at the Frankfurt Book Fair, Frankfurter Matthias Wieland shall be staging a Moomin musical, based on the stories by Tove Jansson, who this year would have celebrated her 100th birthday. Finnish authors can also be closely experienced during the

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readings and signings on Agora. In addition, "Helppi", Helsinki's mascot invites visitors to the Agora to a Finnish discovery trip.

Finnland. Cool. everywhere at the exhibition grounds

Throughout the exhibition grounds, this year's Guest of Honour Finland will be placing its mark. Finland's most well-known children's authors such as Timo Parvela, whose adventurous Ella stories belong to the mandatory literature in Finland's schools, or youth book author, Seita Vuorela, who in her books often incorporates magical elements with a breath of melancholy, but that does not omit serious themes such as death will be appearing at the children's book centre in Halle 3. Big names of the Finnish literary scene shall be represented on various stages throughout the exhibition grounds, for example shooting star Katja Kettu will take her place on the 3sat stage in Halle 4 or in the Dialogue Forum Dialog in Halle 5.1 Finnish comic artist Ville Tietäväinen shall be discussing the significance of politics in graphic novels.

The comprehensive Finland.Cool. programme for the Frankfurt Book Fair can be viewed at the website www.finnlandcool.fi or at www.buchmesse.de/kalender.

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