

Finnland. Everywhere.

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

Under the motto "Finnland. Cool." the Finns are introducing their literature from Frankfurt to the world. About 130 new translations in German will be presented at the Frankfurt Book Fair - a representative selection that extends from contemporary works to classics, poetry and non-fiction to comics, graphic novels to books for children and teenagers. Around 60 authors and 30 literary experts from Finland shall structure the programme during the Book Fair. Finland. Cool. has a wide presence at the Frankfurt Book Fair. For the first time the collective Finnish stand is split into two parts: 37 publishers will be represented at the traditional stand for Finnish publishing (Hall 5.0 A79 & A84). The educational publishers have their own point of presence in the education hall with the Learning Comes from Finland stand (Hall 4.2 D85). Finland. Cool. has a programme at the Hot Spot Education (Hall 4) and the City of Helsinki is featured at the Agora. During the Frankfurt Book Fair there are around 320 Finland events on the fairground and 80 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. The rotundas 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." a colourful programme takes place. For example, Finnish authors will speak about their new publications, including bestselling author Sofi Oksanen, successful Finland-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 a new Finnish Design under the title "Design Happy Hour" to be admired daily. The international book exhibition "Books on Finland" with more than 900 current books on culture, history and contemporary Finland as well as numerous German-speaking new issues can be found at the Finnish Pavilion, too. The pavilion invites visitors to many cool activities, from collective singing at the Finnish Sing-along, and the project Brain Poetry that allows poetry to be created from the brainwaves of the visitors to the daily happy hour from 5 p.m.

Finnland. 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 integrated the subject into the presentation. 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. "Learning Comes from Finland" can be encountered at many points throughout the Book Fair, for example at the Education Forum in hall 4, where the question "Finland: Education – What Did We Learn?" is discussed amongst others. Under the slogan "Learning comes from Finland", Finnish educational publishers shall be presenting a selection of representative teaching materials in hall 4.2. At the Hot Spot Education (hall 4.2 C85) on Book Fair Thursday everything revolves around "Finland and Education". Topics like change of education, boundless class rooms or teachers and digital transformation will be discussed on this day. Keynote-speaker Pasi Sahlberg holds amongst others the theory that standardisation is the greatest enemy of creativity and innovation in schools.

Reading aliens, mobile libraries and authors to encounter

Exemplary for the education of the Finns is their unique library system. Approximately 17 books are read per Finn 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, Moomins translator Matthias Wieland shall be staging a Moomin show, 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 readings and signings in the "Lesezelt" on the Agora. In addition, "Helppi", Helsinki's mascot invites visitors to the Agora to a Finnish discovery trip. "Aliens of reading", which is part of the artistic project "Metatext", gives some tools to the visitors for approaching the conventions of reading and text in creative ways.

Further information:

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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 often incorporates magical elements with a breath of melancholy in her books, but also does not omit serious themes such as death, will be appearing at the children's book centre in hall 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 hall 4. At the "Forum Dialog" in hall 5.1 the comic artist Ville Tietäväinen shall be discussing the significance of politics in graphic novels.

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