

SVETOVNA
PRESTOLNICA
KNJIGE
WORLD
BOOK
CAPITAL
LJUBLJANA 2010



LJUBLJANA Book IMPRINT

A Year of Ljubljana - World Book Capital City 2010



City of Ljubljana

Book at hand; handed down devotedly time and time again ... /

1 *Could it be handled any better? Mom Lepanire^{vv}*

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KAZALO

6	Dr Danilo Türk: World Book Capital City 2010 – Centre of Spirit and Progress of Mankind
8	Zoran Janković: The Book in Ljubljana Is Here to Stay
10	Slavko Pregl: A Joyous Year of Book Luxury
12	Marjutka Hafner: Welcome to Ljubljana – World Book Capital City 2010
14	Opening Ceremonies of Ljubljana – World Book Capital City 2010
16	Address by Irina Bokova, UNESCO Director General, at the official ceremony for the presentation of Ljubljana – World Book Capital 2010, UNESCO Palace in Paris
20	Books for Everybody and the New Sales Network
24	Pogledi – A Biweekly Cultural Magazine
28	World Literatures – Fabula 2010 and 2011 Literary Festivals
34	Books in Various Forms of Artistic Expression
42	Trubar Literature House and Other New Book Spaces
50	Jelka Gazvoda: Programme of the Ljubljana City Library
52	The Book in the City
56	Stephen Byrne: Miniature Book Collection Donation by Dr Martin Žnideršič
60	Boris Pahor, AcSS: Necropolis in Trieste
64	Klavdija Zupan: Staging of Necropolis by Boris Pahor
66	Dr Nadja Zgonik: Sculpture Honouring Slovene Protestant Writers and Printers
70	Slovenia and the World in Ljubljana – World Book Capital City 2010
78	Ljubljana Joins ICORN – The International Cities of Refuge Network
82	World Book Summit and the Ljubljana Resolution on Books
92	Dr Uroš Grilc: Ljubljana – World Book Capital City 2010 Heritage
114	Ljubljana – World Book Capital City 2010 Visual Identity
118	Ljubljana – World Book Capital City 2010 Event Overview

Book at hand; handed down devotedly, time and time again ...



On 23 April 2010, exactly at midday, a flag was hung out from the Town Hall to herald the beginning of the year in which Ljubljana became the holder of the UNESCO title World Book Capital City.

Could it be handled any better? Alon Zupančič



Dr Danilo Türk, President of the Republic of Slovenia, Honorary Patron of Ljubljana – World Book Capital City 2010

World Book Capital City 2010 – Centre of Spirit and Progress of Mankind

Strolling the streets of Ljubljana and feeling the city's pulse is always a pleasant experience, especially when it is enriched with diverse events and happenings. During the year in which Ljubljana held the World Book Capital City title, which came to an end in April, such opportunities were all the more numerous. When a country's capital is also the World Book Capital City, it becomes the centre of the spirit and progress of mankind. Books are a nation's intellectual and cultural treasure and enrich us as Slovenes, as citizens of the Republic of Slovenia and as citizens of the world. All of this could be felt in the year that Ljubljana served as host to many well-known personalities from the world of literature. At hundreds of events, the authors engaged in discussions on reading culture and books in the digital era.

The World Book Capital City left an indelible mark on Ljubljana and Slovenia. The World Book Summit adopted the important Ljubljana Resolution on Books, the Trubar Literature House in the city centre is bursting with activity, a new quality magazine Pogledi covering all aspects of culture and human creativity continues to be published fortnightly, while the World Literatures Festival – Fabula 2010 featured 10 new book titles and hosted prominent personalities from the world of literature, including last year's Nobel Prize laureate Herta Müller.

I am especially proud that in the year in which it held the World Book Capital City title, Ljubljana was included in ICORN, the international cities of refuge network, an international network of cities offering refuge to authors who are persecuted on account of their writing and for expressing their opinion. I am convinced that our capital can become a safe and creative home for everybody, regardless of their origin. Let me express my sincere gratitude and appreciation to all those who helped make the World Book Capital City project a success in Ljubljana. At the same time, I would like to convey my best wishes to Buenos Aires, the new World Book Capital City. May the spirit of creativity give them wings and reinforce the book as a universal means of communication and understanding among all people of the world.

Dr Danilo Türk, President of the Republic of Slovenia

- 1** The official address by Dr Danilo Türk, the President of the Republic of Slovenia, upon proclaiming Ljubljana —World Book Capital City 2010.
- 2** Dr Danilo Türk, the President of the Republic of Slovenia; Majda Širca, the Minister of Culture of the Republic of Slovenia; and Zoran Janković, the Mayor of the City of Ljubljana, at the cultural ceremony where Ljubljana was proclaimed the World Book Capital City 2010 by UNESCO.
- 3** Dr Danilo Türk, the President of the Republic of Slovenia, at the World Book Capital City 2010 Information Office, where the TipoRenesansa letterpress print shop was set up by Marko Drpić to operate throughout the year in which Ljubljana held the World Book Capital City title.
- 4** Zoran Janković, Mayor of Ljubljana, and Dr Uroš Grilc, Head of the Department for Culture of the City of Ljubljana, in the Information Office of Ljubljana - World Book Capital City 2010
- 5** Andrej Rozman Roza, the popular Slovenian writer, dramatist, translator and actor, performed during the cultural programme of the World Book Capital City 2010 ceremony.



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Could it be handled any better? Alon Zupančič

Ljubljana – World Book Capital 2010  7



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*Zoran Janković, the Mayor
of the City of Ljubljana
and the President of the Honorary
Committee of Ljubljana – World Book
Capital City 2010.*

The Book in Ljubljana is Here to Stay

Reminiscing on numerous permanent acquisitions and the large number of events organised within the programme of the World Book Capital City 2010, a title that Ljubljana held with pride, it seems as though we accomplished the impossible. Although Ljubljana had always been devoted to reading and the book, during the year that it held the title it became apparent that the book in Ljubljana is here to stay.

The assuming of the title presented the unique challenge of giving the book new meaning. The draft programme abounded with 500 events, but in the end more than 1600 events took place.

In the Ljubljana Resolution on Books, the city devised an original formula on employing systemic policies on the global scale to give the book back its rightful place. In the year of its exciting reign over the most beautiful city in the world, the book confirmed that it remains our first interlocutor on life. Moreover, since March 2011, Ljubljana has been proud to be able to offer refuge to persecuted writers within the scope of the International Cities of Refuge Network (ICORN). With clear proposals Ljubljana has shown itself and others that the book remains indispensable even in the contemporary world. The City of Ljubljana is therefore committed to a cultural policy aimed at fulfilling high book-related standards and acquiring the permanent UNESCO City of Literature title.

It is a great pleasure to be able to report to other world book capital cities, particularly Buenos Aires, the holder of this year's title, that even in the digital age the book retains a central position in the lives of individuals and society, and remains a promoter of human development and the humanisation of the world. This fact was once again confirmed by the international World Book Summit and by numerous readers who, in the space of just a few weeks, bought up an entire edition of books by top Slovene authors. The City of Ljubljana did its share by offering 21 top-notch Books for Everybody at an affordable price. The offer shook the entire book chain, but attracted new readers – a fact that fills us with pride.

Although Ljubljana has passed on the World Book Capital City title, it remains devoted to the book and to reading. Many projects remain active and the Trubar Literature House hosts events connecting lovers of quality literature. We are convinced and have proven that the »reading connects« motto is not just a hackneyed slogan. In Ljubljana we believe it and we live by it.

Zoran Janković, the Mayor of the City of Ljubljana

- 1** A flag bearing the UNESCO title World Book Capital City was ceremoniously raised by Dr Danilo Türk, the President of the Republic of Slovenia, and Zoran Janković, the Mayor of the City of Ljubljana.
- 2** The reception of members of the Honorary Committee of Ljubljana — World Book Capital City 2010 at the Town Hall.
- 3** Performance by the Ledina Elementary School children's choir.
- 4** The festive ceremony was attended by Tone Pavček, poet and honorary citizen of Ljubljana, and Boris Pahor, a Slovene writer from Trieste.
- 5** Dr Danilo Türk, the President of the Republic of Slovenia, and Zoran Janković, the Mayor of the City of Ljubljana, in the company of Milan Jesih, the President of the Slovene Writers Association.



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Could it be handled any better? Alon Zupanič

Ljubljana – World Book Capital 2010  9





Slavko Pregl,
Director of the
Slovenian Book Agency

A Joyous Year of Book Luxury

The year in which Ljubljana prided itself with the renowned title was a very important year for the book in Slovenia. Our capital stood side by side with other large cities of the world and reinvented its attitude towards the book chain – starting with the authors and ending with the readers. At the same time, the financial support of an unimaginable number of events strengthened the realisation that within a small readership the book cannot blossom to the fullest without state aid.

Statistics and other data tend to be interpreted in various ways. Now that the title of the World Book Capital City has settled across the pond, in Argentina, it is time to look back creatively and calmly. The Ljubljana Resolution on Books might serve as a guide. We courageously sent it out into the world, but it should also be taken seriously at home, in Slovenia.

It has been established that it is the author who gives the book its dominant shine. Some authors like to be superstars, some less so, but their role is irreplaceable. Ljubljana has opened wide the doors to renowned international authors, confirming that Slovenia is, when it comes to books, ranked among the top countries globally according to the number of literary works translated into its native language. Thus it is now in a way also committed to using this open door to spur a faster and well-prepared journey into the world for its own masters of the written word. At the same time, it has to find reliable mechanisms to enable the best among them to provide for their livelihood with their writing.

The pleasures of reading lay in wait at every corner mostly for the adult reader. Without books there would be no readers, but there would also be no books without readers. And readers, of course, are "born" young. In the year in which Ljubljana passed on its book crown, the Reading Badge, a unique movement connecting (150,000) book lovers in kindergartens, schools and libraries, celebrated a glorious anniversary – 50 years of

1 The opening of the 15th Slovenian Book Days, which honoured Ljubljana — World Book Capital City 2010 by presenting a particularly rich cultural programme from 19 to 23 April 2010.

2 Zoran Janković, the Mayor of the City of Ljubljana; Majda Širca, the Minister of Culture of the Republic of Slovenia; and Slavko Pregl, the Director of the Slovenian Book Agency, sign an agreement on cooperation in funding the programme Ljubljana — World Book Capital City 2010 at the Town Hall.

3 The newspaper house Dnevnik (on the left, its President Branko Pavlin) and the national public broadcasting organisation RTV Slovenija (on the right, Anton Guzej, Director General) were media sponsors of Ljubljana – World Book Capital City 2010.

4 Discussion on the project Books for Everybody at the Trubar Literature House.



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existence. The year in which our awareness of the importance of the book and reading was revitalised should serve as an inspiration for offering young people incentives, as well as motivation and continuous dedicated attention – we can turn them into readers for life. Those who read more are more knowledgeable and smarter. The time in which we live constantly provides us with evidence that finding the right track is much easier for those who have escaped the perils of illiteracy, ignorance and stupidity.

However, good books first need to be produced and disseminated. Although a book can no longer be obtained solely on paper or from a bookstand, it still needs a publisher who is in touch with the high standards of the profession, it still needs an educated bookseller and a librarian – only thus can the book find the right reader. Experience gained through the Ljubljana World Book Capital City project has shown that all three links are of utmost importance, they each have to perform their tasks professionally and there is no need for these segments to overlap. Optimum results are achieved when everybody does what they know best.

Given that we Slovenes speak a language native to less than 0.5% of Europeans, it is clear that the state should support each segment of the book chain individually: authors, publishers, booksellers, librarians and readers. The year of the book that recently came to an end demonstrated that such investment pays off considerably. Moreover, it became apparent that it would make sense to raise the budget above the current amount, which is equivalent to the cost of 0.5 kilometres of a Slovene highway.

I am convinced that Ljubljana will remain a city of literature, and Slovenia a country with a passionate love of the book. Throughout its year as the World Book Capital City, Ljubljana proudly and abundantly showed that our capital can be bigger than it actually is.

Slavko Pregl, Director of the Slovenian Book Agency

Today is a day that has taken us to the top of the world. It is a day when we bring together the best and the most beautiful that we have.

Zoran Janković in his official address on 23 April 2010 in front of the Town Hall

Ljubljana became the World Book Capital City at an excellent and decisive moment. I believe this content, technological and quantity leap will propel us to the very top of global book creators and users. Thus, in a few years' time, Slovenia will measure gross national happiness, and not just gross domestic product. All in all, things are shaping up well for the book!

Petra Vidali, daily newspaper Večer, 24 April 2010

Nevertheless, Ljubljana saw an astonishing number of important literary happenings, big room readings, sold out halls and unforgettable guest visits. Even the reporting on guests, literary meetings and readings sent a loud, unmissable signal to the general audience – whether its members attended the events occasionally, rarely or not at all – namely, "Literature exists".

Milan Jesih, President of the Slovene Writers Association, In My Town: Important Things Find Their Place, Ljubljana Bulletin, May 2011

Could it be handled any better? Alon Zupanič

Ljubljana – World Book Capital 2010



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Marjutka Hafner,
Director, Office for UNESCO,
Secretary-General of the Slovenian
National Commission for UNESCO

Welcome to Ljubljana – World Book Capital City

It was the year 2010, when Ljubljana received this prestige UNESCO nomination and it was the Spring 2011 when Ljubljana proudly hosted the UNESCO Forum on "Writing, publishing, translating - Building Cultural Diversity in South-East Europe". I believe that we are all very happy with the fact, that UNESCO 2005 Convention for the protection and promotion of the diversity of cultural expressions is nowadays not only ratified, but highly respected and promoted all over the SEE-Region.

We are especially proud of the fact, that this International Forum organized in Ljubljana, has not only strengthened but also enriched the regional dimension of South East Europe and in such a way efficiently helped to create an image of an attractive and creative region, always relying on its rich cultural heritage and openness to the rest of the world.

I believe that, when a Country (any Country from the world) draws up its cultural policies, it also recognizes the importance of cultural goods and services as vehicles of its identity, values and its own cultural expression. And here, the books definitely play an important role...

Books are not only the oldest means of communication that human beings have developed, they are the works of art and science. And sometimes, to be honest..., they are far beyond the simple pieces of arts or science, they can be real masterpieces.

The sustainable development of any region from the world besides economic indicators also depends upon successful understanding and promotion of intercultural dialogue and cultural diversity as well as the development of innovative cultural and creative industries. In this respect the book industry plays a vital role. Namely, the book industry does not only disseminate the ideas and knowledge written in the books, but also stimulates linguistic diversity and supports translation, when needed.

1 Antikvariat Glavan, Trubarjev antikvariat and Antikvariat Petek organised an exhibition entitled The Book Embrace.

2 The National and University Library of Slovenia (NUK) presented five centuries of bibliographies and bibliographic work in the Slovenian territories at an exhibition entitled In the Beginning There was (is) the Book.

3 Stories from the Basket at the bookstall of the Ljubljana City Library. The event's motto was a well-known quote by Tone Pavček, a play on words in the Slovene language which means: "Unless we read, we shall perish".



Moreover, the WBS programme, has in the past decade created a strong and global network of cities that are really committed. They are constantly cooperating through dialogue and the exchange of best practices, the promotion of books and the actual reading. And these - especially the reading, are all activities that not only Ljubljana, but the whole Slovenia is gladly taking part in.

Let me conclude by saying: Books were, are and shall remain the symbol of freedom. They give us the freedom to read, the freedom to educate ourselves, the freedom to express in our own language (mothertongue...), the freedom to do some research and most of all, the freedom to dream.....

Marjutka Hafner, Director, Office for UNESCO

In Slovenia, we should not be surprised at having received this honour. We Slovenes are a book nation, and not only should we be aware of this fact at all times, we should also proclaim it from time to time.

Dr Danilo Türk, Radio Slovenija, 23 April 2010, 4.30 pm

This is a celebration — it starts today and it shall last for as long as Ljubljana exists. We will hold the flag for a year, but this project will remain in our hearts forever.

Zoran Janković, Info TV, 23 April 2010

The most important symbolic legacy of Ljubljana — World Book Capital City 2010 has been raising awareness of the importance of books and reading. The programme of LWBC has tirelessly, and on various levels, emphasised that too often the book seems to be an invisible companion in our life, and that the book plays an important role in all areas of our functioning and in all stages of our lives. This is why one finds the book in various forms and in various spaces. It is no coincidence that a number of projects have taken place in public spaces — we came across books on trains, at bus stops, in parks and in town squares. In 2010, the book received more media coverage, discussion and public attention than ever before in Slovenia. Ljubljana — World Book Capital City 2010 has introduced a new discourse on the book and book culture.

Dr Uroš Grilc, in: A Year of the UNESCO Title World Book Capital



Could it be handled any better? Alon Zupancič

Ljubljana – World Book Capital 2010  13





OPENING CEREMONIES OF LJUBLJANA -



- WORLD BOOK CAPITAL CITY 2010





*Dr. Janez Šumrada,
former Slovenian Ambassador to
the Republic of France and Monaco,
Permanent Delegate of the Republic
of Slovenia to UNESCO*



OFFICIAL CEREMONY AT THE UNESCO HEADQUARTERS IN PARIS

Mr Ambassador of Slovenia to UNESCO, Your Excellencies, Ladies and Gentlemen, Lovers of books and reading,

It is truly a pleasure for me to take part in tonight's launch of "Ljubljana, World Book Capital 2010".

Ljubljana was awarded this title by the International Publishers Association, the International Booksellers' Federation, the International Federation of Library Associations and Institutions and by UNESCO for the extremely rich programme that made the city stand out. I would like to take this opportunity to thank our partners for working alongside us.

This event pays tribute both to books and to Ljubljana, between which very close and special ties will grow over the space of a year.

Ljubljana is a showcase for the history, art and culture of books. Through a wide range of projects, the city is committed to promoting publishing and reading and to turning the spotlight on books at numerous events.

Every year on 23 April, the world celebrates World Book and Copyright Day. This symbolic day shall mark the beginning of Ljubljana's campaign to promote the world of books.

Ladies and gentlemen,

Books light up the world and move it forward. They open minds, connect them and accompany them. A book is an unrivalled teacher and source of knowledge – and thus of progress and freedom. It explores the past and present and imagines the future. It takes us to the ends of the earth and unlocks the depths of humanity. During this year, Ljubljana will celebrate and focus on all these aspects, taking up the torch from the other cities in the world that had this role before it.

1 The programme book entitled *In the Realm of the Book*, displayed at the editorial office of Manja Ravbar, presented 500 events to celebrate Ljubljana — World Book Capital City 2010. The book was published in Slovene and English.

2 **3** **4** Images from the official ceremony at the UNESCO headquarters in Paris upon naming Ljubljana the World Book Capital City 2010.



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I am convinced that the beautiful city of Ljubljana will devote all of its energy and cultural experience to books and reading. I would also like to take this opportunity to assure the Republic of Slovenia and the city of Ljubljana of UNESCO's steadfast support in the celebration of this year.

Ladies and gentlemen, dear friends,

The book industry involves many actors. I have the hope that publishers, authors, librarians, booksellers, museum curators and all the inhabitants of Ljubljana will come together to celebrate books in the city. I also hope that these combined efforts will have important repercussions throughout Slovenia, in South-East Europe and around the world, well beyond this particular year.

For one year, Ljubljana will be a beacon in the world of books. I wish this magnificent endeavour much success and hope that it will enhance the status and future of publishing, for books are the multifaceted markers of our humanity. This year in Ljubljana, books and efforts to promote reading will be given a dynamic and warm welcome by a renowned and stylish city. In receiving the title of World Book Capital 2010, Ljubljana takes on a great responsibility. It will be supported in its task by a vibrant Slovene literary scene.

It will also no doubt be inspired by the great Slovene poet France Prešeren, a statue of whom stands in the heart of Ljubljana and whose splendid verses shine in the national anthem of the Republic of Slovenia:

*"God's blessing on all nations,
Who long and work for that bright day,
When o'er earth's habitations
No war, no strife shall hold its sway;
Who long to see
That all men free,
No more shall foes, but neighbours be."*

Thank you.

Official address by Irina Bokova, UNESCO Director General, at the official presentation of the Ljubljana – World Book Capital City 2010 programme on 19 April 2010 at the UNESCO headquarters in Paris



*Irina Bokova,
UNESCO Director General*

For Slovenes, the book is especially important, because throughout the history of our nation and our country we never had our own developed political institutions. In effect, culture substituted for politics. Book culture was the glue that held this nation together.

Dr Danilo Türk, Televizija Slovenija, 23 April 2010, 7 pm

Could it be handled any better? Alen Zupančič

Ljubljana – World Book Capital 2010  17







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I believe the title of World Book Capital City 2010 is the most beautiful compliment Ljubljana has ever received since it came into existence. This is actually a celebration of spirit — that is how I understand this title. And I find tonight's performance exceptionally rich in a spiritual sense. Aesthetically, it was very pleasing, a truly charming event on a world scale.

Uršula Cetinski, Director of the Theatre Slovensko mladinsko gledališče, Televizija Slovenija, 23 April 2010, 10.35 pm



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1 An encounter with the writer Boris Pahor and the presentation of his new reader Zalivi (Bays) in the full hall of Kinodvor.

2 Jelka Reichman: Reflections in Children's Eyes, an exhibition by the popular Slovene illustrator.

3 An illustration by Jelka Reichman from the book Pajacek in punčka (The Clown and the Doll) by Kajetan Kovič.

4 5 6 7 Images from the opening ceremony at the Križanke Open Air Theatre, where Matjaž Berger staged Tympan in Diachrony.

Could it be handled any better? Alon Zupancič



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WWW.LJUBLJANA.SVETOVNAPRESTOLNICAKNJIGE.SI

23. APRIL 2010 – 23. APRIL 2011

Po vsej

Sloveniji

lahko

kupite

knjige

za 3 evre!

BOOKS FOR EVERYBODY



AND THE NEW SALES NETWORK

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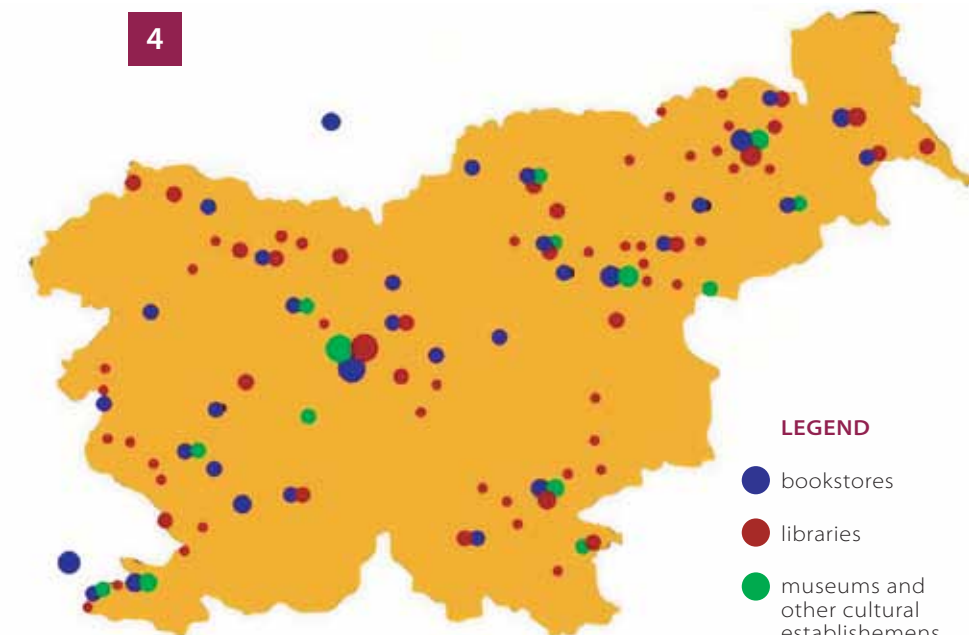
Book at hand; handed down devotedly, time and time again...





In comparison with the usual number of printed copies of fiction books, this edition is exceptionally high. The price of EUR 3.00 per copy is a staggering deviation from the norm, since the price of an average book in the Slovene language is around EUR 20.00. Although publishers do not want to reveal certain business data, in this case the data is publicly available. Bookshops want to be the primary point-of-sale for books, but their firm position is being shaken by other sales methods which have become established on the Slovenian book market. What is more, now even libraries have proven they can do this job remarkably well.

Igor Bratož, daily newspaper Delo, 4 February 2011



1 Book covers from the project Books for Everybody, including readers by the academicians Slavoj Žižek and Boris Pahor, as well as poet Svetlana Makarovič. The books were published in 8,000 copies and sold at a price of EUR 3.00. Five of the titles sold out within two weeks of publication.

2 **3** Books for Everybody were sold successfully at the Ljubljana City Library, as well as in the well-organised library network of Slovenia.

4 The sales network of the project Books for Everybody comprised 220 points-of-sale, including bookshops, libraries, museums and other cultural institutions around Slovenia, in Trieste and in Klagenfurt.

5 Zoran Jankovič, the Mayor of the City of Ljubljana, accompanied Boris Pahor to the debate at Kinodvor.

6 Poet Svetlana Makarovič in Literary Focus at the Trubar Literary House.

7 A lecture on Wagner by Dr Slavoj Žižek, AcSS, at Kinodvor.

8 The project Stories from the Basket was organised by the Ljubljana City Library.

Could it be handled any better? Otton Župančič

Ljubljana – World Book Capital 2010  **23**





POGLEDI – A CULTURAL BIWEEKLY



MAGAZINE





THE BIWEEKLY CULTURAL MAGAZINE POGLEDI

The biweekly cultural magazine *Pogledi*, a Slovene magazine covering art, cultural and social topics, had been eagerly awaited. When it was first published, its editor Ženja Leiler presented its bold conceptual design: "The word 'Pogledi' (Views) rather accurately portrays the new magazine's intentions. In a world bubbling with information and a myriad of opinions, perhaps what we lack the most are objective, reflective, articulate and well-considered views on the happenings and phenomena occurring in the times in which we live. We have missed this sharper view more and more, just like we have missed an *overview* – although we now have a broader media overview than ever before in history, its focus and manifestation are of a less exact, more superficial and very undemanding nature. Therefore, the new biweekly magazine will endeavour to sharpen the overview of selected themes from the fields of art, culture, media and society (not necessarily in this order). The value criterion of this sharpened view will be relevance. /.../ If culture primarily presents our attitude to the world, our relationship to one another, our curiosity about social phenomena, concepts and ideas, which, at least at first sight, /.../ are in no way crucial for everyday social economics but are very important for how a certain society thinks, sees and judges itself, then it may not be an exaggeration to say that this attitude, when speaking of a large part of the Slovenian media space today, increasingly represents a non-attitude or, dare I say it, an anti-attitude. In this unenviable context, the goal of the new biweekly magazine is very ambitious: not only do we want to write seriously, in-depth and relevantly about culture, all forms of art and society; not only do we want to separate the social from everyday politics and politicisation; not only do we want to differentiate the centre from the outskirts... and with all



this, think culture in a broader sense of the word. Our ambition is bigger: the new magazine does not want to think culture, it wants to become culture itself, to become an integral part of culture, and, in creative, open, relaxed and critical dialogue, also a constructive part. We want to become a space in which society can communicate with itself. This ambition is responsible for the answer to the question as to whether we want to publish a cultural biweekly magazine in the narrow sense of the word, i.e., a newspaper dedicated exclusively to art and cultural production, or whether we want the magazine to embrace culture as a totality of life.

After one year – at the time when the publishing house Delo, together with the magazine's editor and her assistant Boštjan Tadić organised a round table – we can say that the magazine has proved to be an indispensable media space for critical self-reflection on the happenings and phenomena of the present times. "After just over a year, the magazine has more than fulfilled its promise of presenting important and attractive themes with a measured dose of appeal; the articles are thorough and a bit longer than in other, more tabloid print media (at least in terms of culture). The interviews are lively and the writing, which covers various issues, is suitably exhaustive. Finally, we can read reviews of books, performances, exhibitions and concerts; more important events are given greater and more detailed attention," wrote Milan Jesih, President of the Slovene Writers Association, after a year of reading the magazine.

By helping launch the biweekly cultural magazine *Pogledi* within the framework of Ljubljana – World Book Capital City 2010, the Municipality of Ljubljana and the Ministry of Culture of the Republic of Slovenia managed to genuinely help to articulate the shared spiritual space for all Slovenes.

"The new biweekly cultural magazine *Pogledi* is a key acquisition for the entire field of culture. It has created a media space which causes shifts both on the level of reflection on cultural and society, and on the level of the promotion of the quality cultural offer," commented Dr Uroš Grilc, Head of the Department of Culture of the Municipality of Ljubljana.

On 7 April, the first edition of the new biweekly cultural magazine *Pogledi* was published. In terms of content, it represents a key part of the Ljubljana – World Book Capital City 2010 project. Furthermore, this new media space will substantially contribute to the promotion of the book. /.../ The new biweekly magazine represents a new form of cultural promotion — and not just for the book. We can look forward to in-depth writing on culture, particularly because in the last few years print media have persistently pushed culture into the background.

Dr Uroš Grilc, Naglas (bulletin of the Mladinska knjiga Group), April 2010

I understand this project as one of the main projects of Ljubljana – World Book Capital City 2010. I see *Pogledi* as the magazine we have all missed, at least in the last decade. We will do everything we can to make the magazine survive — not for one or for three years (as agreed in the contract), but to turn it into something more permanent /.../, we will, of course, write about books, as we already do.

Ženja Leiler, Pogledi Editor-in-Chief, Radio Slovenija, 13 April 2010

- 1** Covers of the biweekly cultural magazine *Pogledi*.
- 2** Signing of a contract between the publishing house Delo, the City of Ljubljana and the Ministry of Culture of the Republic of Slovenia on co-funding the new biweekly cultural magazine *Pogledi*.
- 3** A talk celebrating the first year of the biweekly cultural magazine *Pogledi* at the Trubar Literature House.
- 4** **5** A festive ceremony celebrating the first issue of the biweekly cultural magazine *Pogledi* at Kino Šiška.

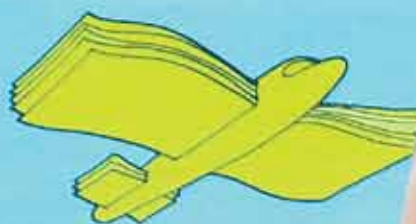
Could it be handled any better? Alon Zupancič



SVETOVNA
PRESTOLNICA
KNJIGE
WORLD
BOOK
CAPITAL
LJUBLJANA 2010



LITERAT



WORLD LITERATURES – FABULA 2010 AND 2011

URE SVETA BUL-A



INTERNATIONAL LITERARY FESTIVALS

SVETOVNA
PRESTOLNICA
KNJIGE
WORLD
BOOK
CAPITAL
LJUBLJANA 2010





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1 Numerous events during the international literary festival World Literatures – Fabula 2011 on the Breg riverside attracted masses of book lovers.

2 The biggest attraction of the Fabula 2010 festival was Herta Müller, a Nobel laureate for literature, whose debate with the poet Aleš Šteger filled the Drama SNG Ljubljana hall.

3 Literary evening with the Dutch writer Margriet de Moor at the Fabula 2011 festival.

4 Czech writer Michal Viewegh talks with Dr Manca Košir and Dr Andrej Blatnik at the Fabula 2010 festival.

5 American writer Jonathan Franzen was a guest of the Fabula 2010 festival.

6 Swedish writer Per Olov Enquist at the Fabula 2011 festival.



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anren zur rechten Zeit kommt. Es
r Russen sein, aber wenn es nicht zu
r mich sogar gut. Ich wollte weg aus
en Stadt, wo alle Steine Augen hatten.
e verheimlichte Ungeduld. Und ein
l die Liste, an der meine

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We don't even have this "now" and "before". This is not a literature problem. This is not a decision. I have not chosen the themes I write about myself. I wouldn't need to write if I hadn't faced a particular problem myself. Also, one does not write about society. In each society, one can always and only write about one small spot. In Germany, there are many writers who write about Germany, because that is their experience. Because they have been socialised there, they have always lived there. Literature is not geographical, literature is not geography — this is absurd. I write about dictatorship, regardless of where it takes place.

Herta Müller, Radio Slovenija, 3 May 2010, 2 pm

The May festival World Literatures – Fabula 2010 was promoted by the City of Ljubljana and the organiser Beletrina Academic Press (Študentska založba) as the biggest event since Slovenia became an independent country. Visits by great writers have proven that literary evenings can attract several hundred readers, which is quite a novelty on the Slovene cultural scene. The festival /.../ followed one of the basic mottos of Ljubljana — World Book Capital City 2010, and that was to make books accessible to everybody. /.../ Miljana Cunta, head of the festival, told us that the festival's exceptional success was the result of synergy between visits of renowned foreign authors in combination with the publishing of their works translated into Slovene, as well as the rich educational and entertaining cultural programme which had promoted these authors for several days prior to their visit. The location on the Breg riverside was particularly popular — for a short while, it was transformed by means of images, words and music into a symbolic representation of the literary guest's hometown.

Siol.net, 29 May 2010

We have an exhibition dedicated to reading. We have an endlessly travelling book, in which visitors will be able to jot down their thoughts and create a collective novel. We have portraits of Slovene authors, which will be shown to passengers on city buses. In cooperation with the Library under the Treetops, we have set up outdoor reading rooms in three locations in the city. There are many more such events, and they have been placed in the city centre, in the urban space.

Miljana Cunta, Radio Slovenija, 3 May 2010



Could it be handled any better? Non Zupancič

Ljubljana – World Book Capital 2010  31



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1 In honour of the Israeli writer David Grossman, the promenade in atrium ZRC SAZU was symbolically transformed into the writer's hometown Jerusalem.

2 Argentinean writer César Aira signs his book *An Episode in the Life of a Landscape Painter*, which was translated into Slovene for the project Books for Everybody.

3 Italian writer Niccolò Ammaniti at a literary evening of the Fabula 2011 festival.

4 Israeli writer David Grossman at the Fabula 2010 festival.

5 Writers Dušan Šarotar and Feri Lainšček and editor and publicist Alenka Zor Simoniti talking to writer Drago Jančar at the festival World Literatures – Fabula 2011.

6 Austrian writer Daniel Kehlmann at the Fabula 2010 festival.

7 Christoph Ransmayr, a guest of the Fabula 2011 festival.

8 Australian writer Richard Flanagan at a literary evening of the Fabula 2010 festival.





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Could it be handled any better? Alen Zupančič


Ljubljana – World Book Capital 2010  33



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A woman with a nose ring is looking down at a blue book she is holding. The book has a faint, light blue circular design on its cover. In the background, a classical building with statues on its roof is visible under a blue sky with some clouds. A black horizontal bar is positioned above the woman's head.

info točka Oddelka za oblikovanje ALUO

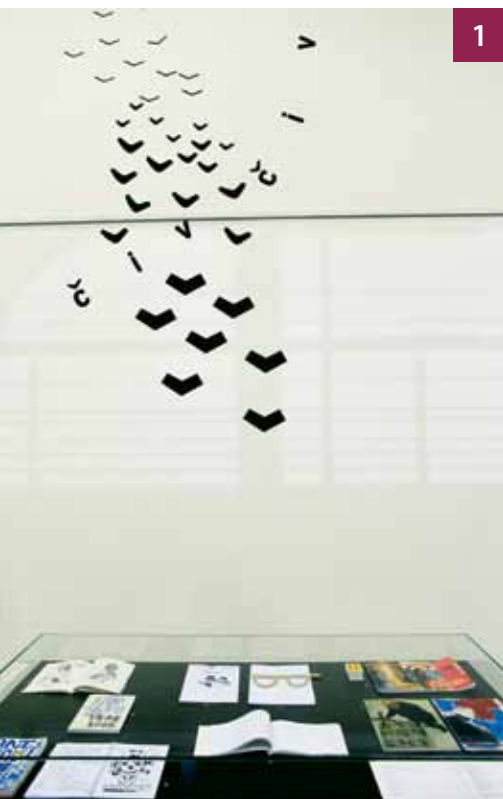
BOOKS IN VARIOUS FORMS

, Univerze v Ljubljani

LJUBLJANA, SVETOVNA PRESTOLNICA KNJIGE
23. APRIL 2010 – 23. APRIL 2011

OF ARTISTIC EXPRESSION





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If the writers' representative /.../ may afford a purely citizen's discourse: as the World Book Capital City 2010, Ljubljana showed that political power – municipal or state – may, after all, dictate the weather. Let all townsmen and citizens feel encouraged to remain, in everything and always, inexorably demanding.

To sum up: after 2010, in which Ljubljana was the World Book Capital City, nothing will ever be the same.

Milan Jesih, *In My Town: Important Things Find Their Place*, Ljubljana Bulletin, May 2011

- 1 The exhibition Blind Date Convention — The Artist Book in Slovenia 1966-2010.
- 2 Gruber Open Gallery.
- 4 The project Dancing with the Book at the Ljubljana City Library.
- 5 Books Hiding Behind a Mask of Music: Pedenjped — A Fairytale Musical Jaunt.
- 6 Stripburger in Motion.
- 8 A sculpture exhibition entitled Book Monument at the Town Hall.

Could it be handled any better? Alon Zupančič





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1 **2** June in Ljubljana, an annual cultural festival which is open to the general public free of charge, was dedicated to books in 2010. The picture shows a performance for children entitled Skyscrapers, Sit Down and the ballet Swan Lake.

3 The annual Lighting Guerrilla Festival was also dedicated to books in 2010.

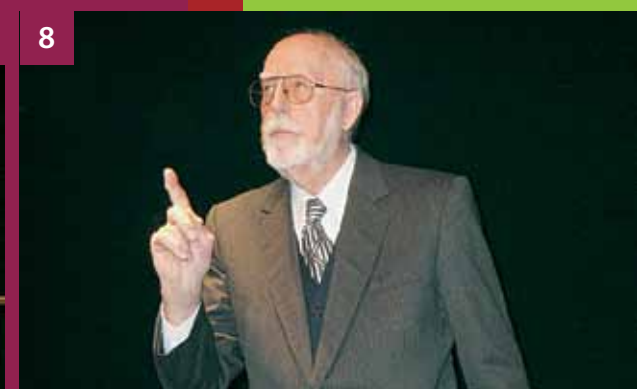
4 The experimental literary installation "One Scoop of Slovenian Poetry, Please".

5 The performance Chrysanthemum on the Piano by the Theatre Slovensko mladinsko gledališče presented the poetry of Svetlana Makarovič.

6 The project Let's Read a Poem organised by Sezam – Association of Parents and Children.

7 **8** Actors Reading Novels — a project by Mini Theatre with drama actors Polde Bibič, Štefka Drolc and Aleksander Valič.

Could it be handled any better? Otom Zupanič



1 A long queue for free tickets to the festival of arts and cultural education the Beaver Festival 2011, which was closely linked with the book.

2 Closing of the Beaver Festival 2011 at Kino Šiška.

3 Poet Tone Pavček, AcSS, honorary citizen of Ljubljana, attended the closing ceremony of the Beaver Festival 2011.

4 Bibliobus during the Beaver Festival 2011.

5 Puppet performance Brutes from Resia at the Beaver Festival 2011.

6 Exhibition and discussion after the screening after film The Secret of Kells.

7 The project Friends from Books, organised by Sezam – Association of Parents and Children, at the Trubar Literature House.

8 A poster with an illustration for Puss in Boots by Zvonko Čoh for the project Fairytale Images in the City by the publishing house Mladinska knjiga.





It is not just about showing a performance, a book or a movie to kids. A Beaver's event takes them backstage. It shows them what remains hidden for most. Right after the performance, the kids can talk to the artists, they can create dolls or a miniature stage set. They ask about that which adults seemed to have forgotten, but which is still important.

Uršula Cetinski, daily newspaper Delo,
25 January 2011

In a single day, nearly all of the 13,000 free tickets for the Beaver Festival's events were given out.

Daša Cvjetičanin, daily newspaper Dnevnik,
29 January 2011



BOBRI
3. Ljubljanski festival
kulturno-umetništne vzgoje

Could it be handled any better? Non Zupancič

Ljubljana – World Book Capital 2010  41





TRUBAR LITERATURE HOUSE



AND OTHER NEW BOOK SPACES

SVETOVNA
PRESTOLNICA
KNJIGE
WORLD
BOOK
CAPITAL
LJUBLJANA 2010





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TRUBAR LITERATURE HOUSE

On 2 September 2010, Ljubljana established a new literary space in one of the oldest Ljubljana townhouses – the house in which Primož Trubar lived, the founder of the Slovene literary language and the father of the Slovene book. In so doing, Ljubljana joined the ranks of other European cities – Munich, Vienna, Hamburg, Salzburg, Frankfurt, Leipzig, Cologne, Copenhagen and Oslo – which have known such literary places since the 1980s. The splendid Renaissance house at Ribji trg 2 was built in 1524 for wholesaler Wolfgang Bosch. Trubar lived in the house in 1652, when he returned to Ljubljana for the second time as a superintendent. Not only is this the largest permanent investment carried out by the city for the project Ljubljana – World Book Capital City 2010, it has also suitably protected Trubar's heritage.

The Trubar Literature House has been making a name for itself on the international literary scene by connecting literature with other forms of art, by its modern practices and openness to different literary, artistic and intellectual views and attitudes, as well as by focusing on outstanding quality and including international production. The cycle Literary Focus presents Slovene authors, creative couplings, prose and poetry writers. The Literary Omnibus connects literature with other creative practices, with music, improvisational theatre and fine arts. The Literary Kaleidoscope explores the international context of national cultures and literatures. The Literary Gibanica combines movement and poetry by young authors ... the Trubar Literature House provides a new space for book festivals: the Beaver Festival, dedicated to cultural-artistic education; the festival the Fairy Tale Today, the Fabula Festival and other festival and accompanying events. In its first six months of operation, the Trubar Literature House hosted literary evenings, roundtables, scientific symposiums, book discussions, musical evenings, cycles of discussions on philosophy, contemporary society, film and theatre, as well as many other important events that have garnered media attention.



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From now on, Ljubljana has its own literature house; some may find it is a bit small for such a sizeable tenant, but anyone making such a reproach should take into consideration that the very presence of this house – and in such a splendid location – conveys a symbolic message to the inhabitants and visitors of Ljubljana: “In this city, literature is important.” And in this country, as well.

Milan Jesih, In My Town: Important Things Find Their Place, Ljubljana Bulletin, May 2011

- 1 A permanent light installation entitled Primož Trubar by the Italian artist Alessandro Lupi at the Trubar Literary House.
- 2 Entrance to the Trubar Literary House from Stritarjeva ulica 7.
- 3 A light and mechanical puppet animation by the Slovene artist Žiga Lebar in the reading room of the Trubar Literary House.
- 4 Old prints in historical room at the Trubar Literary House.
- 5 Upon the invitation of Zoran Janković, the Mayor of the City of Ljubljana, the festive opening of the Trubar Literary House was attended by Roberto Dipiazza, the Mayor of Trieste.
- 6 The official address by Dr Uroš Grilc, the Head of the Department for Culture of the City of Ljubljana, upon opening of the Trubar Literary House.
- 7 Opera singer Irena Preda, a recipient of a scholarship from the City of Ljubljana, performed during the cultural programme.
- 8 At the opening ceremony, drama actress Jerca Mrzel read a poem she had written celebrating the great men of Ljubljana.

During 2010, the year in which Ljubljana was the World Book Capital City, more than 200 events took place at the Trubar Literature House. Virtually all important Slovene poets and writers of all generations were invited there, as were a number of European literary names, humanists and philosophers. New books were presented, interesting debates and musical evenings took place, and children were able to participate in a variety of creative workshops. What is more, one could simply come and enjoy some quality time with a book or leaf through some newspapers. The house is open seven days a week.

Could it be handled any better? Non Zupanič

Ljubljana – World Book Capital 2010  45



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- 1 Slovene writer Boris Pahor, AcSS, talks to young people.
- 2 Poet Boris A. Novak in Literary Focus with fellow poet Josip Osti.
- 3 Urška Lunder, a medical doctor, at the event entitled "Tell me which books you read and I'll tell you who you are!"
- 4 Dr Manca Košir, a herald of Slovene reading culture, in Literary Focus.
- 5 Poet Miklavž Komelj in Literary Focus.
- 6 Poet Svetlana Makarovič in Literary Focus.
- 7 Dr Peter Štih, and Dr Milena Mileva Blažič upon the presentation of the book *Castrum Leibach*, the first recorded mention of Ljubljana and the city's early history.
- 8 An Evening with the Slovenian Protestant Association Primož Trubar.
- 9 Poet Veno Taufer in Literary Focus.
- 10 Writer Gabrijela Babnik and musician Igor Leonardi in Literary Omnibus.
- 11 Music in Images and Words, a children's workshop organised by Sezam – Association of Parents and Children.
- 12 Within the framework of the 14th Storytelling Festival — The Fairy Tale Today, Jack Zipes lectured on the importance of telling fairytales within the family and their relation to upbringing.
- 13 Writer Claudio Magris in Literary Focus.
- 14 The event *Fairytales Crisscross* organised by the Association for Reanimation of Storytelling 2 Reels
- 15 Writer Goran Vojnović talks to Katja Šulc about film and literature.
- 16 Slovene writer Drago Jančar, AcSS, in Literary Focus with Jaroslav Skrušny.
- 17 Philosophers in the Trubar Literature House — a discussion entitled *Psychoanalysis and the Miracle*.
- 18 A literary evening with the poet and academician Tone Pavček.





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We are the centre of the reading world and this is a fantastic feeling.

Dr Manca Košir, daily newspaper Večer, 28 April 2010

Please respect your artists, support bookshops, encourage publishers to publish books in your mother tongue, keep supporting libraries and do not tax reading.

Jens Bammel, the General Secretary of the International Publishers Association, Radio Slovenija, 31 March 2011, 7 pm



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Could it be handled any better? Alen Zupančič

Ljubljana – World Book Capital 2010



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- 1 Children socialise in the bookshop Kres pod gradom.
- 2 The opening of Kres pod gradom, the first specialised children's bookshop in Ljubljana.
- 3 The entrance to the TipoRenesansa letterpress print shop in Križevniška ulica.
- 4 Opening of the Zadvor Library.
- 5 The interior of the TipoRenesansa letterpress print shop at Križevniška ulica.
- 6 7 A project organised by the bookshop Kres pod gradom in which fairy tales are read to children.
- 8 9 A project organised by the bookshop Kres pod gradom entitled "A Fast Track to Health with Reading" at the University Children's Hospital, the University Medical Centre Ljubljana.





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Could it be handled any better? Alon Zupanič



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*Jelka Gazvoda,
Director of the Ljubljana City Library*

THE LJUBLJANA CITY LIBRARY IN LJUBLJANA – WORLD BOOK CAPITAL CITY 2010

Jelka Gazvoda

At the Ljubljana City Library we prepared a number of exciting events for the project Ljubljana – World Book Capital City 2010. We used them to call the attention of people of all generations to the importance of the book, reading, socialising, exchanging opinions, artistic expression and spending one's free time creatively. We are pleased that virtually all of the events received exceptional media attention and were very well attended.

We are particularly proud of taking on the responsibility for the operation of the newly established cultural space, the Trubar Literature House. In cooperation with the Department of Culture of the City of Ljubljana and the City Museum Ljubljana, we had already prepared the starting points of the programme content and selected serial publications, but now we also take care of its personnel and programme operations. In so doing, we are enriching the cultural offer in the Slovene capital. Right at the end of this exceptionally rich year for books and reading, we opened the new Zadvor Library, tailored to meet the needs of the local community. The library is located in the premises of the Zadvor Cooperative House. This is a pleasant and open space, welcoming the entire family, while neighbours and friends can meet there and socialise.

We bravely decided to participate in the project Books for Everybody to coordinate book sales around Slovenia. I am pleased to say that we have achieved surprisingly good results. 34 general libraries and 108 points-of-sale participated in the network, of which 30 were within library branches



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of the Ljubljana City Library. We are pleased that the project is ongoing.

In a symbolical sense, cooperation with the Asylum Home, where we carried out the project *Library, My Asylum*, means a lot to us. We designed the project as an opportunity for asylum seekers, as a socially vulnerable group, to participate in our environment by reading books, socialising and establishing contact with the Slovene word and culture. The Prežihov Voranc Library, the bearer of the project, started to lend books in the Asylum Home from its mobile book collection. In light of the positive response and the needs of the Asylum Home, the library has decided to turn this project into a regular activity.

In our programmes we paid special attention to comics and films based on literary works, but also to purely professional issues, which were covered in an international professional meeting that included a roundtable discussion entitled *Library, the Heart of the City*. We invited the general public to enter the magical world of the book with a photography competition. The response was fantastic – we received hundreds of photographs, which we then exhibited, giving awards to the best ones.

Since the most loyal readers are those who befriend the book in their childhood, we paid special attention to children. In 2010, when Ljubljana was the World Book Capital City, we created *Kosovir's Spoon*, an interactive reading corner for children at the Ljubljana City Library (the Oton Župančič Library). The corner was named after the magical object from the book *Kosovirs on a Flying Spoon* by the famous Slovene fairytale writer and poet Svetlana Makarovič. By means of computer technology and modern audio technology, children can use the interactive play machine to listen to songs, fairy tales and radio plays. Children were also able to dance with the book and undertake creative activities alongside it.

With all of the activities mentioned above, but also with many other programmes that we carried out within the framework of Ljubljana – World Book Capital City 2010, we endeavoured to make people aware, more than ever before, of the royal position the book has in our lives.

1 *In the Book* by Dare Ferjan was awarded the 1st prize in a photography competition organised by the Ljubljana City Library entitled City-Book-People.

2 The 2nd prize was awarded to Nina Jerala for her photograph *The City of Books*.

3 The 3rd prize was awarded to Daša Kankaraš for her photograph *Book Love*.

4 A talk with the Croatian comic author Jules Radilović.

5 Filmobus – mobile literary cinema.

Could it be handled any better? Oton Župančič





THE BOOK IN THE CITY



1 **2** **3** **5** **7** The summer Library under the Treetops, which had previously operated on three locations, was expanded to two more locations in the year of Ljubljana — World Book Capital City 2010. Altogether, Ljubljana now has five reading rooms in green spaces.

4 Project Line No. 10: The Book by Zavod Bunker.

6 The Liber.ac academic book fair took place in the Foersterjev vrt garden behind the Faculty of Arts in Ljubljana, enriching the accompanying programme of Ljubljana — World Book Capital City 2010.

8 The Northern Park (Navje) with its statue of the Girl with a Growing Book was furnished with “reading portals”.

9 Zoran Janković, the Mayor of the City of Ljubljana, planted a tree in the Labyrinth of Art in Fužine. Its 287 trees will provide welcome shade for summer reading.

10 Cutting the ribbon to inaugurate the opening of the Labyrinth of Art on 21 April 2011.

11 A view of the Labyrinth of Art.

12 Stone walkways lead the visitors along the tree labyrinth.

13 A reading island in the middle of the Labyrinth of Art.





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The Library under the Treetops was one of the most successful projects within the LWBC 2010. Not only did we see how readers enjoyed sitting under the treetops, devouring a fiction book or flipping through a magazine, they would also come in flocks to listen to thematic discussions.

Daily newspaper Delo, 13 August 2010

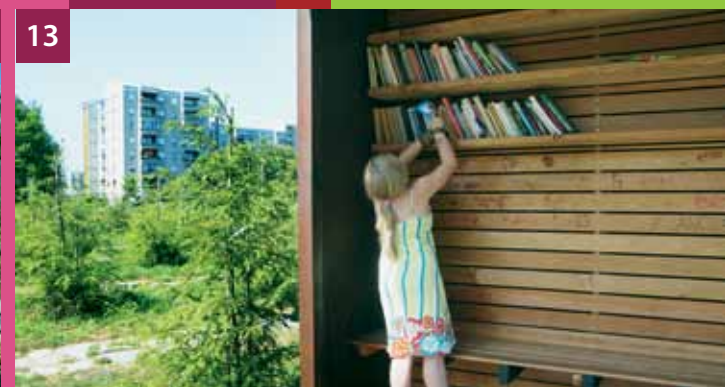
With the slogan 'Drive with the book', Zavod Bunker launched Project Line No. 10: The Book. At 23 Ljubljana Public Transport bus stops, people could choose between a colourful selection of books to read on their bus journey. The first participant of the project was Zoran Janković, the Mayor of the City of Ljubljana, who hung Hemingway's *A Farewell to Arms* on a special hook for books.

Daily newspaper Večer, 5 July 2010

Could it be handled any better? Alon Zupanič



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MINIATURE BOOK COLLECTION DONATION





BY DR MARTIN ŽNIDERŠIČ



FROM THE SUMERIAN CLAY TABLET TO THE BIBLE ON A CHIP

Stephen Byrne

This was the title of an exhibition of miniature books which opened on 15th October in the beautiful city of Ljubljana, Slovenia.

Ljubljana has been appointed World Capital City of Books by UNESCO from April 2010 to April 2011, and as part of the celebrations the city presented this wonderful exhibition of miniature books. The books are from the collection of Dr. Martin Znidarsic, who has been a member of MBS since the very start of the Society. Martin has now presented his collection to the City Library of Ljubljana, where sections of the collection will be on display on a rotating basis.

There were over 1,300 miniature books beautifully displayed in purpose built cases at the City Museum. Representing publishers from 55 countries, there was a very wide selection, from the smallest to the longest, the oldest to very modern books. There was a special display of material relating to Louis Bondy, and also a "Homage to Karoly Andrusko" who Bondy named as 'The greatest miniature book artist'. Andrusko published many miniature woodcuts and linocuts, as well as larger works of art. Words can not do justice to the quality of the exhibition. Martin and his wife had worked extremely hard to select and prepare the books, and the idea of presenting them in their respective country of publication was quite enlightening, as it was possible to see the relative range of miniature book production across the world.

A fully illustrated colour catalogue of the exhibition has been published, which is available by contacting Martin.

1 A special book entitled Ljubljana — Geschichte und Sehenswürdigkeiten was published for the exhibition; 64 pages, leather-bound, with a coat-of-arms and hot foil printing on the cover, originally stored in a 70 x 50 mm printed protective cardboard slipcase. The book was created by Siegfried Spengler, a member of the Circle of Miniaturve Book Friends Berlin.

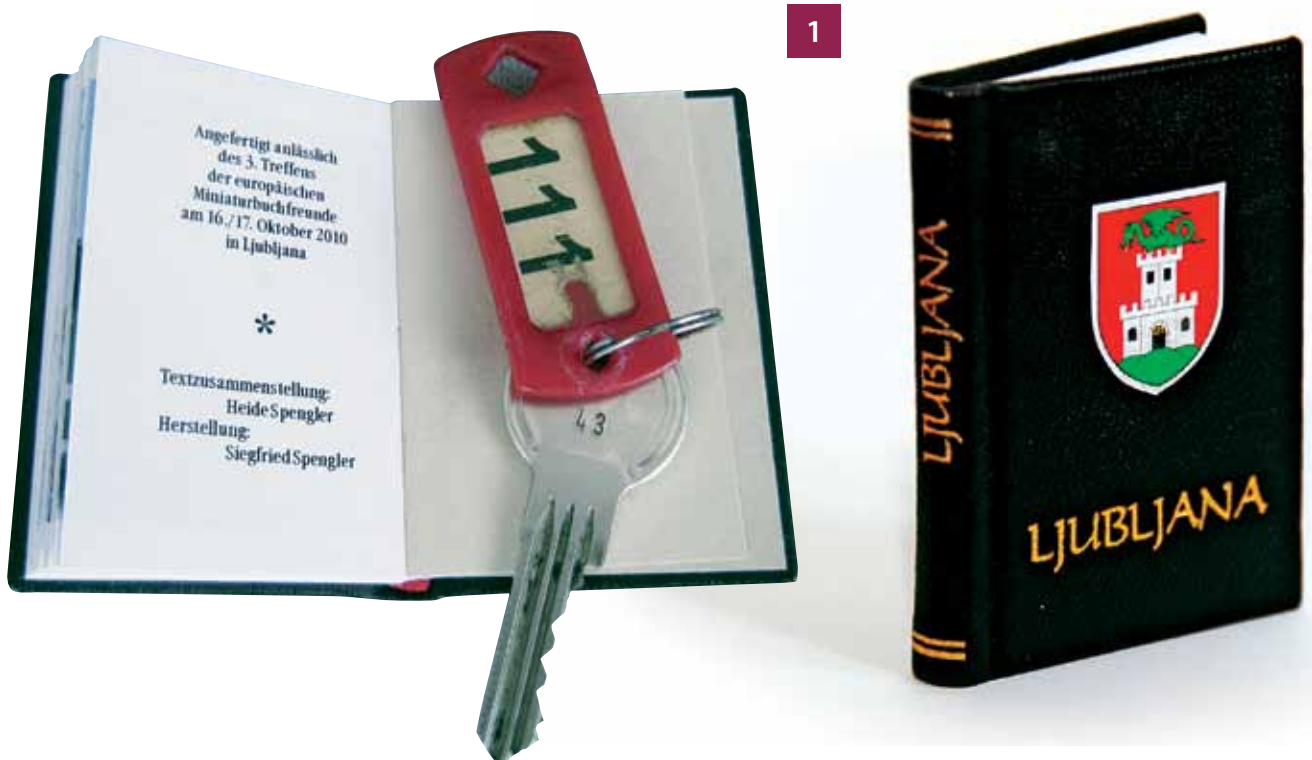
2 Dr Martin Žnidaršič receives an award in recognition of his exceptional donation from Jelka Gazvoda, the Director of the Ljubljana City Library.

3 The opening of the exhibition attracted a number of distinguished personalities from the Slovene and foreign cultural world.

4 **5** As adorable artefacts, the miniature books attracted great attention from the professional and lay public, resulting in the exhibition being extended for a month. An exhibition with a reduced number of exhibits was on show until 8 March 2011 at the Ljubljana Slavic Library.

6 A model of the Chained Bible (lat. libri catenati) from the collection of Dr Martin Žnidaršič was chained to prevent removal. The collection can be found at the Ljubljana Slavic Library (a branch of the Ljubljana City Library).





The MBS was represented by four members (as well as Martin) at the opening ceremony, Angelika Jaek, Arno Gschwendtner and Marian and myself. There was also a group of collectors from three of the German miniature book societies. I was given the privilege of making a short speech at the ceremony, where I explained the aims of MBS, and also a presentation at a 'round table' event the following day, where we met together and had the opportunity to discuss miniature books and also exchange or purchase additions to our collections.

Many thanks should go to Martin for his generous gift of time to enable the general public the opportunity to see into the wonderful world of miniature books.

(Stephen Byrne is the vicepresident of the American association Miniature Book Society.)

Žnidaršič had a concept of collecting books from as many countries as possible. /.../ In this regard, we have never hosted such an extensive collection of miniature books before! What is more, not only does the exhibition's timeline close in a grand manner — with the smallest book in the world — it begins in an equally impressive manner. The first exhibited book is an original clay tablet from Mesopotamia. The tablet measures 28 x 26 millimetres and was created in 2040 B.C. Written in cuneiform, the clay tablet presents a receipt issued by a temple for two sheep sent by Intaea to Abashagah.

Igor Bratož, daily newspaper Delo, 10 November 2010

Could it be handled any better? Alon Zupanič

Ljubljana – World Book Capital 2010 59





STAGING OF NECROPOLIS





BY BORIS PAHOR





After many years, one could finally hear the Slovene word again in Teatro Verdi in Trieste. Special credit for this goes to Roberto Dipiazza, the Mayor of Trieste, for supporting the project. The performance was magnificent and, as the main actor Pavle Ravnohrib commented, it seemed as if we were in a cathedral, where every word finds a heart. I am glad that we were able to show our respect to the great Slovene writer Boris Pahor and to honour him in this way.

Zoran Janković, Mayor of the City of Ljubljana, magazine Mladina 49/2010

NECROPOLIS IN TRIESTE

Boris Pahor, AcSS

First of all, I would like to kindly thank Boris Kobal, my former pupil of Italian Literature and now a renowned theatre director. I would like to thank him especially for making this difficult plan come true with such a terrific and profound ending.

I would like to warmly thank the two mayors, Roberto Dipiazza and Zoran Janković, for making such a noble agreement which is now coming to fruition – during the time when Ljubljana is the World Book Capital 2010 and Trieste, having revitalised its old port, is creating a position for itself in Europe.

Moreover, I would like to thank the Cultural Consortium of the Monfalcone Area (Ronchi dei Legionari) for publishing *Necropolis* at a time when nobody liked it. Further gratitude goes to Alessandro Mezzeno Lona for persuading the publishing house Fazi to publish the book with the introduction by my dear friend Claudio Magris.

I believe the two mayors have made a big step towards an important shift, which is, at the same time, a happy Nemesis for all of the Slovene books that were burnt in front of the Verdi monument in the dark period after World War I. The staging of my literary work at Teatro Verdi not only delights me, it delights the Slovene population in the city and in the country. After all, it does not concern only me as a writer – Vladimir Bartol should have been taken into consideration before me, and today with me, Alojz Rebula and all of the others.

The writer Scipio Slataper was right again when he said: "They have been here for 12 centuries, and now they are coming to the surface."

Yes, I am content and today I feel even a bit more of a Triestino, even though I was born in Via del Monte, right next to the abandoned Jewish cemetery of which Saba writes when he reminisces about his ancestors. My grandfather and grandmother lived at Via Rossini No. 10, right across the bridge. At that time, it really was red and we called it "the Russian". My family lived for 40 years in Via di San Nicola. When I was a boy, they took me to the *Pedocin* swimming pool, and later we would take a boat,

1 Writer Boris Pahor on the stage of Teatro Verdi in Trieste, upon the performance of *Necropolis*.

2 Pavle Ravnohrib acted as the narrator in *Necropolis*.

3 **4** **5** Scenes from the performance *Necropolis* in the Lapidarium at the Ljubljana Castle.

6 Katarina Kobal, soprano, in *Necropolis*.





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Pahor's Necropolis on stage at Teatro Verdi! Even during the most promising times of opening up towards our neighbours, i.e., when Pavle Merku's opera The Dragonfly was performed on this very stage in the 1970s, I did not think I was going to see this. Will this be followed by different international relations on an institutional level? Well, I do not like to count my chickens before they hatch. My acquired memory is a big burden and other data confirms that caution should not be thrown to the wind. Black clouds may hide behind the first hill that obstructs my view. And yet, this event seems so important to me that I really feel we could draw encouragement from it for the future.

Bogomila Kravos, Primorski dnevnik, 4 December 2010

An explosion of symbolic excitement could be felt in the grand hall of Teatro Verdi in Trieste. The Slovene language in an Italian space. The first signs of coexistence and the culture of dialogue. These are perspectives worth living for.

Edelman Jurinčič, commentary on the newspaper website of Primorski dnevnik, 6 December 2010

On Monday, Boris Kobal was rightfully content. /.../ "Even the people who did not see the performance seemed really pleased. I think this was an event for Slovenia, as well." /.../ It was magnificent, the emotional charge was very strong. I really think this was a historic performance, both because of the place and because of the text. And Boris Pahor put the icing on the cake."

Newspaper Primorski dnevnik, 7 December 2010

oars and a canvas to use as a roof shade... Ah, why should I write about this all over again. No, I will not do that, I would rather congratulate both towns, so different from one another – one a reserved Central European town and the other our widely open Mediterranean town. I hope both towns will be able to take advantage of their specific characteristics, for in culture complementarity presents richness.

However, since those present have witnessed the end of men imprisoned as political deportees in concentration camps, i.e., the so-called red triangles, I think it is right to dedicate this meeting of two souls (Slataper) to two citizens of Trieste who turned to ashes in their fight for freedom. Gabriele Foschiatti defended the language communities. Together with Vladimir Martelanc, a Marxist cultural worker, they were both deported to the Struthof-Natzweiler concentration camp. Martelanc lost his life there. I last saw Gabriele at the concentration camp in Dachau, when I was sent on to the Mittelbau-Dora concentration camp. In Trieste there is a street bearing his name, but I have a feeling that not many people are aware of who he was.

That is all from me. Again, thank you all very much.

Trieste, 4 December 2010

Could it be handled any better? Otton Županič

Ljubljana – World Book Capital 2010



63



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A small step for Boris Pahor and a big step for good relations between Ljubljana and Trieste — this is how one could label last night's performance of Pahor's *Necropolis* at the sold out Teatro Verdi in Trieste.

"From this night on, Trieste is even more of a European city," said Roberto Dipiazza, the Mayor of Trieste, thus inaugurating the theatre performance *Necropolis*, an autobiographical novel by Boris Pahor, in which he reminisces about his days in a concentration camp. It is true that a large number of Slovene theatre visitors contributed to the overall high spirits — a kind of Slovene cultural high tide — with several busloads of curious culture lovers from Ljubljana, as well as many people from the Primorska region and Slovenes living in Italy. The splendid opera house provided tickets for the stalls, the stalls boxes, first-tier boxes and the balcony to season ticket holders of Slovensko stalno gledališče (Teatro Stabile Sloveno) in Trieste. Italian theatre visitors were provided with a translation, which was displayed in surtitles. /.../

Boris Kobal was the first to suggest staging Pahor's work at the Trieste theatre, proposing the project to Zoran Janković, the Mayor of the Municipality of Ljubljana. The work narrates Pahor's resistance to three different regimes of the 20th century. Kobal shortened and adapted the novel in order to use it for a theatre production. Zoran Janković, the Mayor of the Municipality of Ljubljana, talked about this idea to his Trieste colleague, Roberto Dipiazza, the Mayor of Trieste. The latter made the following statement to the media: "I believe in the connective role of culture. Staging *Necropolis* is a gift of Teatro Verdi and the city of Ljubljana to Boris Pahor. I am convinced this project will establish closer ties between the two cities and the two nations."

Agata Tomažič, Boris Šuligoj, daily newspaper Delo, 5 December 2010

- 1 Poster for performance *Necropolis* in Teatro Verdi in Trieste.
- 2 Zoran Janković, the Mayor of the City of Ljubljana, and Roberto Dipiazza, the Mayor of Trieste, at the Trieste Town Hall.
- 3 Teatro Verdi.
- 4 Scene from a rehearsal of *Necropolis* at the Ljubljana City Theatre.
- 5 Scene from *Necropolis*.

STAGING NECROPOLIS IN TRIESTE

Klavdija Zupan

Upon visiting the Natzweiler-Struthof concentration camp in Alsace, a good 20 years after the end of the war slaughter of World War II, writer Boris Pahor created an epic literary monument to the suffering of thousands of deportees. Boris Pahor interwove his memories of past suffering, of his colleagues' deaths and of facing the survivor's feeling of guilt, with reflections on ethics, faith and philosophical viewpoints, but most of all with intricate portraits of his dead colleagues. Even though one can expect neither reconciliation nor justification from this book, it is nevertheless filled with optimism and endless belief in the goodness of man.

Due to its critical stance towards all of the regimes of that time, the novel *Necropolis* was initially relatively concealed from the general public. Only after his literary breakthrough abroad, and after his works had been translated into more than 20 languages, was the author, both in Italy and Slovenia, considered an undisputed authority on ethics. Indirectly, this also acknowledged his extensive literary opus.

The decision of Boris Kobal to stage and direct such a demanding literary work took some time to mature, and it only became possible to realise the idea within the framework of Ljubljana – World Book Capital 2010. /.../ In the first 10 performances in the Lapidarium at the Ljubljana Castle, where both the actors and the audience had to endure the actual cold of an open-air performance, the raw concrete space with iron pillars markedly contributed to recreating an impression of the hostile concentration camp environment. The joyful sounds of ordinary Ljubljana castle visitors interrupted the performance, thus mirroring the scene in which the former deportee Mr P constantly tries to avoid a group of inquisitive tourists. The performance *Necropolis* was first properly staged at Teatro Verdi, where the theatre group was joined by students of the Studio Art Theatre School from Trieste.

(An excerpt from a longer text on the staging of *Necropolis* published in the *Ljubljana Bulletin*, No. 1)



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Teatro Verdi Trieste
FONDAZIONE TEATRO LIRICO GIUSEPPE VERDI TRIESTE

1

1000 PRESENTAZIONI IN ITALIA
PER IL PROSSIMO AUTUNNO

In collaborazione tra:

Comune di Trieste

Občina Ljubljana

Trieste - Teatro Lirico "Giuseppe Verdi"
Sabato 4 dicembre 2010 ore 20.30

Necropoli Nekropola

Spettacolo in lingua originale con sopratitoli
in italiano tratto dall'omonimo romanzo di **BORIS PAHOR**
*Prédstava, po istoimenskem romanu BORISA PAHORJA
bo opremljena z italijanskimi nadnapisi*

ADATTAMENTO TEATRALE/GLEDALIŠKA PRIREDBA Boris Kobal
REGIA/REŽISER Boris Kobal


DRAMMATURGIA/DRAMATURGINJA Klavdija Zupan
SCENOGRAFIA/SCENOGRF Jože Logar
COREOGRAFIA/OBLIKOVANKA GIBA Uršula Teržan
LETTURA/LEKTORICA Barbara Rogelj
LUCI E SUONI/OBLIKOVALEC SVETLOBE IN ZVOKA Boštjan Kos

Lo spettacolo
è una riproduzione
tra l'Associazione Culturale
KUD Pod topoli,
l'Associazione Culturale
Geliška e il Teatro Comunale
di Ljubljana MGL.

Meatno gledališče Ljubljana
e opremljenosti z Denitrom
Celinka in KUD Pod topoli

In collaborazione
con la Fondazione Teatro
Lirico "Giuseppe Verdi"
di Trieste.

Modello scenico e spettacolo
lirico "Giuseppe Verdi"



With Boris Pahor's *Necropolis*, another border has fallen in the minds of the population of Trieste. The introductory address of "Good evening, dear Slovene friends" by Roberto Dipiazza, the Mayor of Trieste, was received with a thunderous applause on Saturday evening at the Teatro Verdi in Trieste, as was the performance that followed.

All 1,400 theatre tickets were taken, which, according to the Mayor of Trieste, confirms that he and Zoran Jankovič, the Mayor of the Municipality of Ljubljana, made the right decision with when they agreed on the first staging of *Necropolis*, based on the novel of the same title by Boris Pahor. The play was directed by Boris Kobal. /.../

Approximately half of the audience at Teatro Verdi were Slovenes from various parts of Slovenia. Many Slovenes living in Italy attended the performance as well. Despite announcements from certain circles, no protests took place in front of the theatre. Everything was quiet and solemn. The newspaper *Il Piccolo* asked: "What would anybody want to protest against?"

Boris Šuligoj, Obala, 5 December 2010

The autobiographical story, a detailed portrait of (non)life in a concentration camp, a document of a tragic part of 20th century history, made even more tragic in the regions along the eastern border of Italy — all this is now a symbol of a new historical era.

Denying historical facts is dangerous even in today's world. The exciting novel and its staging attempt to fill the void of collective memory loss and ignorance, inviting us to share the scream of the thousands: "Nevermore!"

The Slovene staging of *Necropolis* with Italian surtitles was enthusiastically promoted by the two mayors... and it has become a meaningful symbol.

Il Piccolo, 4 December 2010

Could it be handled any better? *Non Zupanič*

Ljubljana – World Book Capital 2010



65



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SCULPTURE HONOURING SLOVENE





PROTESTANT WRITERS AND PRINTERS

SVETOVNA
PRESTOLNICA
KNJIGE
WORLD
BOOK
CAPITAL
LJUBLJANA 2010



A MONUMENT TO THE SLOVENE PROTESTANT WRITERS AND PRINTERS

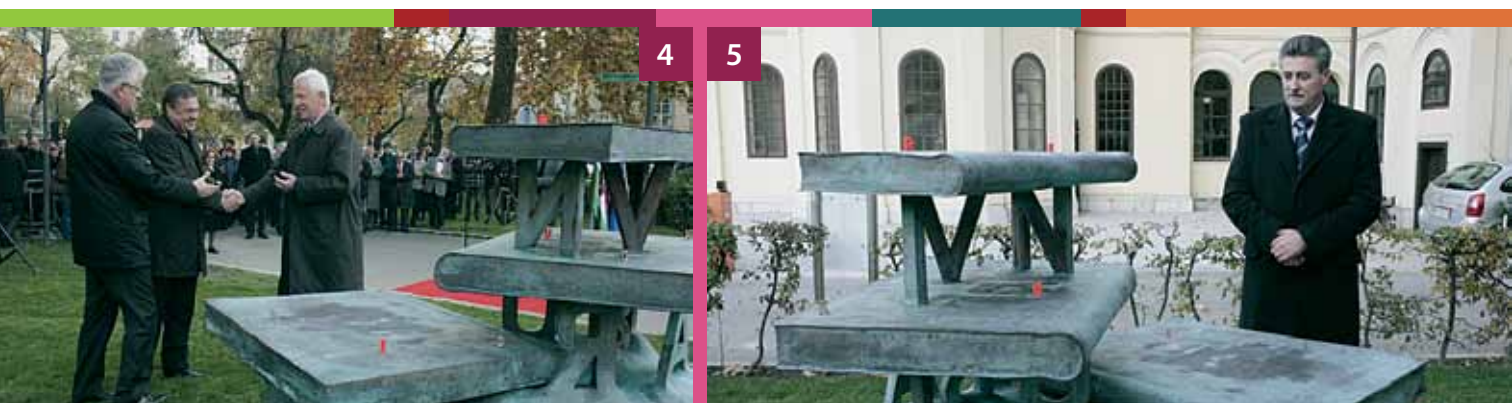
Dr Nadja Zgonik

To celebrate the status of UNESCO World Book Capital City 2010, Ljubljana obtained a new sculpture monument dedicated to Slovene Protestant writers and printers. The sculpture was created by Lujo Vodopivec, sculptor and professor at the Academy of Fine Arts and Design in Ljubljana, who gave the sculpture the working title *Adam*. One hundred years after Ljubljana first paid its respects to Protestantism by erecting a monument to Primož Trubar, the leader of Protestantism in Slovenia, which brought the first seeds of national awareness to this land (the sculpture by France Berneker, erected in 1910, stands at the edge of Tivoli Park, opposite the Museum of Modern Art), we now have a monument celebrating the contributions of all Slovene Protestant writers (Primož Trubar, Jurij Dalmatin, Sebastijan Krelj and Adam Bohorič), as well as publishers (primarily Janez Mandelc, who published the first book in the Slovene language in the Slovenian territory, in 1575 in Ljubljana). /.../

The new monument, with added features of the fantastic, is something new and fresh for Ljubljana; it complements and enriches the variety of artistic statements created by previous sculptors and their works displayed in Ljubljana. Its distinctive shapes communicate readily with the viewer, whether he or she is a person dashing through the park, a leisurely walker, or a child who is attracted to the monument from the nearby playground by its mysterious shape of letters. The books that rest on the monument speak to every inhabitant of the city, encouraging them to read and enjoy the silent contemplation of being surrounded by books. Nothing can disturb the endless calm of the sleeping bronze head.

(An excerpt from a longer text published in the Ljubljana Bulletin, No. 1)

- 1** A monument to Slovene Protestant writers and printers by sculptor and professor Lujo Vodopivec.
- 2** The memorial plaque in front of the monument, bearing the following inscription from Psalm 17.6 of Jurij Dalmatin's translation of The Bible into Slovene: "Incline thine ear unto me, and hear my speech."
- 3** Official address by Zoran Janković, the Mayor of the City of Ljubljana, upon the unveiling of the monument.
- 4** A number of dignitaries from Ljubljana's cultural and political milieu attended the unveiling of the monument, among them Dr Pavel Gantar, the President of the National Assembly, and Viktor Žakelj, the President of the Slovenian Protestant Association Primož Trubar.
- 5** Geza Erniša, the Bishop of the Evangelical Church in Slovenia, stands next to the monument.
- 6** **7** Dignitaries from the Slovenian Government and the City of Ljubljana upon the unveiling of the monument.





Could it be handled any better? Alen Zupančič







- WORLD BOOK CAPITAL CITY 2010



The doors have been opened to the world and the world is now coming to us. I find it fascinating to watch how Ljubljana is becoming a cosmopolitan city. And it is books, writers, poets, Slovene and foreign, who are bringing us this joy. This is a bubbling of diversity, the richness of languages. /.../ This is one of the most beautiful performances. It speaks of the magic of words and movement. All this can be found in books. I think the atmosphere that we are now witnessing in Ljubljana has somehow opened a reading space in our souls, but also beyond ourselves. I am filled with optimism and happy that Ljubljana has become a world metropolis. /.../ It is time for us to put a book in our pocket, to highlight some passages, even tear it apart if it makes us angry. The book is our friend — a friend who will love us unconditionally, no matter what we do with it. /.../ Take a book in your hand and it will touch your soul.

Dr Manca Košir, Televizija Slovenija,
23 April 2010, 10.35 pm



1 **2** Opening of the exhibition Best Dutch Book Design at the International Centre of Graphic Arts (MGLC), organised by the Embassy of the Kingdom of the Netherlands.

3 **4** Renowned Dutch journalist Joris Luyendijk visits Ljubljana.

5 **6** **7** **8** **9**

Happening during the French Comic Month in Ljubljana, organised by the Embassy of the Republic of France and the Charles Nodier French Institute.





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Could it be handled any better? Otom Zupancič

Ljubljana – World Book Capital 2010  73



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1 Poetry evening entitled Versi di buon vicinato (Verses of Good Neighbourhood) with guests from the Trieste PEN Club.

2 Politician, journalist and television presenter Claudio Martelli and Claudio Grisancich, a poet from Trieste, visit Ljubljana.

3 **4** Socialising between members of the Slovene and Trieste PEN Clubs.

5 Marko Kravos, Srečka Kravos and Ciril Zlobec, AcSS, at the poetry evening entitled Versi di buon vicinato (Verses of Good Neighbourhood).

6 Exhibition of portraits of Italian writers.

7 Antonio della Rocca and Juan Octavio Prenz, poets from Trieste, at a poetry evening in Ljubljana.

8 Reading Club of the Italian Cultural Institute in Ljubljana.

9 Marko Kravos, a Slovene poet from Trieste, at the Slovenian PEN Club.





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Could it be handled any better? Alen Zupanič



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1 **2** **3** Street performance and exhibition of translations and illustrations to *The Famous Goat Trial* by Josip Jurčič at the European Parliament Information Office in Ljubljana; in cooperation with the Spanish Embassy in Ljubljana.

4 **6** The exhibition *Large and Small* presented the largest and the smallest book at the Regional Museum Maribor.

5 Poetry festival *Lirikonfest* in Velenje.

7 **8** Opening of the exhibition *Dirin, drin, duka*, displaying illustrations to folk songs from the Bela krajina region; organised by the Bela Krajina Museum.





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Above all, I am so very pleased today that we are on top of the world. Finally, with the book we have become a cultural beacon. This is very important for us, because this is the first time that such a small nation — one that faces significant problems with creating the kind of market that other countries have — has not only obtained such status, but has also gained an opportunity to show to the world what can be done with the book, and what the book has meant for this nation historically.

Majda Širca, Televizija Slovenija, 23 April 2010, 10.35 pm

Could it be handled any better? Alon Zupancič

Ljubljana – World Book Capital 2010



77



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LJUBLJANA IN ICORN – THE INTERNATIONAL



CITIES OF REFUGE NETWORK

We have decided that cosmopolitanism — which Ljubljana will undoubtedly enjoy whilst holding the title of World Book Capital City — should also express itself in concrete terms. It ought to contain some concrete political programme, in the sense that we wish to change certain things, and that by being the World Book Capital City 2010 we wish to give some future spiritual form to Ljubljana. The Writers' Sanctuary network was established in 1994, following an incentive by Salman Rushdie, and it is made up of cities which, in accordance with PEN's strict criteria, provide a temporary sanctuary for persecuted writers.

Dr Uroš Grilc, Televizija Slovenija, 22 April 2010, 11.10 pm

Personally, I am very proud that Ljubljana has been included in this network. I think it is an achievement from which all of Slovenia can benefit – it can obtain legitimacy in the field of culture, also in conjunction with the humanitarian note of the International PEN Centre. ICORN is an important civilisation institution, so to speak, in a world that today seems to be preoccupied with other things. We can be proud of the fact that the Municipality of Ljubljana has decided on this step. As I have already said, this contributes to our good reputation in the field of culture. I find this is no small matter.

Tone Peršak, former President and current Vice-President of the Slovene PEN Centre, at a press conference announcing that Ljubljana is to become a city providing refuge to persecuted writers within the International Cities of Refuge Network, 20 April 2011

1 Press conference on 20 April 2011 announcing that Ljubljana is to become a city providing refuge to persecuted writers within the International Cities of Refuge Network: Tone Peršak, the Vice-President of the Slovene PEN Centre; Marjan Strojan, the President of the Slovene PEN Centre; Dr Uroš Grilc, the Head of the Department of Culture of the City of Ljubljana, and poet Veno Taufer.

2 **3** **4** The writers' sanctuary from persecution and threats, as offered within the framework of the International Cities of Refuge Network, was renovated and furnished by the Public Housing Fund of the City of Ljubljana. The first writer guest will take residence in the autumn of 2011.

LJUBLJANA IN THE INTERNATIONAL CITIES OF REFUGE NETWORK (ICORN)

By decision of the City Council of the City of Ljubljana, on 21 March 2011 Ljubljana became a city providing refuge to persecuted writers within the International Cities of Refuge Network. Including Ljubljana in this network was part of the programme of Ljubljana – World Book Capital City 2010 and presents a permanent achievement. Preparations for including the City of Ljubljana in this important cultural-humanitarian organisation were started on the initiative of Tone Peršak, former President and current Vice-President of the Slovene PEN Centre, in cooperation with Marjan Strojan, the current President of the Slovene PEN Centre and Veno Taufer, President of the Peace Committee of the International PEN Centre. The Public Housing Fund of the City of Ljubljana provided a suitable apartment for the guest writer in the very centre of Ljubljana, as well as renovating and furnishing it.

By joining the International Cities of Refuge Network and in agreement with the ICORN Administrative Centre, the City of Ljubljana undertook to select a guest writer for a period of two years, to provide furnished accommodation for him or her and his or her entire family, to arrange their legal status (visa, residence permit) and enable him or her to participate in the cultural life of Ljubljana and Slovenia.

Hosting a persecuted writer is an opportunity for the Slovene creative spirit to develop in contact with artists from another cultural milieu, and for the city to prove its cosmopolitan nature and openness towards other nations and cultures.





I am truly glad that Ljubljana has become one of the cities that take care of writers whose lives are in danger, and I am exceptionally pleased that the apartment in Ljubljana is so attractive, in the very city centre, in the centre of our life. One of the persecuted writers I met in Norway was living a rather isolated life, and you can imagine the pressure he must be under. This is a very important aspect, for these people are intellectuals who need exchange, they are eager to get information about the environment into which they are entering, whilst at the same time they are willing to share experiences from their own cultural environment. I do hope this will happen in Ljubljana. We have submitted proposals for writers who can manage at least one world language (English, French, Russian, etc.) in addition to their mother tongue. Some of the writers have no knowledge of other languages, particularly those coming from Asia. In this way, we will ensure better communication in a wider cultural environment. This is very important for the writer's wellbeing and creativity, enabling him or her to live a normal life in a foreign environment. It is also important for us, because we can directly obtain high quality information. We have mainly decided on writers from the North African area, e.g., from Morocco to Cyprus, even Palestine. .../

We would like to host writers who will be able to contribute to our culture, who will write about how they experienced our hospitality; writers with whom we can chat, with whom we can meet several times a week, depending on what kind of friendships are (hopefully) made. The window will always be open, but this will not be a mere visit. It will last two years or more if we provide the conditions, if the writer still feels persecuted, if he or she feels good here... I do not think we are aware of how important this is and how much such a person can give us, someone full of intellectual zest and his or her own experience. The guest writer can then take this into his or her own circle, provided he or she can return there safely.

Veno Taufer, President of the Peace Committee of International PEN Centre, at a press conference announcing that Ljubljana is to become a city providing refuge to persecuted writers within the International Cities of Refuge Network, 20 April 2011

Could it be handled any better? Alon Zupancič

Ljubljana – World Book Capital 2010  81



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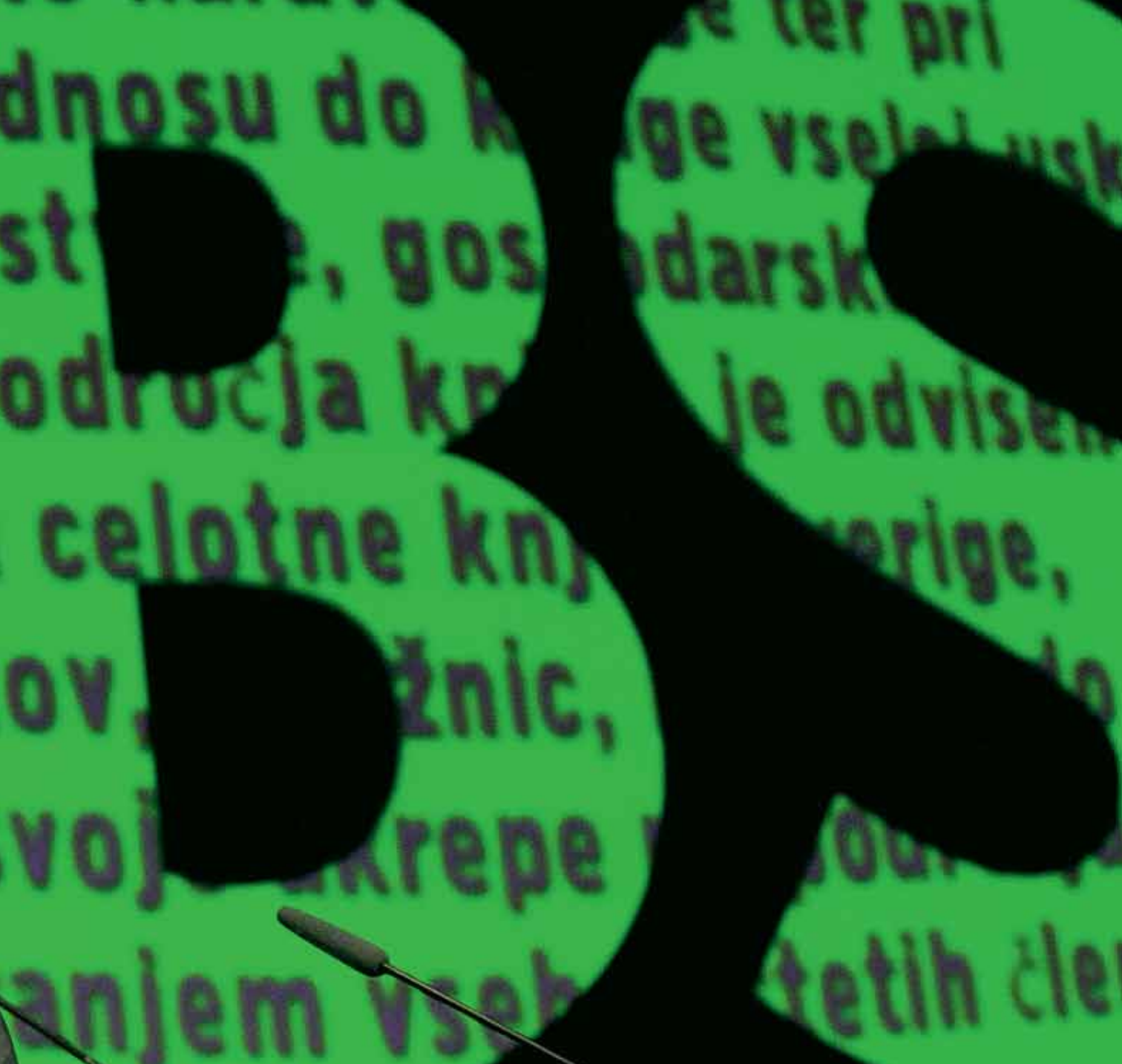
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WORLD BOOK SUMMIT AND THE LJUBLJANA





RESOLUTION ON BOOKS



THE LJUBLJANA RESOLUTION ON BOOKS

Ljubljana, the UNESCO World Book Capital 2011 and organiser of the World Book Summit 2011, hereby announces the *Ljubljana Resolution on Books*, which stresses, in accordance with the guiding principles of the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions, the importance of books as key vehicles of human development, cultural pluralism and sustainable diversity.

The Ljubljana Resolution on Books combines the viewpoints held by UNESCO and key national and international organisations operating in the field of books, ranging from authors, publishers, libraries and bookshops to institutions that deal with the development of reading literacy and reading culture. *The Ljubljana Resolution on Books* proposes fundamental directives for bearers of public book-related policies and professional associations that operate in this field. These directives are derived from specific good practices in different countries and good practices that have been derived from the implemented Ljubljana World Book Capital 2010 programme. These directives will facilitate the setting up of strong foundations for the long-term development of the entire book chain and thus provide friendly access to books, facilitate high quality and diverse book and magazine production and increase the level of reading literacy. These directives consider the special characteristics of individual language-determined book markets and strive to increase access to books and the diversity of book production and thus facilitate creativity, strengthen knowledge, increase reading literacy, develop language, increase the level of intercultural dialogue, enhance cultural diversity, provide better social cohesion and higher quality leisure time. *The Ljubljana Resolution on Books* thus derives from the comprehension of books as the foundation for the development of individuals and society.

1 Official address by Aleš Čerin, the Deputy Mayor of the City of Ljubljana, upon inaugurating the international festival World Book Summit 2011 at Cankarjev dom (Cultural and Congress Centre).

2 Inauguration of the cultural programme at the World Book Summit 2011.

3 Official address by Majda Širca, the Minister of Culture of the Republic of Slovenia.

4 Press conference of congress organisers.

5 Publishers' meeting at the congress.



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I would like to congratulate Ljubljana and Slovenia on the fantastic programme within the framework of Ljubljana — World Book Capital City 2010, which I have witnessed while being here. The organisation I work for, the International Publishers Association, is part of the UNESCO board that selects and evaluates candidates for this title, whilst also monitoring what the cities currently holding the title of World Book Capital City are doing. I have to say that the way Ljubljana has been celebrating the book and reading culture, and the way it has managed to persuade all of these bookshop owners, librarians, publishers and people who decide on book policies to cooperate, deserves nothing but praise. This is a magnificent way to celebrate the book, be it in paper form, as we have known it for so long, or in electronic form.

Jens Bammel, the General Secretary of the International Publishers Association, Televizija Slovenija, 30 March 2011

Facts and concrete data do not confirm that e-readers will have such an easy job eradicating paper books, nor will they manage to dramatically shake up the book market, as some have claimed. However, the improved accessibility and quality of e-readers has brought about some important changes in the last two years. Here is an important fact: over 6,500 paper books were published in Slovenia in 2009, which is nearly 1,000 books more than in the previous year. We have never had so many printed books in circulation as we do now. The Ljubljana City Library runs a project titled 'I read Slovene authors the modern way, I scroll through e-ink pages!' in order to popularise e-readers and, at the same time, promote Slovene authors."

Dr Uroš Grilc, biweekly cultural magazine Pogledi, 23 April 2010

The e-book will significantly change the nature of the book business and, indirectly, change the role of book marketing, publishers and authors. Those who are keeping a close eye on developments in this field are aware of the prediction that in 10 years' time no businesses, operations and occupations will be as they are now. And this is one of the theses we would like to question and bring into public debate.

Dr Miha Kovač, Radio Kaos, 31 March 2011, 6:40 pm

Could it be handled any better? Alen Zupanič

Ljubljana – World Book Capital 2010  85



It is becoming more obvious with each passing day that new forms of e-texts and the rich possibilities of electronic communication will bring about not only changes in interaction with electronic books, but will also cause global cultural, social, economic, cognitive and epistemological shifts.

Dr Meta Grosman, daily newspaper Delo, 31 March 2011

There are two key theses: the first says that the book as we know it will cease to be; the second claims that e-books and e-publishers will cause a number of languages to disappear.

Mitja Zupančič, the President of the Management Board of the World Book Summit 2011, MMC RTV Slovenija 31 March 2011

The responsibilities and functions of national and local authorities, as well as of the professional associations and civil society organizations that operate in the field of books, cover different areas, while the *Ljubljana Resolution on Books* stresses and recommends those responsibilities and functions that are related to books as public goods:

1. In planning public policies on books, the complex nature of books needs to be considered and cultural, educational, scientific, economic and social policies need to be harmonised. The development of books depends on the optimum operation of the entire book chain, from authors, publishers, libraries and bookshops to the readers. Public policies should therefore prepare their measures concerning books in harmony with the operation of all these links.
2. Due to its importance and its special and complex nature, the book market requires attention regardless of whether it is operating on the principle of fixed prices for books and regardless of its size, as books are a medium that is part of human activity in one way or another and thus predominantly a matter of public interest. Considering the specific nature of books as cultural goods that convey values and meaning, state authorities and professional associations should encourage the players on the book market to determine the best possible model that will connect authors, publishers, bookshops and libraries, thus achieving optimum results in the operation of the book market and the best possible access to books.
3. State authorities should pay attention to the operation of the book market from the viewpoint of tax arrangements, both in terms of the taxation of books as well as taxation of royalties and paper. State authorities should see to the proper enforcement of copyright legislation. Furthermore, in order for the field of books to develop harmoniously, they should continually search for the optimum relationship between favourable book tax rates and a

1 UNESCO Forum meeting.

2 Dr Meta Grosman of the Slovene Reading Association at a meeting of the Reading Section.

3 Marjan Strojan, Socrates Kabouropoulous, Peter Inkei and Mery Ciacchi in discussion during a meeting of the Reading Section.

4 Jens Bammel, clerk at the plenary meeting.

5 Mike Shatzkin, clerk at the plenary meeting.

6 A lively discussion in the Reading Section.

7 Roger Sell, clerk at a meeting of the Reading Section.





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system of direct state subsidies in support of the production and dissemination of books. For the great majority of book markets, this relationship is the fundamental factor of development and above all the decisive factor regarding quality, diversity and access to book production.

4. In direct support of publishing and authors, state authorities should pay special attention to translations of literary works from different world languages, especially if underrepresented on the world book market, as in this way, the readers will be able to access the production of different language environments, which is the best way to facilitate intercultural dialogue, multilingualism and cultural diversity, while such translations also facilitate the development of the national language.
5. National and local authorities should systematically take care of the development of a library network of the high quality and should especially facilitate those public service programmes that are in harmony with the development of book markets. Libraries are an indispensable part of the book chain and, in addition to the schooling system, they are a long-term decisive factor in the formation of reading habits. The network of general interest libraries has the ability to meet the needs of the local environment with regard to book culture in a complex manner, so libraries should be motivated to search for innovative ways to reach readers that are not necessarily connected to lending library material.
6. The occurrence of new sales channels for books opens new possibilities for them to be more accessible to readers, but the market of bookshops remains the foundation of each book market and the decisive factor in its economic success. The operating conditions for the bookshop network are thus of public interest and the network's quality and development should be the goal of the national and local authorities.
7. As regards increased access to books and information in books, state authorities should facilitate the development of information

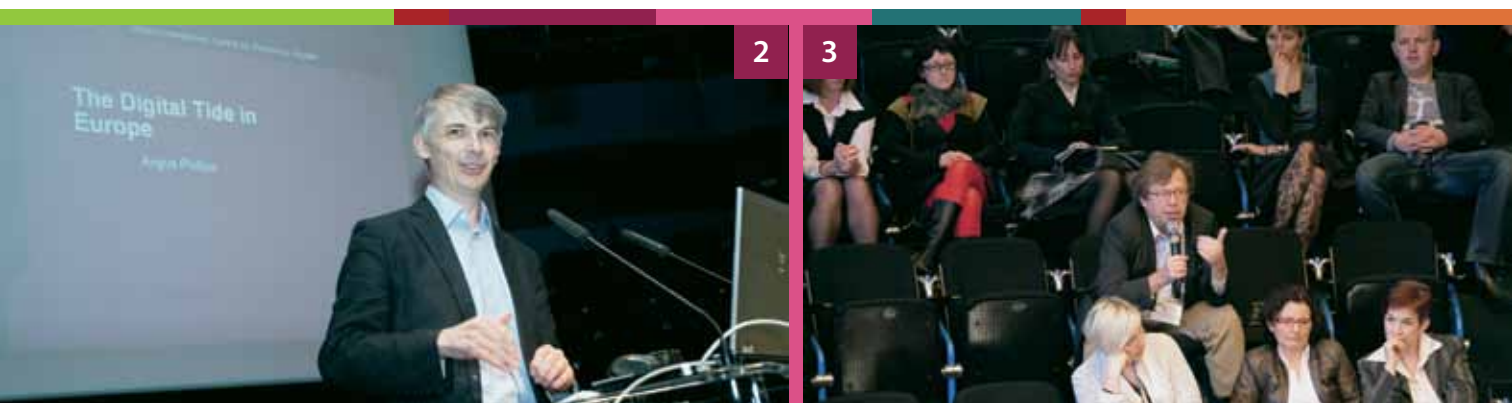
1 Discussion in the Publishing Section.

2 Angus Phillips, clerk at a meeting of the Publishing Section.

3 Discussion in a meeting of the Publishing Section.

4 Claire Squires in discussion during a meeting of the Publishing Section.

5 Prof. Dr Miha Kovač, clerk in a meeting of the Publishing Section.





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Ljubljana – World Book Capital 2010



89



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ublishing today: so far, so good

Regardless of corporatization, book industries in Europe are publishing a huge variety of diverse titles and sustaining a plurality of reading tastes. European book markets are dominated by big companies and established authors, but besides these companies exist many smaller ones that conduct their businesses in different ways and create new trends.

support for book markets, as this represents the infrastructural basis used by publishers, librarians, booksellers and readers alike and is therefore in the public interest. At the same time, such a system represents the basis for collecting the relevant data on the operation of individual book markets and such data represent the basis for preparing concrete measures aimed at development issues.

8. Electronic books and electronic book readers do not pose a threat to printed books, instead increasing access to books and enhancing reading while they are also important in acquiring new readership. State authorities and professional associations should pay attention to the positive impacts on the development of publishing activities brought about by the new book medium and should contribute to creating favourable conditions for the harmonious, balanced and diverse development of publishing in this area.
9. International and national professional associations operating in the field of books are among the key actors that can contribute to the coherent functioning of the book market. *The Ljubljana Resolution on Books* recommends that professional associations lead an active policy in promoting and implementing cultural policies in the book sector, in line with the objectives of the Convention on the Protection and Promotion of the Diversity of Cultural Expressions; that they implement concrete projects such as campaigns promoting books and reading; and that they continue operating as a connecting platform gathering the views and interests of all the book chain components. It is imperative that individual professional associations operating in the field of books cooperate and give recognition to the distinctive nature of thus strengthen the awareness of books as complex cultural goods, provide opportunities and create conditions for the long-term and sustainable development of a creative, rich and diverse book industry.

Ljubljana, March 2011

1 Official ceremony upon the adoption of the Ljubljana Resolution on Books.

2 Dr Andrej Blatnik, clerk in the Translation Section.

3 Rudiger Wischenbart, clerk in the Translation Section.

4 Discussion on Dr Andrej Blatnik's paper on translation.

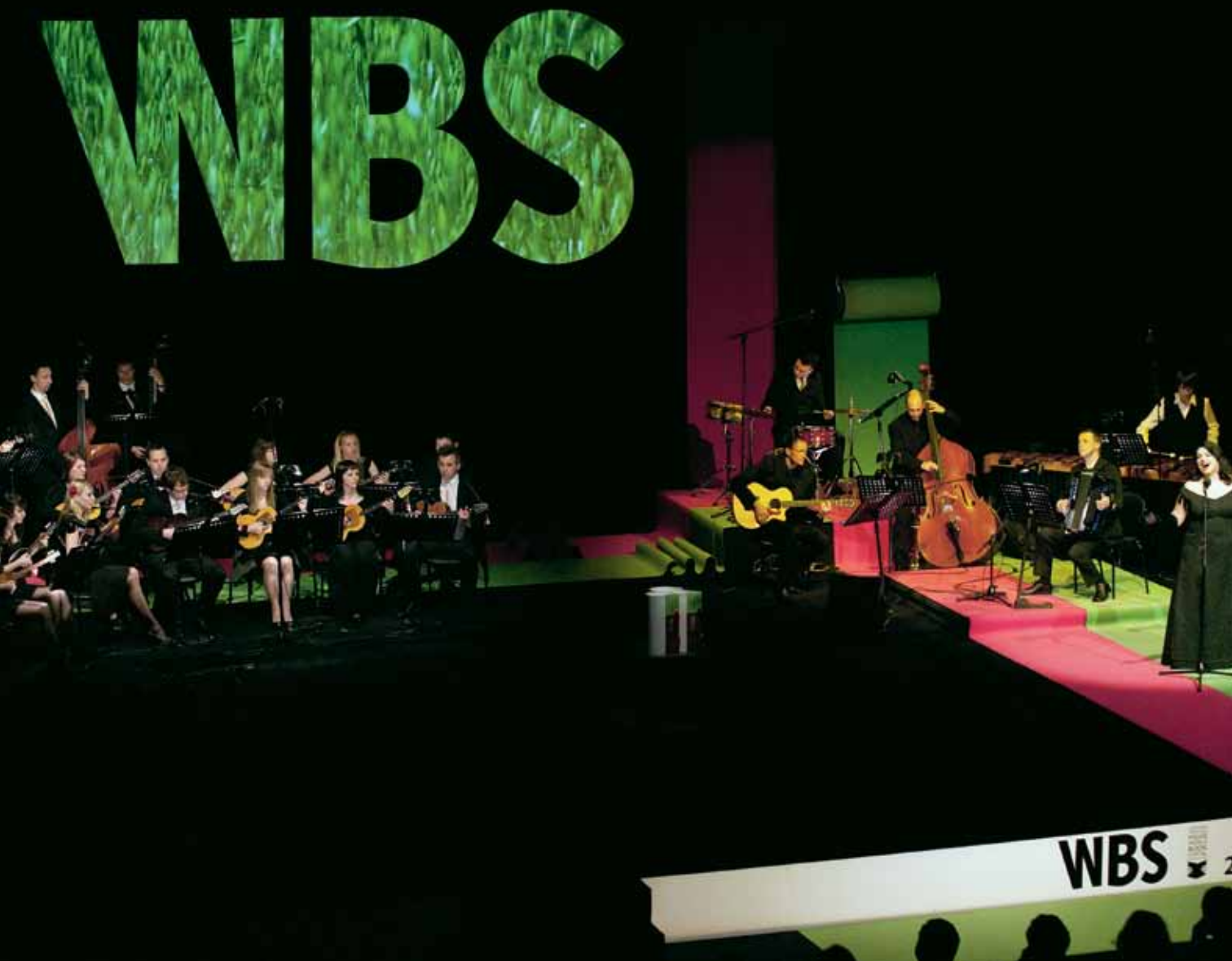
5 Discussion in the Translation Section.



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Ljubljana – World Book Capital 2010  91





LJUBLJANA – WORLD BOOK CAPITAL CITY





2010 HERITAGE





*Dr Uroš Grilc,
Head of the Department
of Culture of the City of Ljubljana,
project manager of Ljubljana –
World Book Capital City 2010*

A YEAR OF THE UNESCO TITLE WORLD BOOK CAPITAL

Dr Uroš Grilc

The first and last word of the Ljubljana - World Book Capital 2010 programme were two artists' views on the book. On 23 April 2010, Matjaž Berger staged *Tympan* in Diachrony at Križanke, a meeting of art, science and philosophy from the perspective of the book. The final act of the one year reign of Ljubljana was entrusted to Vlado Škafar, who at Kino Šiška on 22 April 2011 revealed the emotions linked with the book, literature and reading in a performance bearing the title *Give the Word*. Both events were broadcast live by national television. In terms of their aesthetics and language the end and the beginning could not have been more different, but it is precisely for this reason that they rounded off all of the diverse events of Ljubljana - World Book Capital, as they successfully brought together all of the various paths chosen by authors, publishers, bookshops, libraries and readers, and illustrated all of the diversity that marks the book. This was also the ambition of the programme. Now it is time to speak of the traces that this programme has left in the city and in the book market.

- 1** Creating the Rolledover poster at the Festival of Letters.
- 2** Letterpress print shop TipoRenesansa at the World Book Capital City 2010 Information Office.
- 3** **4** **5** The 3rd Festival of Love, Negova 2010.



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THE PROMOTION OF BOOK CULTURE

On 23 April 2010, Ljubljana took the title of UNESCO World Book Capital from the hands of Beirut, and from that date onwards the capital city of Slovenia, the broader region and the country were marked by the book in various ways. In various ways: from the submission of the programme to UNESCO, Ljubljana emphasised and promoted "book culture" in the programme, focusing on authors, publishers, bookshops, libraries and reading culture, but also on book design, the history of the book and printing, the connection of the book with all areas of art, and the connection of the book with public spaces and the city. Various bodies, from public institutions and publishers to non-governmental organisations, executed 92 different projects, and within the framework of the Ljubljana - World Book Capital 2010 programme a total of 1,651 events took place over a period of one year.

In addition to the Municipality of Ljubljana, the project was supported by the Slovenian Book Agency and the Ministry of Culture of the Republic of Slovenia, while an extensive programme was also prepared by foreign embassies in Ljubljana, some of which, such as the French embassy, implemented an entire series of high-quality exchanges between Slovene and foreign authors as well as organised other events. A total of €3,800,300 of public money was invested in the project, of which the Municipality of Ljubljana invested €2,900,300, the Slovenian Book Agency invested €700,000 and the Ministry of Culture of the Republic of Slovenia invested €200,000.

THE FOCUS WAS ON THE READER

In the programme book we, the organisers, foresaw around 500 events. The fact that this was exceeded by three times was a consequence of the Ljubljana - World Book Capital 2010 programme bringing together various executors in a constructive way and being warmly received by the professional public and the media, and most likely also because the reception by the broader public exceeded all expectations. The programme included all of the links of the book chain, from authors and

The cultural mega-project of the year that is drawing to a close started on 23 April 2010. On that beautiful day, Ljubljana became the World Book Capital City 2010. The event has an international framework and is backed by UNESCO, but Ljubljana has managed to fill in this framework with content that has been attracting more than just dutiful attention, including everything from small readings to events attracting several hundred literary-curious visitors. The project was kicked off by the literary festival World Literatures – Fabula 2011, bringing six literary stars to Ljubljana — from Herta Müller, a Nobel laureate for literature, to Jonathan Franzen, the most popular American writer at that time. Furthermore, the city has been enriched with some new infrastructure, most importantly the Trubar Literature House (which has had no less than 217 readings in 4 months), as well as some more experimental projects, such as Books for Everybody, which has enabled book lovers to purchase superb literary works for only EUR 3.00. The World Book Capital City 2010 project has not finished yet — there will be hustle and bustle with books being leafed through on both riverbanks of the Ljubljanica River until 23 April 2011.

Peter Kolšek, daily newspaper Delo, 31 December 2010

Some book historians are convinced that today, in terms of percentage, substantially more people read and write than ever before in human history. Until the 1950s, the book was considered primarily the medium of the elite. Only with the explosion of education after WWII did books start to spread and become used by the general public. However, regular and avid readers, those who do not shy away from the more demanding literary works, remain a noble minority. It has always been like that, and probably always will be.

Dr Miha Kovač, biweekly cultural magazine Pogledi, 23 March 2011

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publishers to bookshops and libraries, but none of these were placed in the foreground; or to be precise, it was the reader who was placed in the foreground throughout. The reader was the central focus of the *Ljubljana - World Book Capital 2010* programme, and for this to be achieved the programme had to weave complex links between publishers and booksellers and bookshops, between writers and various artistic genres (film, theatre, music, visual arts), between the public space and the book, and between the book and the media. Innovation, sometimes also experimentation and daring, as well as a constant insistence on the quality of the programme, were the components that put the book in the spotlight during this period in various production contexts and social contexts. This vision of the programme led to the programme extending beyond what was originally projected and to the book leaving a lasting impression on the city, which we are obliged to continue nurturing and developing.

EXCEPTIONAL ATTENTION TO THE BOOK – A PRECIOUS EXPERIENCE FOR THE PROTAGONISTS OF BOOK PRODUCTION

Today we can already say something about the executed programme from the perspective of the lasting effects that it will have on Ljubljana and on the Slovene book market after the title is passed on. We will also say something about what we today already see as the lost, or insufficiently utilised, opportunities - opportunities that would have established even better foundations for the development of the area of the book. Did publishers, bookshops and libraries really take full advantage of the enormous attention that they encountered in 2010 and of the general climate so inclined towards the book? Did the strategies of publishers, bookshops and libraries take into account those dimensions of the *Ljubljana - World Book Capital 2010* programme related to the development of the book market? Did peer and professional organisations manage to form a sustainable

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Book covers from the project *Artwork in Your Pocket – The Bookworm* by France Stele, Institute of Art History of the Scientific Research Centre of the Slovenian Academy of Sciences and Arts, presenting Ljubljana's architectural gems.

2

Srečebranja (Meeting-Readings) at the Konzorcij bookshop: the poet Neža Maurer and Dr Manca Košir, the herald of Slovene reading culture.

3

Writer Goran Vojnović and Katarina Kresal, the Minister of the Interior of the Republic of Slovenia, at *Srečebranja*.

4

An experimental interactive literary evening entitled *The Mousetrap* by the Institute for the Research of Innovative Art.

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Hopscotch by KUD France Prešeren.

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model of operation on the basis of the experience of the LWBC 2010 programme? The essential point of departure of the programme was the connection of all of the factors linked with the book, in order to establish the optimal operation of the book chain, which can only ensure the long-term development of the area of the book if it is balanced.

THE SLOVENE BOOK HAS BECOME MORE SOUGHT AFTER AND MORE ACCESSIBLE

To be more precise: the essential long-term goal of the LWBC 2010 programme, which was perhaps overly ambitious but was established precisely for this reason, was to sketch guidelines in Slovene publishing that in a matter of a few years would increase the number of books sold per capita from 2-3 to 4, increase the average edition of books by about 30% (to around 2,000 copies per title) and achieve a 20% reduction in the average price of the Slovene book, which in 2009 was €20.03. What in fact happened on the Slovene book market during this year, a year in which the book was pushed to the fore like never before? For the first time since 1990, the number of published book titles fell from 6,586 in 2009 to 5,720 in 2010. One should bear in mind, however, that 2009 was an exceptional year from this point of view, and that 2010 was strongly marked by the economic crisis. On the other hand, 1,926 literature books were published in 2009, while 1,750 were published in 2010, including 922 works by Slovene authors. Data regarding the editions achieved make interesting reading: in 2009, the average edition of a literature book was 1,098 copies, while at the end of 2010 this increased to 1,221 copies. And the price: in 2009, the average price of a literature book was €20.09, and €19.43 in 2010. The increased edition and reduced price of the literature book is without a doubt a result of the LWBC 2010 programme, and we can only hope that this trend will continue in the future, as it means that the Slovene book is becoming more sought after and more accessible. We believe that this is possible.

In the past year, Ljubljana has literally become an open book. We have been leafing through books on its streets, reading books in its houses and spelling words under its treetops.

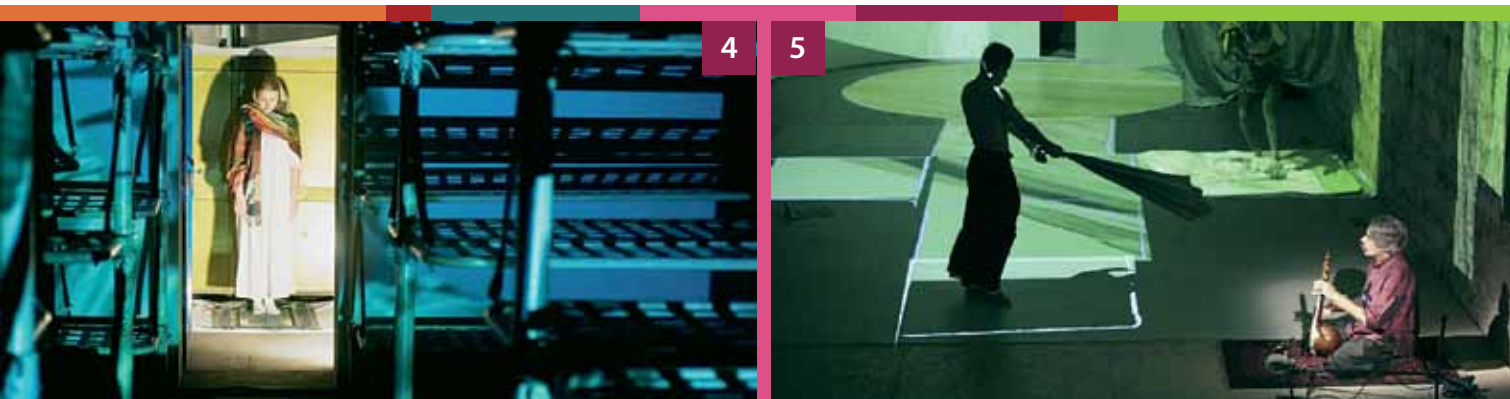
Majda Širca, the Minister of Culture of the Republic of Slovenia, in her official address upon inaugurating the conference entitled The Book: The Bearer of Human Development, held within the framework of the World Book Summit, Cankarjev dom (Cultural and Congress Centre), 31 March 2011

This year has undoubtedly been marked by the fact that Ljubljana is the World Book Capital City 2010. Not just because we have had many more events to attend; not even because we have had an explosion of books available at an affordable price, something that has not happened since the days when newspaper houses realised that printing costs — providing they press on the authors and author's rights, expressed in fees — allow them to reprint and distribute whole series of classics. I have read the majority of books that have been published this year within the project, and to those who borrow books for vacations I can only say that if you do not buy books now, when the price of a book is the same as a beer, then maybe you should not buy books at all – and maybe you should simply not read at all.

Ljubljana being the World Book Capital City 2010 has confirmed another thing: we have lost the feeling that we are talking to an empty auditorium. /.../ Young, unburdened people – full auditoria. This only proves that the star system has penetrated the literary world, and that in some rare cases it can even compete with the more mass-oriented and popular art forms.

Matej Bogataj, daily newspaper Delo, 29 December 2010

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NEW BOOK SPACES

So much for the effects on the book market itself. Let us examine the key results of the LWBC 2010 programme. Of course, we cannot expect that in the future the city will bear witness to a comparable quantity of events connected with the book, but the book capital programme has undoubtedly left lasting traces in Ljubljana and will continue to do so. These traces or lasting effects of the book capital can be classified into three kinds, the first of which is *infrastructure*. From September 2010, Ljubljana has had the first literature house in Slovenia, the Trubar Literature House. Far more than just a new public space, in its eight months of existence the Trubar Literature House has been the venue for 284 events connected with the book, literature, the humanities and critical reflection on culture and society, bringing a breath of fresh air to the cultural offer of the capital. The first children's bookshop in Ljubljana, Kres pod Gradom, is another child of the book capital; since April 2010, it has enriched the offer of the Mestni dom. The Northern Park, with its reading portals, and the Labyrinth of Art are lasting memorials to Ljubljana's reign as the book capital, while also representing innovative interventions into public space and an attempt to cultivate public space in the name of the book. On Breg, which runs beside the Ljubljanica River in the centre of Ljubljana, the old printing shop TipoRenesansa began to operate, which implements an important public programme linked with the printing and design of books. Amongst other things, TipoRenesansa presented the Festival of Letters, opening new views on the question of the history of the printing and design of books. On 21 April 2011, Ljubljana was also enriched with the library Zadvor.

1 This year's book covers from the series Books for Everybody, published within the framework of the festival World Literatures – Fabula 2011.

2 Lecture by Vuk Čosić upon his exhibition at the Trubar Literature House.

3 The symposium Exophony: Literature in Another Language was organised in cooperation with the Goethe Institute in Ljubljana, the Austrian Cultural Forum and the Faculty of Arts in Ljubljana, where the symposium took place.

4 Performance Blue E at the Ljubljana Castle.

5 The Sun and "sončice" throughout the World – a concert of six poems by Tone Pavček.

NEW CULTURAL CONTENT

The second kind of lasting effects are those regarding *content*. These are the most numerous effects and bear witness to the great diversity of the programme and its orientation towards "book culture" in the broader sense. The new biweekly publication entitled *Pogledi* is a key acquisition for the entire field of culture, as it has created a new media space anticipating



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shifts both on the level of reflection on culture and society and on the level of the promotion of quality cultural products and events. The project *Books for Everybody* enabled an insight into the living tissue of the Slovene book market. This campaign for the promotion of the book and reading brought together authors, publishers, bookshops and libraries, creating a network of 220 sales points throughout Slovenia, and to the surprise of almost everyone demonstrated that a high-quality and demanding book can also be sold in quantities of several thousand copies and not just in a miniscule edition. *The World Literatures Festival – Fabula 2010* provided an entirely new view on the popularity of poets and writers. Interest in reading the works of the international writers who visited Ljubljana was extraordinary, and the festival, which was held in May, made such a strong mark on events in Ljubljana that the City of Ljubljana and the Slovenian Book Agency passed a resolution on the necessity of holding this kind of urban literary festival again in the future. Numerous projects investigated the relationship between the book and other arts, whether film, music, theatre or visual arts. A series of exhibitions engaged with the theme of the book, the word and the phrase, but a special achievement was the unique exhibition of miniature books entitled *In a Small Coat of Words* from the collection of Dr Martin Žnideršič, which will be further developed both in Slovenia and abroad. During the year of the book, Dr Žnideršič donated his extraordinary collection of more than 3,000 miniature books to Ljubljana, a fact that we are particularly proud of. Last year, the Library under the Treetops experienced extraordinary growth, as parks and other open public spaces gained new book content and a new identity. Within the framework of the project *Ljubljana Reads*, three-year-olds and first grade school pupils in Ljubljana were given superb original picture books (7,000 books), while the project *Growing Up with a Book* provided all Slovene first year secondary school pupils with a work of Slovene youth literature on visiting a library. A total of 21,000 books were distributed. It is also important to emphasise that the Ministry of Education and Sport designated the 2010/11 school year as the school year of the book, systematically encouraging schools to engage in various book-related activities. For the first time, the *World Book Summit*, which was given the subtitle *Book: the Bearer of Human Development*, brought

This is an opportunity to invite everyone who participates in the political process to carefully consider what language they use, what accusations they make, and to endeavour to make our living and our politics more cultured — and more worthy of the fact that we are a cultural nation and that the world is acknowledging this by honouring Ljubljana with the title of World Book Capital City in 2010.

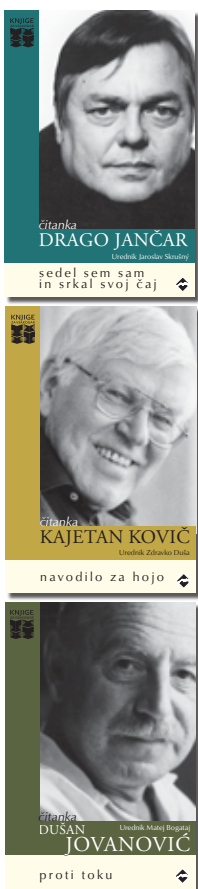
Dr Danilo Türk, Radio Hit, 23 April 2010

In the social and state sense, we Slovenes know that we have survived because of our culture, which is inscribed in the “identity card” of our national identity.

Majda Širca, a herald of Ljubljana — World Book Capital City in 2010, 23 April, 2010

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together all of the key international organisations active in the area of the book, representatives of publishers, bookshops and libraries, and in so doing initiated new high-quality discussion about the book, which was crowned by the adoption of the *Ljubljana Resolution on Books*. The latter was formed on the basis of the experience of LWBC 2010, and recommends to governments of the world and professional associations from the area of the book concrete and complex guidelines with regard to encouraging development in the area of the book.

THE SYMBOLIC HANDING OVER OF THE INTERNATIONAL BOOK YEAR AND LJUBLJANA'S CANDIDACY FOR THE TITLE CITY OF LITERATURE

The third group includes *symbolic* effects. The LWBC 2010 programme enabled the first theatrical staging of the novel *Necropolis* by Boris Pahor, followed by a guest performance in the Verdi Theatre in Trieste. This was an extraordinary event in the symbolic sense, as the Slovene word and the intellectual greatness of Slovene writer Boris Pahor had not previously appeared there. Will this door remain open? It seems that it will, as plans are afoot for a lively exchange between Trieste and Ljubljana theatres. In the year in which it held the World Book Capital title, Ljubljana was included in the International Cities of Refuge Network (ICOPRN), which operates under the auspices of the International PEN. With its inclusion in the network, the Slovene capital testifies to its cosmopolitan orientation: to be an open and hospitable place for those who are under threat. In October, Ljubljana paid tribute to Slovene Protestant writers and printers with a daring sculpture by Lujo Vodopivec. But perhaps the most important symbolic legacy is an increased awareness of the significance of the book and reading: the LWBC 2010 programme tirelessly and on various levels emphasised that the book is too often an unseen fellow traveller in our lives, that it is important in all areas of our operation in all periods of our life, which is why we encountered the book in various forms and in various places. It was no coincidence that numerous projects took place in public spaces; we came across books on trains, at

1 Although the project Ljubljana – World Book Capital City is completed, readers from the series *Books for Everybody* will continue to be published in 2011/12.

2 **3** **4** Professor Pino Poggi attends the exhibition *Blind Date Convention: The Artist Book in Slovenia 1966-2010*.

5 The newly arranged Kiosk at Kino Šiška during the Ljubljana — World Book Capital City 2010 project.

6 The Mobile Molehill bookstore takes books around town.



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bus stations, in parks and in city squares. In 2010, the book was spoken about in the media and in public more than ever before. Ljubljana - World Book Capital 2010 gave rise to new discourse about the book and book culture. This legacy should not be discarded; it is worth nurturing and enriching, as the book is the foundation of the development of the individual and of society. But let us match our words with actions: after the project Ljubljana – World Book Capital City finished, the Municipality of Ljubljana undertook to apply to become a UNESCO City of Literature, thus joining the ranks of cities such as Iowa, Melbourne, Edinburgh, Dublin and Reykjavik.

BOOKS FOR EVERYBODY - AN ANALYSIS OF THE EFFECTS OF A CAMPAIGN FOR ENCOURAGING READING

With individual projects, the LWBC 2010 programme stirred up the Slovene book and literature market, but no more so than with the project *Books for Everybody*. It would be inconceivable, perhaps even somewhat blasphemous, to think that on the Slovene book market quality and demanding literature could be printed in an edition of 8,000 copies, that it could be sold at a price of €3.00 per copy, and that on top of everything it could be on sale not only in bookshops but also in libraries and other cultural institutions. But even more than this blasphemy, that which reverberated the most, particularly amongst publishers, was the transparent public presentation of the sales figures of the individual titles, as in this respect Slovene publishers put their faith in transparent non-transparency, and we can only guess about the sales figures of books. The real achievement of the project Books for Everybody is twofold. Firstly, this is the only project and the only campaign for the promotion of the book and reading that brings together all of the links of the book chain - authors, publishers, bookshops and libraries - with a clear goal: to raise awareness of the significance of reading culture and to encourage the sale of books. The second achievement is in terms of content, and concerns the quantity of books sold.

The project Books for Everybody was designed to find the borders of the Slovene book market — and to shake it to the core. I think this shake-up was necessary.

Dr Uroš Grilc, Televizija Slovenija, 2 February 2011, 7 pm

Publishers viewed the project Books for Everybody as some sort of dumping, saying that the reader would now get the message that books can be made cheaply — why buy the more expensive books then? Some days ago, there was a discussion with publishers, the City of Ljubljana and librarians at the Slovene Writers Association. It turned out this scepticism had faded away.

Zdravko Duša, Televizija Slovenija, 27 December 2010, 9.25 pm

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Ljubljana – World Book Capital 2010  101



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In what kind of environment did the project Books for Everybody actually establish itself? In brief, the context of the Slovene book market is as follows: the average edition of books in 2009 amounted to 1,543 copies per title, the average edition of literature was 1,098 copies and the average price of a book was €20.03. The edition of the most demanding literature books did not exceed an average of 600 copies. Annual borrowing from Slovene general libraries is on the level of 12.8 borrowings *per capita*, placing Slovenia at the European peak; however, book sales in Slovenia are amongst the lowest in Europe at only 2-3 copies per capita annually. If we take these figures (which are most likely exaggerated) in good faith, this means that around 6 million books are sold annually in Slovenia, of which in 2009 general libraries alone purchased 447,664. In 2009, the number of newly published book titles amounted to 6,586, of which 1,765 were literature works, including 921 works by Slovene authors.

With its promotion of Ljubljana's tourist offer, in the previous year the Ljubljana Tourist Office built upon the World Book Capital trademark, particularly in German-speaking regions. The result was that the number of demanding guests from Germany, to whom the culture of a city is very important, increased by 20%, raising German tourists to second place amongst visitors to Ljubljana. Thus with its broader context of Ljubljana as a city of literature and culture, Ljubljana – World Book Capital 2010 had positive effects.

- 1 Books from the Books for Everybody project for 2011/12.
- 2 The project A Book on a Train.
- 3 The cycle "Tell me which books you read and I'll tell you who you are!" with presenter Tina Košir at the Kresija Gallery.
- 4 Opening of the exhibition Readable.
- 5 Let the Book Breathe: A Workshop for Book and Theatre Lovers by the Barica Blenkuš Drama School.

EXPANSION OF THE BOOK SALES NETWORK

At its very inception, the project Books for Everybody ran into one more important fact: the problematic nature of the network of Slovene bookshops. The primary location for the sale of books is, of course, Slovene bookshops, but there are too few of them. One of the reasons for this is the demographic image of Slovenia, which means that in extensive regions there are simply no bookshops. To put it differently, if we establish the criteria that bookshops participating in the project must carry at least a thousand book titles produced by at least twenty publishers, only approximately fifty such bookshops exist. This is an incredible fact, but it is



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the reality. At the same time, we recognise that bookshops must remain the first and “natural” place for the sale of books, and it is therefore out of the question that the sales network be expanded to shopping centres or post offices, in spite of the fact that this would undoubtedly increase sales figures. However, in the project it was not simply a question of sales figures but rather of seeking lasting positive effects; therefore, a conscious decision was taken to limit ourselves to cultural institutions. On the other hand, the network of general libraries is significantly more widespread, and in 2009 amounted to 261 branches, not including mobile library stops. Furthermore, in 2009 there were 9,200,197 visitors to general libraries, borrowing 23,958,653 units of library material (source: National and University Library, Slovene Libraries in Numbers, Report for 2009).

General libraries therefore represent well-functioning infrastructure, which is perhaps worth utilising for certain other purposes, offering users new services. A feature of the project Books for Everybody is that the sales network is made up of bookshops, libraries and certain other cultural institutions, amounting to a total of 220 locations, thus ensuring the physical accessibility of books throughout the entire region of Slovenia as well as in regions with significant Slovene populations beyond Slovenia's borders.

An important principle of the project Books for Everybody is the regular evaluation of the project based on the precise sales figures of the individual titles sold at each sales point. Only in this way is it possible to speak about and assess the effects of the project in a serious way. What these figures tell us is the following: from the beginning of the project, on 23 April 2010, to the end of the year, 20 books were published in editions of 8,000 copies each, while 75,497 copies were sold. This represents a total printed edition of 160,000 copies, 47.19% of which was sold. Of the total edition sold, 65.8% of the books were sold in bookshops, 28.1% in libraries, 4% in museums and 1.9% in other cultural institutions. However, most important are the following figures, which, with some pathos, we can define as the achievement of the project Books for Everybody in terms of content: 7,335 books by Svetlana Makarovič sold, 7,206 books by Slavoj Žižek, 6,942 by Boris Pahor, 6,744 by Tone Pavček, 5,509 anthologies

Per 1 million capita, Slovenes gain approximately 2,500 new book editions per year. The global average is up to 200 editions. In other words, in this field we are 12 times more advanced than the rest of the world.

Dr Andrej Blatnik, Televizija Slovenija, 23 April 2010, 10.35 pm

In 2010, when Ljubljana is the World Book Capital City and when literature and reading rightfully demand much more attention in the media and among the general public, the urban cultural centre Kino Šiška will contribute its share to the programme. In September 2010, it is opening a new “space within a space” called Kiosk. The Kiosk will be a comic strip spot, a shop and a reading room. /.../ Until yesterday, the cultural centre was collecting Slovene and foreign publications from the field of art and culture, with which they intend to fill the reading room's boxes.

Neža Mrevlje, daily newspaper Dnevnik, 21 August 2010

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of Slovene poetry, 4,597 books by Herta Müller, etc. First rate authors found their way to readers, and did so in numbers that are imposing, numbers that are ten times - and in the case of poetry almost 20 times – the typical sales figures of editions in Slovenia. It is particularly pleasing that the most successful books were those of Slovene authors. Is there any better way to promote them? But one must immediately add the following: will publishers and authors themselves know how to take advantage of the attention that has been paid to them in a somewhat surprising way?

SALES SUCCESS IN LIBRARIES

It is worth paying particular attention to the role of libraries in the project. In the third period of the project (September-December 2010), sales in libraries increased by one percent, while sales in bookshops fell by just over one percent. If we limit ourselves just to the final period, the sales picture is as follows: 61% in bookshops and 30% in libraries, while sales at other sales points (museums and cultural institutions) even surpassed 8%. This translates to sales of 21,230 books in libraries, of which the Ljubljana City Library alone accounts for the sale of 10,153 books. We can conclude that sales in libraries and cultural institutions are constant, or are even experiencing slight growth, while sales in bookshops are going in the opposite direction. There are probably two reasons for this: visitors to libraries and cultural institutions are encountering the sale of books in these public spaces for the first time, while, on the other hand, one could venture to assert that visitors to libraries and cultural institutions represent a broad circle of readers who do not necessarily go to bookshops regularly and are therefore not normally book buyers. It is certainly indisputable that the number of people visiting libraries is significantly greater than those visiting bookshops, which we can roughly illustrate by a comparison of visits to the largest Slovene bookshop and the largest Slovene library: on the last day of January 2011, the bookshop Konzorcij was visited by around 600 people, 415 of whom also bought a book, while the Oton Župančič Library was visited by 2,316 people, who

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The global bestseller *Time for Outrage: Indignez-vous!* by Stéphane Hessel was published within the series Books for Everybody 2011/12.

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Workshop for children by Dr Jack Zipes within the framework of the 14th Storytelling Festival — The Fairytale Today at the Trubar Literary House.

3

Workshop for children by Sezam — Association of Parents and Children at the Trubar Literature House.

4

Tea Party with books, cookies and Smilja the Moth at the Trubar Literature House.

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Children visit the Trubar Literature House.



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borrowed a total of 4,238 units of library material. To be somewhat more concrete and compare the Books for Everybody sales results of libraries and the two largest bookshop networks in Slovenia: Mladinska knjiga bookshops have sold a total of 29,045 copies, while libraries have sold 7,815 fewer books; the second largest bookshop network, DZS, has to date sold 11,589 books, almost half as many as libraries have sold and a similar quantity to the Ljubljana City Library, which has sold 10,153 books. What do these figures tell us? They tell us that libraries are a good place to sell books.

From 23 April 2010 to 23 April 2011, a total of 80,814 books were sold, of which 51,522 were sold in bookstores, 24,119 in libraries, 3,461 in museums and galleries and 1,712 in other cultural institutions. To date the total number of books sold amounted to 95,000, including copies of five titles published on 4 April 2011 in the framework of the Fabula festival.

Of 21 titles published, 5 were sold out: *readers* by Boris Pahor, Svetlana Makarovič and Slavoj Žižek (Cankarjeva založba), *Čas duše, čas telesa* (The Time of the Soul, the Time of the Body) by Tone Pavček (Slovenska matica) and a collection of poetry *Vsaka Ljubezen je Pesem* (Each Love is a Poem) (Slovene Writers' Association).

THE FUNDAMENTAL ADVANTAGE OF THE LIBRARY NETWORK IS ITS EVEN DISTRIBUTION THROUGHOUT SLOVENIA

It is certainly worth addressing this kind of campaign for the promotion of books and reading to library users, because there is a large number of such users and because in Slovenia there are numerous locations that have a library but not a bookshop. Libraries are not only the largest purchaser of books, and not only the foundation of accessibility to library material, they are also an environment that is utilised too little for the promotion of book production. With the project Books for Everybody, libraries were

This school year, within the framework of the Growing Up with Books project, every 7th grade primary school pupil and 1st grade high school pupil will receive a book; the first group will receive Tone Pavček's book *May Poems* (Majnice – fulaste pesmi) and the latter Slavko Pregl's *Geniuses in Shorts* (Geniji v kratkih hlačah). /.../ On the website of the Ministry of Education and Sport, there is now a special subpage which will inform pupils, teachers, school librarians and other interested people about events connected with reading and reading culture. In this way, the Ministry of Education and Sport has joined UNESCO's project Ljubljana — World Book Capital City 2010.

Nevanka Žolnir, daily newspaper Delo, 9 September 2010

On 1 September, the first day of school, a new comic magazine Graffit will be published within the project Ljubljana — World Book Capital City 2010. This is the first magazine of family comics to be published since Miki Muster's comic Zvitorepec, Trdonja and Lakotnik ceased publication in 1973. /.../ "This is a breakthrough that will fill a void in the Slovene book market. But it is also a daring move that will ensure the comic's long-term survival by presenting works by Slovene and foreign authors," said Dr Uroš Grilc, Head of the Department of Culture of the Municipality of Ljubljana, referring to the new comic magazine Graffit.

Slovenian Press Agency, Siol.net, 30 August 2010

Could it be handled any better? Anton Zupanič



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undoubtedly faced with a significant challenge, and genuinely focused on the quality of the new service for users. This is an important new dimension of “public service”, as the library is a place that is closely linked with the needs of the local environment. The success of libraries thus also lies in the fact that they knew how to respond to the needs of the local environment with regard to the purchase of quality books, an area in which they previously had practically no knowledge. Due to this, general libraries are today even better than they were before, as they can offer visitors more. Of course, it is necessary to be careful that libraries do not give in to temptation with regard to the future sale of books, as publishers will now undoubtedly pursue their opportunities in this regard with more intensity. The problem of this temptation can be solved in just one way: libraries must clearly follow the criteria of the quality of book production and the public interest of the Slovene book. Under no circumstances should libraries be permitted to become *ad hoc* sales points for books; with regard to possible future forms of this kind of project, they must rather form clear goals as well as long-term guidelines connected both with the general goals of national cultural policy in the area of books and with the needs of the local environment. There is still a lot of scope for this kind of project.

To put it another way, the key factor of the success of the project Books for Everybody is the firmness, scope and distribution of the network of sales points throughout the entire region of Slovenia. This is something that bookshops cannot achieve to a sufficient extent, but the picture is fundamentally changed with libraries. The sales network of the project and the consequent assurance of the “physical” accessibility of books are key factors in the decision to continue the project, as it has shown itself to be something that is too valuable to simply abandon. Furthermore, it is worth mentioning that several cultural institutions did a wonderful job in selling books, among them the Museum and Galleries of Ljubljana (302), the National Museum of Slovenia (364), the Rogatec Open-Air Museum (322) and the cinema Kinodvor (1069).

- 1 Books from the Books for Everybody project for 2011/12.
- 2 Writer Boris Pahor talks to young people.
- 3 An improvisational performance by Impro liga.
- 4 5 Kosovir's Spoon, an interactive reading corner for children in the Ljubljana City Library (KOŽ).



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WHEN THE READER IS AT THE FORE, THE PARTIAL INTERESTS OF THE BOOK CHAIN TAKE SECOND PLACE

In view of the results of the project, there is no doubt that it was well received by readers and that they expect its continuation. From its very inception, the project was primarily intended for the reader, not for publishers, bookshops and libraries. Within the project Books for Everybody, none of these three links of the book chain could count on their "natural" legitimate partial interest; their interest had to take second or third place, as everything was subjugated to the reader and public interest, which was the focus of this national campaign for the promotion of the book and reading. This was a source of unavoidable trauma for all three of the aforementioned links of the book chain: publishers (the books were sold for €3.00 each and printed in an edition that was at least 10 times the usual edition - why deal with a project generating such low income from sales, a project that is not economically profitable?), bookshops (why accept competition to the sale of books in bookshops? will book buyers go to bookshops less now? will they perhaps only buy books at €3.00 each and no others?) and libraries (is the sale of books part of a library's public service?).

PRECARIOUS REPROACHES OF THE LOW PRICE OF THE BOOKS IN THE PROJECT BOOKS FOR EVERYBODY, CLAIMING THAT THE BOOKS HAVE DESTROYED RELATIONSHIPS ON THE BOOK MARKET

Two further reproaches were present from the beginning of the project, both of which belong to the so-called ideological field of the Slovene book. The first speaks of the "devaluation of the book" due to the low price. This reproach is interesting because it equates the economic price of a book with its metaphysical value and thus actually turns back on itself. Does anyone know how to answer the question as to what the genuine value,

In 2010, when Ljubljana is the World Book Capital City, the cinemateque Slovenska Kinoteka decided to participate in the project based on the idea of literature being the impetus for a movie plot. Slovene literature is present in all grades of primary schools and high schools, as well as in universities. Slovene literature defines the Slovene nation. Many people know films but forget that behind films we often find great writers who have served as an inspiration to filmmakers.

Mitja Reichenberg, Radio Slovenija, 7 September 2010, 6.15 pm

If we manage to increase the number of printed copies by 30% within two years, that will mean about 1,500 copies. If the average book price is reduced to about EUR 14, we can, in my opinion, claim to have been successful.

Dr Uroš Grilc, Radio Slovenija, 13 April 2010, 5 pm

The organisers have passed the test with flying colours by confronting the fact that not every Slovene town has a bookstore, whereas general libraries /.../ have a network of 258 branches. The figure on books sold thus far speaks for itself, especially in view of the fact that Slovenes are among the worst buyers and the most eager borrowers of books in Europe. As the World Book Capital City project ends in two months, the question arises, whether the book sector will be able to draw from this experience and develop an effective, permanent business model. So far it seems as if the project leaders have also assumed responsibility for its continuation /.../.

Thus far it is clear that the Ljubljana - World Book Capital 2010 project has been prepared with great organisational competence, a sensitivity towards the disturbances in the book sector and a well-thought out, down-to-earth concept.

Mojca Pišek, Hope-Inspiring Desperation, daily newspaper Dnevnik, 7 February 2011

Could it be handled any better? Alon Zupanič



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1 The book *The Music of Plečnik's Architecture Panoramas* by Stane Jeršič and Barbara Jakša Jeršič was published by the publishing house ArtKontakt.

2 The exhibition *Language in Distress* at the National and University Library of Slovenia (NUK) to mark the 70th birthday of poet Niko Grafenauer.

3 4 The international exhibition *Scribes, Places, Days: Colophons in Medieval Manuscripts* at the National and University Library of Slovenia (NUK).

5 An evening of poetry by Mila Kačič at Drama SNG Ljubljana.

6 An evening with the Russian writer Andrej Gelasimov at the Modrijan bookstore.

or price, of a book is? Is it €5.00, €10.00 or €20.00? Or is a book perhaps devalued when, irrespective of its quality, it fails to find any readers, when forgotten and yellowed it ends up in the shredder? Is it perhaps devalued when, despite the fact that it is bought and read *en masse*, it remains incomprehensible and its content is understood only by the hallowed few? And if we briefly peruse the books on offer, are there not numerous low priced books already? This is very slippery terrain, but certainly not the terrain of Books for Everybody: the excellent books and excellent authors found numerous readers. Publishers approached the publication of books within the framework of the project Books for Everybody in the belief that they would successfully close the financial construction with a combination of the acquired subsidy and income from sales, and as the results show they were not mistaken. The only difference is that the project did not bring in the "usual" publishing profits; nonetheless, the value of the promotion of the publishers and their programmes could be very high, and in the long term also economically interesting.

The second reproach says that the project ruins the relationships on the book market in a dumping-like fashion. With all of the genuine economic disturbances to healthy competition with which the Slovene book market is predetermined (the dominance of one publisher), and with the complex system of subsidising the area of the book (translated as: the disturbance of market activity with the state assistance of more than 400 subsidised book titles, which do not appear on the market at a significantly different price than books published without subsidies), this reproach is a bold assertion that could – if those who make it thought seriously – quickly find itself before the Competition Protection Office, which exists precisely so that market activities are based on healthy competition. But seriously and with numbers: is it realistic to expect that 21 titles will fundamentally and in a short time shake up a book market with 6,589 published book titles per year (2009)? Could these 21 titles seriously disrupt events on the narrower book market, that is, the market of books from the area of literature, if in 2009, according to the information of the National and University Library, 1,765 such books were published with an average edition of 1,098 copies? With difficulty.

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THE CONNECTEDNESS OF THE LINKS OF THE BOOK CHAIN IN THE NAME OF AWARENESS OF THE SIGNIFICANCE OF A GOOD BOOK

On first glance, one could say that these traumas place an insoluble burden on the entire project, and that their weight is such that sooner or later they will smother the project. But the results of the project entirely negate this. These traumas are the *sine qua non* condition for the success of the project; without them the project would fail or would not come to life. These traumas ensure that no link in the book chain “possesses” the project, and that none of them prosper from it with their own interests. This is the essence of a campaign for the promotion of the book and reading: to connect all of the links with the goal of raising awareness about the significance of a good book. Due to the fact that, irrespective of everything else, the goals and essence of the project were clear from the very beginning, it is easy to argue for and advocate the public interest of the campaign. In short, all of the aforementioned traumas were the “soul” of the project; it is due to them that the project Books for Everybody was measurably successful. But something else also came to light: the project Books for Everybody could be an interesting testing ground for attempts by more daring publishers and editors, such as Graffit, the readers from Cankarjeva založba publishing house, the comic strip version of *Čarovnikov vajenec* (Magician’s Apprentice) and *Passion de Pressheren*. The latter two have without a doubt been successful, and send an important signal to publishers regarding the future form of programmes; with regard to Graffit we will have to wait a little longer to assess the result. Thus also from the production perspective the project brought a new dynamic to the Slovene book market, which, in view of the market’s rigidity and predictability, can only be a good sign. Rozman and Horjak’s *Passion de Pressheren* enjoyed an extraordinary response amongst the specialist public, and is an attempt to introduce an entirely new comic strip poetic discourse. One more thing is characteristic of the selection of books in the project Books for Everybody: at the end of 2010, the publication Pogledi placed as many as five of them on their list of the best books of the previous year.

A literary tie connects the towns of Ljubljana and Pordenone (ITA), which hosted the charming festival Pordenone Legge (Pordenone Reads). In September, the festival will present a view of the Slovene literary scene in order to foster closer cross-border cultural cooperation. Thus Pordenone and Ljubljana can set the foundation for a new cultural project — a literary festival of the European region. /.../

The news of having established the Trubar Literature House made Elio de Anna, the new Regional Minister of Culture, very happy: “Similarly, we have Pasolini’s home, the “Casa Colussi”, in Casarsa della Delizia. It has hosted a number of contemporary Slovene authors,” he emphasised. Cooperation does not take place only on the level of literary events — both cities mutually promote the actualised projects.

David Francescutti, *Messaggero Veneto*, 7 July 2010

Wonderful news from Shanghai: the Slovenian pavilion at the international public exhibition Shanghai Expo 2010 has won a gold medal. This is an award for the design and interior design of the pavilion, as well as for its content presentation, connected with this year’s theme Better City, Better Life. Slovenia’s pavilion was designed according to the theme of ‘Open Book’, because in 2010 Ljubljana is the World Book Capital City. At the Shanghai Expo 2010, more than 270 countries and organisations presented themselves. In six months, the public exhibition was visited by 72 million people.

Televizija Slovenija, 31 October 2010, 5 pm

The concept of the Slovenian pavilion was prepared by architect Boris Podrecca and artist Matej Andraž Vogrinčič. /.../ Within the framework of eight stories or ‘books’, Slovenia presented various content connected with culture, economics, tourism and science.

Slovenian Press Agency, 2 November 2010

Could it be handled any better? Alon Zupanič

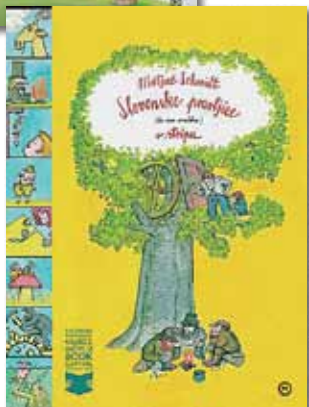
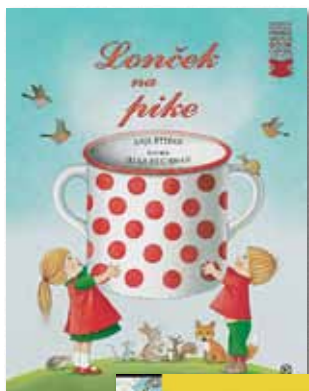
Ljubljana – World Book Capital 2010  109



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THE PROJECT BOOKS FOR EVERYBODY CONTINUES

In view of everything noted thus far, there can be no doubt that the main goal of the project Books for Everybody - promoting the book and reading, as well as encouraging the purchase of books as an indispensable part of reading culture - represents a marathon of which we have now run perhaps the first kilometre. But the start has been a success, as there is no other project in Slovenia in the area of the book in which publishers, bookshops and libraries join together in the pursuit of a common goal, thus putting aside their own partial interests. Endeavouring to achieve the goal of this book marathon is linked with the question of tenacity and innovation, two qualities that the Slovene book market needs now more than ever, irrespective of the markets limits, of which we are all aware. With concrete projects, we decided to put these limits under question in the LWBC 2010 programme, not taking them as insurmountable obstacles but rather perceiving them as opportunities and seeking new developmental stimuli for the Slovene book not in spite of these limitations but due to them.

On the basis of an evaluation of the results, the City of Ljubljana and the Slovenian Book Agency have decided to continue the project Books for Everybody. Thus at the end of January 2011, a public tender was announced at which we selected new high-quality books that in 2011 have been made accessible to readers throughout Slovenia in bookshops, libraries and certain cultural institutions.

1 Book covers from books published within the framework of the project Ljubljana Reads.

2 3 The exhibition Penguin 75 — the best American Penguin covers from the last decade at the Vžigalica Gallery.

4 Pomol Barvosip (Pier of Splashing Colours), an exhibition of children's drawings in the Ljubljana river basin; from the collection of Pionirski dom.

5 6 The ŠKUC Live Literature Festival.

FROM NOW ON, THE PROJECT WILL BE MORE FLEXIBLE IN TERMS OF PRINTING AND PRICE PER COPY.

The project Books for Everybody also revealed certain weaknesses; therefore, certain parameters of the project will be changed, while its philosophy remains the same, as does its sales network. The main change is more flexibility in edition, as in their applications publishers will be



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able to select between three categories of edition – 5,000, 8,000 and 12,000 copies – with the goals of the tender strongly privileging higher editions with the level of subsidy. The other change is the price of each book, which, together with value added tax will amount to €5.00. In view of the average price of a book, this price is still very attractive, and it enables publishers and booksellers to close their financial constructions more easily, thus increasing the interest of publishers and consequently improving the offer for readers. Thus at the beginning of April, within the framework of the *World Literatures Festival - Fabula 2011*, five excellent new books were placed on bookshelves, with titles by Niccolò Ammaniti, Christoph Ransmayr, Margriet de Moor, César Aira and Per Olov Enquist.

It will certainly be interesting to follow the results of the new public tender. One year ago, the project was full of unknowns for many people, in terms of the operation of the overall system and in terms of the results themselves. Above all, there was a great deal of doubt amongst publishers as to whether it was possible to sell an edition of 8,000 copies, irrespective of the quality of the book and its attractive price. Today this riddle has been solved, as the project has offered a concrete insight into the inner workings of the Slovene book market and has provided all of the actors with new knowledge. This knowledge is invaluable from the perspective of forming and planning publishing programmes, and therefore the new tender attracted a great deal of interest from publishers (as many as 40 applications), a larger selection of proposed high-quality books and therefore a better offer for readers. In view of the project Books for Everybody, we are convinced that there are important reserves both in the offer of books and in the distribution of the sales network, thus further efforts in these directions are essential.

To conclude, we should pose the question as to how publishers as well as bookshops and libraries could take more advantage of the project in terms of their own interests or basic mission. Although we have argued that a condition for the success of a campaign for the promotion of the book and reading lies in the fact that it is not based on the partial interests of publishers, bookshops and libraries, this does not mean that the goals of the project Books for Everybody cannot be combined with certain

When a city becomes the World Book Capital City, it undertakes to promote the interest in books and to encourage reading.

Dr Meta Grosman, daily newspaper Delo, 8 April 2010

Protecting cultural values and content is connected to many feelings and different interpretations of history in the Southeast Europe region. I hope that we can at least agree on the fact that the convention, in its basic premises, becomes binding, and that one should be attentive not only to one's own culture, but also to the culture of one's neighbours, minorities and individuals who would like to establish themselves within a certain cultural milieu.

Marjan Strojan, the President of the Slovenian PEN Club, Head of UNESCO's regional Forum Writing, Publishing and Translation MMC RTV Slovenija, 31 March 2011

World Literatures – Fabula 2011 made a big step towards becoming a more ambitious festival last year, as the opening event of LWBC. As a result of the success with last year's festival, Beletrina Academic Press (Študentska založba) continues to polish the existing programme framework. The happenings are centred on three content segments: the literary programme, built around six internationally renowned writers; professional content placing literature in a social and historical context; and accompanying events addressing a diverse audience with their book content, from children and young people to the elderly, the sick and vulnerable groups.

Miljana Cunta, magazine Mladina, 1 April 2011

Could it be handled any better? Alon Zupančič





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business goals of individual subjects. By offering a new service, could libraries perhaps gain new members? With a larger number of customers entering their shops on the basis of the promotion of the project and the inexpensive high-quality offer of books, could bookshops gain new book buyers? Along with the books published within the framework of the project, could publishers also promote their own publishing programmes? Furthermore, following the model of Books for Everybody, could publishers create their own models based on entirely commercial interests? Could peer associations (publishers, bookshops, libraries) create their own model of a campaign for the promotion of the book and reading? Does Slovene publishing currently need such campaigns in order to encourage the purchase of books? These are questions that will continue to reverberate and that in the future may be answered partly with the assistance of the experience of Ljubljana - World Book Capital 2010.

POINTS OF DEPARTURE FOR FUTURE WORLD BOOK CAPITALS

The programmes of the World Book Capitals to date have been so different from one another that it is practically impossible to point to their common traits. There is nothing wrong with this, as despite the UNESCO criteria for gaining the title, the book as a medium is still primarily dependent on national language, and publishing markets each have their own specific characters. Even if it is not possible to seek common content of past and future World Book Capitals, on the basis of the experience of Ljubljana it is worth emphasising that it is imperative for World Book Capital programmes to not only be representative but also to be daring and oriented towards development in the area of the book. This of course means that programmes must take into account all of the links of the book chain and seek possibilities for their connection. Only in this way can they create the foundation on which we can encourage the development of reading literacy, raise reading culture and stimulate the book market. This also means not to travel the safe and beaten paths of the individual book and literature market, but instead to place its limits under question

1 Book covers from books published within the framework of the project Growing Up with Books.

2 Illustration to the fairytale Zlata Ptica (The Golden Bird) by Ančka Godnik Godec Fairytale images in the City organised within the Fairytale Today project

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The closing performance Give the Word by screenwriter and film director Vlado Škafar.



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and to seek new approaches to promoting the book and reading. Thus each World Book Capital must engage with the question as to the nature of the public interest linked with the book. This question must be followed by debate on public policies (cultural, educational, scientific, tax, etc.) that influence the position of the book; debate that is not necessarily only academic in nature, but must give rise to concrete projects if it is to be successful. The book is a complex organism and as such demands complex and coordinated answers; it is not possible to arrive at these answers easily, therefore reflections must be well founded and include everyone who is part of the book chain. And it is precisely in this sense that the *Ljubljana Resolution on Books* attempts to come to the aid of designers of public policies.

The Ljubljana - World Book Capital 2010 programme is an example of discourse on the book that has left its mark on the city and has created a sufficiently firm platform for development in the area of the book after the title is passed on. Thanks to the book, Ljubljana has changed for the better, and it is precisely the "book cultivation of the city" that must be the goal of all of the future UNESCO World Book Capitals.

Ljubljana has received international acknowledgment; it has been recognised at the seat of spiritual aristocrats and crowned as the World Book Capital City in 2010.

Katja Perat, daily newspaper Delo, 8 April 2010

From my own point of view, I can see the title of Ljubljana — World Book Capital City 2010 the way I see a mild climate phenomenon: it does not substantially influence my reality, but it is encouraging. This is a particularly special year for all of those who can sense the importance of books. /.../ My hopes for Ljubljana — World Book Capital City 2010 are that within a year we will have ensured this sublime presence of the book in our city. This will promise a larger number of possible fatal encounters between man and the book.

Dejan Ivandič, daily newspaper Delo, 8 April 2010

I am convinced that, with contributions from authors, publishers and other people working in the field of culture, Ljubljana will become a permanent world book capital city, where wonderful statistics will delight us time and again, and where the successful connection between authors and readers will become forever emblazoned as the symbol of Ljubljana and Slovenia.

Slavko Pregl, daily newspaper Delo, 8 April 2010

I think that no dark shadows shall ever descend upon Slovenes if we read.

Tone Pavček, Televizija Slovenija, 23 April 2010, 7 pm



Could it be handled any better? Alon Zupančič





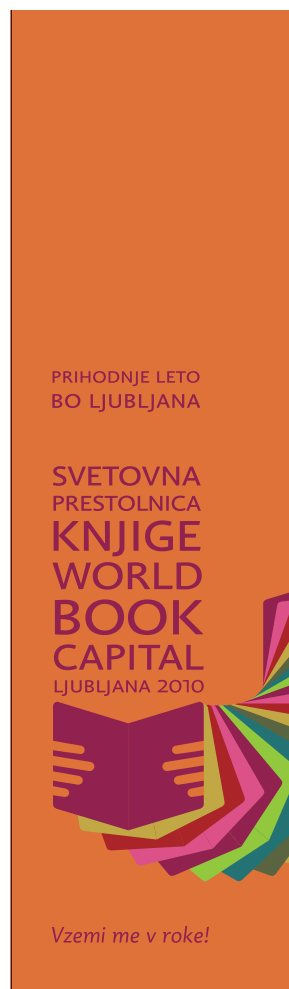
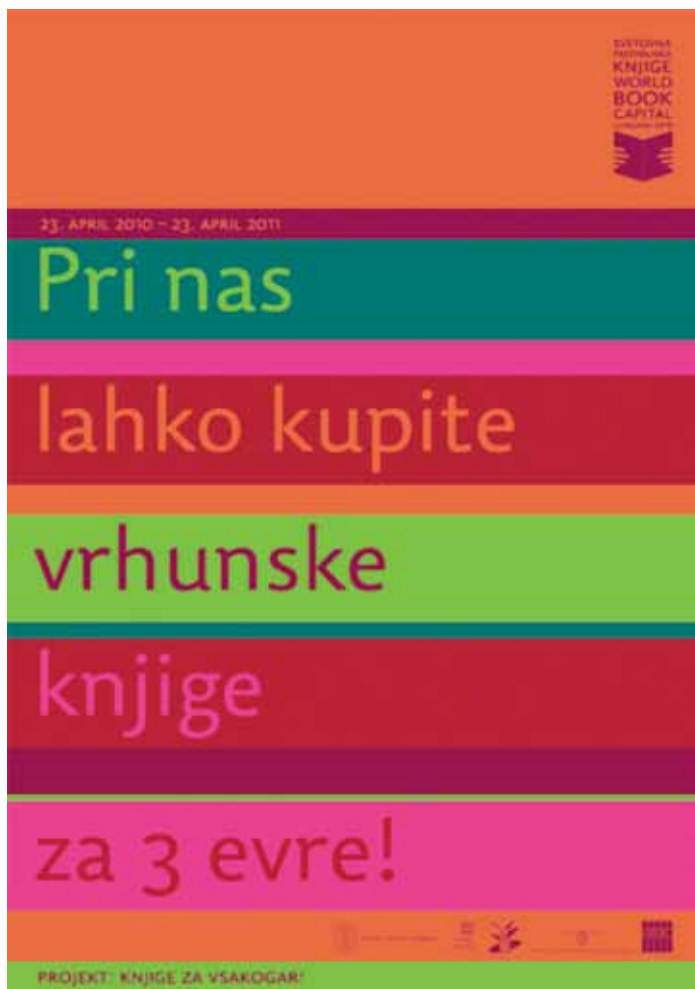
LJUBLJANA – WORLD BOOK CAPITAL CITY



2010 VISUAL IDENTITY

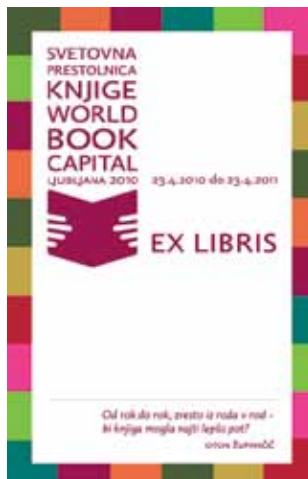
SVETOVNA
PRESTOLNICA
KNJIGE
WORLD
BOOK
CAPITAL
LJUBLJANA 2010





Dr Petra Černe Oven, Professor at the Academy of Fine Arts and Design, University of Ljubljana, author of the visual identity for Ljubljana – World Book Capital 2010, received a Certificate of Excellence from the Brumen Foundation at the 5th Biennial of Slovene Visual Communications 2009, in the category the Visual Image of the Book. She was also nominated for the 2011 Župančič Award for outstanding achievements in the fields of art and culture.





Could it be handled any better? Non Zupancič

Ljubljana – World Book Capital 2010  117





LJUBLJANA – WORLD BOOK CAPITAL CITY



2010 EVENT OVERVIEW

SVETOVNA
PRESTOLNICA
'NJIGE
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APITAL
BLJANA 2010



PRELIMINARY PROGRAMME

JANUARY 2010

January to June 2010

Retrospectives Books on Film, World Film History and Understanding Film

Production: Slovenska kinoteka (Slovenian Cinematheque)

In the framework of the Ljubljana – World Book Capital City programme, the Slovenian Cinematheque featured Retrospectives Books on Film (52 screenings), Understanding Film (76 screenings) and World History of Film (64 screenings).

192 screenings

APRIL 2010

7 April 2010

First issue of Pogledi - a biweekly cultural magazine

Production: Delo, časopisno in založniško podjetje d.d.

The Municipality of Ljubljana and the Ministry of Culture enabled the emergence of a new cultural magazine in order to encourage a critical view of contemporary cultural creativity in Slovenia and beyond, to ensure the flow of relevant and current information on events in all areas of culture and art, and to promote critical self-reflection on contemporary society.

12 April to 1 May 2010

Comic Strips and Literary Classics Side by Side

Production: Ljubljana City Library

A series of events for the promotion of comic art creativity. Through workshops, exhibitions and round table debates, the Ljubljana City Library introduced the concept of a "hybrid library" to its branch libraries and promoted its vast comic book collection in the Oton Župančič branch.

4 events

16 April 2010

Presentation of the Ljubljana – World Book Capital City 2010 programme and the operational start of the Information Office at Mačkova 1

Production: City Municipality of Ljubljana

During the entire Ljubljana – World Book Capital City 2010 project, the Information Office offered comprehensive information on the project and the programme of events, serving both as the seat of the website editorial board and a small letterpress print shop TipoRenesansa.

19 to 23 April 2010

15th Slovenian Book Days

Production: Slovene Writers' Association

Each year, the Slovene Writers' Association organises a book fair known as the Slovenian Book Days which in the year of the World Book Capital featured an especially abundant accompanying programme.

22 and 27 April 2010

Ex libris – Back to the Book

Production: Srečišče Gallery at the Celica Youth Hostel, Metelkova

In the exhibition, eight younger-generation illustrators presented their view on the future of the small ex-libris masterpiece, paying homage to this classical art technique.

22 April to 14 June 2010

Exhibition of Literary Valuables from the ELTE University Library of Budapest

Production: ELTE University Library Budapest, National and University Library Ljubljana

On display was a selection of the most valuable treasures of Hungarian writing culture.

OPENING CEREMONIES AND THE PROGRAMME BOOK

APRIL 2010

19 April 2010

Official ceremony for the presentation of the Ljubljana – World Book Capital City 2010 programme at the UNESCO headquarters in Paris

Production: City of Ljubljana, UNESCO

The official ceremony was attended by Irina Bokova, UNESCO Director-General, Dr Janez Šumrada, Representative of the Republic of Slovenia to UNESCO and Slovenia's ambassador to France, as well as numerous diplomats.

23 April 2010

Ceremonies for the official announcement of Ljubljana – UNESCO's World Book Capital City 2010

Production: City of Ljubljana

Ceremonial raising of the flag in front of the City Hall, followed by speeches by Dr Danilo Türk, President of the Republic of Slovenia and Honorary Patron of the project, and Zoran Jankovič, Mayor of the Municipality of Ljubljana.

23 April 2010

Meeting and debate with author and academician Boris Pahor

Production: Kinodvor

Upon the release of his reader Zalivi (Bays), published by Cankarjeva založba in the framework of its Books for Everybody project, the herald of Slovene Literature and writer Boris Pahor talked to the editor Zdravko Duša and answered questions from the audience, which included many young people.

23 April 2010

Opening ceremony for Tympan in Diachrony

Production: Anton Podbevšek Theatre Novo mesto, Ljubljana Festival

An artistic performance, written and directed by Matjaž Berger, devised as a homage to the book, reading and writings; a meeting of science, art and philosophy from the perspective of the book.

Could it be handled any better? Anton Zupanič

23 April 2010

Start of book sales in the Books for Everybody project

During the WBC 2010, 21 books were published and made available for sale at 220 sales points at a uniform price of €3.00.

Published books: ● 23 April 2010 - Slavoj Žižek: *Začeti od začetka* (Start from the Beginning) (Cankarjeva založba); Svetlana Makarovič: *Deseta hči* (The Tenth Daughter) (Cankarjeva založba); Boris Pahor: *Zalivi* (Bays) (Cankarjeva založba); Dr Monika Kropelj, Dr Roberto Dapit, Damijan Stepančič: *Kole, kole, koledo, leto lepo mlado* (Carol, Carol, Christmas Carol, a Brand New Year is Here) (Didakta); an anthology of poetry *Vsaka ljubezen je pesem* (Each Love is a Poem) (Slovene Writers' Association). ● 4 May 2010 - Herta Müller: *Zaziban dih* (Everything I Own I Carry with Me); Michal Viewegh: *Učna ura ustvarjalnega pisanja* (Lessons on Creative Writing); David Grossman: *Glej geslo: ljubezen* (See Under: Love); Daniel Kehlmann: *SLAVA, Roman v devetih zgodbah* (FAME: A Novel in Nine Stories); Richard Flanagan: *Plosk ene dlani* (The Sound of One Hand Clapping); Jonathan Franzen: *Območje nelagodja* (The Discomfort Zone); Neli Kodrič Filipič, Žiga X. Gombač, Majda Koren, Maja Novak, Matej de Cecco: *Štiri zmajске* (Four Dragon Tales); Various authors: *LJ kot ljubezen, Knjiga pesmi o Ljubljani* (L as in Love, A Book of Poems about Ljubljana); Sebastijan Pregelj and Gašper Troha: *Literarne poti Ljubljane* (Literary Paths around Ljubljana); Various authors and translators: *Zdaj pa: Ljubljana, tuji avtorji o naši prestolnici* (And Now: Ljubljana. Foreign Authors about Our Capital). All of the books were published by Študentska založba in the framework of the World Literatures - Fabula 2010 festival. ● 10 May 2010 - Tone Pavček: *Čas duše, čas telesa* (The Time of the Soul, the Time of the Body), Društvo slovenska matica. ● 1 September 2010 - Graffit 1, Založba Desk d.o.o. ● 6 September 2010 - Evald Flisar / Damijan Stepančič: *Čarovnikov vajenec* (Magician's Apprentice), Vodnikova založba. ● 5 November 2010 - Andrej Rozman Roza/Ciril Horjak: *Passion de Pressheren*, KUD France Prešeren, Društvo Slovenska matica, Municipality of Ljubljana, Slovenian Book Agency ● 13 December 2010 - Karl Marcus Gauss: *Jedci psov iz Svinije* (The Dog-Eaters of Svinia), Društvo slovenska matica. ● 15 September 2011 - Graffit 2, Založba Desk d.o.o. ● 4 April 2011 - commencement of sales of five new Books for Everybody at the price of €5.00: César Aira: *Epizoda v življenju popotnega slikarja* (An Episode in the Life of a Landscape Painter); Christoph Ransmayr: *Grozote teme in ledu* (The Terrors of Ice and Darkness); Margriet de Moor: *Virtuoz* (The Virtuoso), Niccolò Ammaniti: *Jaz in ti* (Me and You), Per Olov Enquist: *Knjiga o Blanche in Marie* (The Book About Blanche and Marie). All of the books were published by Študentska založba in the framework of the World Literatures - Fabula 2011 festival.

23 to 25 April 2010

Love Festival 2010, Negova

Production: KUD Kibla

In an abundant week-end programme, the festival offered visitors a combination of literature and other arts, foremost music and visual arts.

23 April to 10 September 2010

City-Book-People photography exhibition

Production: Ljubljana City Library

The aim of the competition on the theme of books, people and the city was to encourage a reflection on how to visually represent the intertwining of books, people, reading and urban culture. 2 events

23 April to 30 May 2010

Reflections in Children's Eyes

Production: City of Ljubljana, Kresija Gallery

An exhibition by the popular Slovene illustrator Jelka Reichman, winner of the Župančič Award for lifetime achievements.

23 April 2010

In the Realm of the Book

Production: Department for Culture of the City of Ljubljana, editor: Manja Ravbar

Programme Book of Ljubljana – World Book Capital City 2010, in Slovene and English.

PROGRAMME

APRIL 2010

**April to May
and October to December 2010**

Varietejček

Production: Familija, Society for Organising Art

An interactive programme on reading, theatre and creativity for children between two and seven years old, comprised of four series of theatre shows linked to the book.

16 events

April, September, October 2010

The Island, the City and the Others

Production: Society for ONE Music

A presentation of the third poetry collection by Lucija Stupica in words, pictures and voice.

4 events

April 2010 to April 2011

Kinobalon

Production: Kinodvor

A programme for children and youth in the city cinema Kinodvor featuring storytellers and musicians who, prior to film screenings, tell children fairytales and stories and sing them songs related to the topic of the film narrative.

18 events

April to December 2010

Evenings of Books and Film

Production: Kinodvor

The guest speakers were authors of various literary works that have been made into films, authors of scientific literature on film, critics and other film experts.

6 events

April to November 2010

Kinodvor during the Ljubljana World Book Capital Year 2010

Production: Kinodvor

Lecture by Dr Slavoj Žižek on Wagner; Kinofabula Festival; Festival of Letters / film Typeface; exhibition In Search of Secrets accompanying the film The Secret of Kells; festival Review within Review / Mentality in Kinodvor; screenings of films *Kritična generacija* (Critical Generation) and The Shock Doctrine.

6 events

April 2010 to January 2011

A Fast Track to Health with Reading

Production: Založba Kres d.o.o.

Over 113 fairytale visits to the children's wards of the University Medical Centre Ljubljana. Storytellers Jana Osojnik, Katja Nared, Sara Vidmar and Stina Ambrož told stories to sick children and donated 282 books.

16 events

Could it be handled any better? Alen Zupančič

April to December 2010

The Book of Villa Vilekulla

Producer: Pionirski dom

The book of Villa Vilekulla consists of a selection of prints, drawings and paintings, conceived as illustrations of the central topic of the haiku competition held at the Vič High School in Ljubljana in 2010. The competition was complemented with a non-competitive call for works of art produced by children and adolescents in schools throughout Ljubljana and Slovenia.

April to November 2010

Actors Reading Novels

Production: Mini teater

A series of staged events featuring some of the greatest names of Slovene theatre who lent their voices to the classic novels of world literature and contemporary authors.

7 events

April to October 2010

An Evening with Mila Kačič

Production: Senzorium, SNG Drama Ljubljana, Festival Ljubljana

A presentation of selected poems by Mila Kačič from the collection *Skozi pomladni dež bom šla* (Through the Spring Rain I'll Walk).

5 events

April to December 2010

Dancing with the Book

Production: Ljubljana City Library

A dance project which was aimed at bringing the content of books closer to project participants and using it to familiarise them with dance.

13 events

April to December 2010

Literadiotura

Production: Radio Študent

Radio shows *A Pocketful of Fantasy*, *Here and There*, *Dreamtigers*, *Nightings*; fairytales, nocturnal reflections of literary avant-gardes, literary shows with interpretations of prose by international and Slovene writers, a poetry competition including two poetry evenings broadcast from the studio of Radio Študent and live from the outdoors.

42 events

April to December 2010

Book Club

Production: Italian Institute for Culture in Slovenia, Italian Department of the Faculty of Arts

The meetings were dedicated to recent Italian works of prose fiction characterised by a great power of expression and originality.

April 2010 to April 2011

The Mobile Molehill

Production: Založba Krtina

The Mobile Molehill is an environment-friendly bookshop on wheels, with which the publishing house Založba Krtina increases the accessibility of books within the area of the Municipality of Ljubljana. Parallel to the Mobile Molehill, Založba Krtina organised several workshops on the recycling of unwanted books.



April 2010 to April 2011

Library, my Asylum

Production: Ljubljana City Library

Group readings and reading meetings aimed at encouraging contact with the Slovene language and integration into the environment. Theatre shows, workshops for children of asylum seekers and language courses.

10 events

April 2010 to April 2011

Read More Widely – Read Slovene Authors!

Production: Ljubljana City Library

A presentation of classical and contemporary Slovene literature, authors and their works. The focus was on reading e-books on the new Kolibri V3 reader. A selection of library material was exhibited and made available for borrowing and reading.

April 2010 to April 2011

Srečebranja (Meeting-Readings)

Production: Mladinska knjiga

Events always featuring one well-known Slovene author and one popular media personality, hosted by Boštjan Gorenc – Pižama and Dijana Matkovič.

7 events

April 2010 to April 2011

Artists Appearances

Production: Slovene Reading Badge Association – ZPMS in collaboration with the Youth Section of the Slovene Writers' Association

A programme of meetings between young people and artists from the areas of literature and the visual arts in kindergartens and schools.

48 events

April 2010 to April 2011

A Book on a Train

Production: Slovenske železnice d.o.o., Ljubljana City Library

Slovenian Railways equipped selected trains with reading coaches. A large selection of books on different topics was available to passengers free of charge until April 2011. To this end, one thousand books were donated by the Ljubljana City Library.

28 April 2010

Opening of the Kres pod Gradom bookshop

Production: Založba Kres d.o.o.

The first specialised children's bookshop in Slovenia was opened in the premises of the Ljubljana Puppet Theatre. It offers high-quality Slovene and foreign literature for children between 0 and 10 years, as well as serving as place where children can meet authors, illustrators and storytellers.

MAY 2010

2 May 2010

Opening of the Exhibition Dirin, dirin, duka

Production: Bela Krajina Museum and the Illustrators Section of Union of Slovene Fine Arts Associations

An exhibition of children's folk songs from Bela Krajina.

Could it be handled any better? Non Zupancič

Ljubljana – World Book Capital 2010



125

3 May to 28 May 2010

World Literatures - Fabula 2010 literary festival

Production: Študentska založba

Literary evenings with the greats of world literature, including the Nobel Prize laureate Herta Müller, Jonathan Franzen, David Grossman, Michael Viewegh and others. The open air programme at the Breg area was supplemented by film screenings and presentations of the visiting authors' home countries. Poetry by Slovene poets was set to music and presentational video clips of Slovene authors were presented on electronic displays in city buses (the project *Writers on Buses*).

70 events

5 May to 22 May 2010

Portraits of Slovene Writers and Poets (in the framework of the Fabula 2010 festival)

Production: Študentska založba

An exhibition of photographs by Jože Suhadolnik, who has captured more than 50 Slovene writers and poets in his lens.

6 to 23 May 2010

The Art of Hebrew Letters and the Best Israeli Illustrations

Production: Slovene Ethnographic Museum

The exhibition of posters showcased the work of 15 leading Israeli painters and illustrators of children's books.

6 May to December 2010

Literary Events

Production: Navdih Literary Society

The project encompassed numerous literary events in homes for the elderly, in the Library under the Treetops and in the Trubar Literature House, as well as the publication of the book *Besede so pisani metulji* (Words are Colourful Butterflies), featuring literary creations by members of the society, copies of which were donated to homes for the elderly and libraries.

7 May 2010

Cicirj 2010 (in the framework of the project Books Hiding behind a Mask of Music)

Production: Glasbena matica Ljubljana

A concert of children's choirs of Glasbena matica Ljubljana.

11 May 2010

Opening of the Navje North City Park with reading portals

Production: City of Ljubljana, Sezam Association

The new Navje Park, which is dedicated to the book, has been developed in the Župančičeva jama quarter in Ljubljana. During the Ljubljana – World Book Capital City project, it served as a place hosting events organised by the Sezam Association.

The park is thematically linked to Slovene literature and the motives of the United Growing Books of the World project. All of the activities are aimed at familiarising different target groups, foremost children, neighbourhood residents, park visitors and strollers, with literature. The park further features 10 internet book portals with literary contents and other information related to books and the events of Ljubljana – World Book Capital City 2010.

- 11 May 2010** **Not Every Wednesday is a Grey Wednesday**
Production: Založba Morfem
 A presentation of a youth novel about Ivan Cankar.
- 17 May 2010** **Start of Literary Walks around Ljubljana (in the framework of the Fabula 2010 festival)**
Production: Študentska založba, Ljubljana Tourist Board
 Participants in the Literary Paths around Ljubljana project could experience the riches of the literary culture in a city which has always been bursting with artistic creativity and books. The guided walking tours led to places associated with the lives of poets, writers, national awakeners and bohemians who have left their mark on Ljubljana's life and history.
- 18 and 25 May 2010** **Beaver's Literature Path through Ljubljana**
Production: Department for Culture of the City of Ljubljana
 The Beaver's Literature Path started at the Kresija Gallery, which hosted an exhibition by one of the best Slovene illustrators, Jelka Reichman. Later, the pupils visited the Ljubljana World Book Capital City 2010 Information Office, where the typographer Marko demonstrated printing with lead letters. The path continued to the City Hall and ended with a visit to the new "Kres pod Gradom" bookshop.
- 18 May 2010** **Videomanija**
Production: Ministry of Education and Sport, National Education Institute of the Republic of Slovenia, Kinodvor
 High-school youth film festival.
- 19 to 21 May 2010** **Lirikonfest Velenje 2010**
Production: Velenje Literary Foundation UVKF and Velenika Literary Association
 Spring festival of lyric art held in Velenje with event all over Slovenia and abroad. Lirikonfest provides an overview of literary activities and brings the literature of the 21st century, its authors, translators, editors, publishers, international intermediaries, organisers, performers, critics and other connoisseurs closer to the general public.
21 events
- May to December 2010** **BuQve**
Production: ŠKUC
 The BuQve (Tomes) project focused on topics of LGBTIQ literature and books from various aspects of creativity. In addition to promoting the culture of reading less established but high-quality authors, the project encouraged alternative interpretations of literary works and literary creativity.
17 events
- May 2010 to April 2011** **Spletno pero (Web Pen)**
Production: www.spletnopero.si
 The web portal Spletno pero offers a new way of learning to read and write literature here and now – in an Internet chat room, thus connecting writers and literature lovers regardless of their location at the time.
5 events

Could it be handled any better? Alen Zupanič

17 May 2010

Svetlana Makarovič: Chrysanthemum on the Piano

Production: Slovensko mladinsko gledališče

A theatrical and musical evening of poetry by Svetlana Makarovič interpreted by the theatre actor Janja Majzel. This poetry says what we are afraid to say, sees what we refuse to see and lays bare the worst hypocrisy.

20 May 2010

Prešeren's New Clothes (in the framework of the Fabula 2010 festival)

Production: Andreja Brulc, designer and illustrator

The Prešeren monument underwent a one-day transformation. An art installation with Prešeren's new clothes was covered with hand-written fragments from the poet's work *Krst pri Savici* (Baptism on the Savica).

May, July, December 2010

Hopscotch

Production: KUD France Prešeren, Ljubljana Festival

The art event combined contemporary dance, swirling dervishes, puppets, videos, contemporary poetry and Persian music as well as an exhibition and installation.

8 events

May 2010 to April 2011

Tell me which books you read and I'll tell you who you are!

Production: Department for Culture of the City of Ljubljana

A series of talks at which famous Slovenes discussed the books that have impressed and influenced them the most. The presenter, Tina Košir, tried to discover what her guests think and feel when they read.

9 events

19 May to 21 May 2010

Liber.ac project - Academic Book Fair

Production: Faculty of Arts, University of Ljubljana

An academic book fair with an accompanying programme: drawing workshops for children and adults, panel discussions, an art photography exhibition, free-of-charge language courses for foreigners and presentations of folk tales and Japanese fairytales, as well as presentations of books on East Asia.

18 events

May 2010

Mousetrap

Production: Institute of Innovative Arts Research

The first experimental interactive literary evening without a previously announced programme.

The participants had to apply beforehand and were sent a text with instructions on how to find the venue on the day of the event.

2 events

May 2010

Portraits of Italian writers

Production: The Embassy of Italy, Italian Institute for Culture in Slovenia

An exhibition of selected photographs of important Italian contemporary writers by Michele Corelone.



- May 2010**
The Reception of Modern Literature in the German Language
Production: The Embassy of Germany
 Discussions with Slovene, German, Swiss and Austrian authors and literature experts.
5 events
- May to June 2010**
Lighting Guerrilla Festival
Production: Forum Ljubljana
 Under the working title 're-creating towns', the festival was focused on public space installations. The programme was partly linked to books, inviting participants to evening reading events in public spaces and personal reading as well as comic books and visual poetry.
9 events
- 28 May to 10 September 2010**
Library under the Treetops 2010
Production: Divja misel Institute
 The Library under the Treetops is the only 100% natural library in the world. For an entire year, it invited visitors to browse, read and attend literary events on six reading islands: in Tivoli Park, in the Botanical Gardens, at the Ljubljana Castle, at Trnovski pristan, in Tabor Park and at the Breg promenade.
48 events
- May 2010 to April 2011**
My Streets
Production: Divja misel Institute, Museum and Galleries of Ljubljana, Botanical Gardens, Center – Tabor Home for the Elderly, Radio Študent, JZ Mladi zmaji, Ljubljana Tourist Board, Rdeči oblak and Library under the Treetops
 A project lasting several years for collecting stories and memories of Ljubljana as it once was. Stories by fascinating narrators collected face to face were broadcast weekly on Radio Študent.
81 events
- May to December 2010**
They Are Still with Us Culture Festival
Production: Sezam Association of parents and children and a consortium of societies – Institute for the Development of Creativity, Growing Book Society, Society for a Better Quality of Life in Župančičeva jama
 The regeneration of the Promenade of Slovene Culture – Navje in Župančičeva jama. An innovative programme for bringing literature closer to various target groups, primarily children and inhabitants of the neighbourhood. Creative workshops, fine arts and literature projects, musical workshops etc.
49 events
- 27 May to 18 June 2010**
Book in Textiles and an exhibition of textile/tactile books
Production: Faculty of Natural Sciences and Engineering, CUK Kino Šiška
 A fashion show and the opening of an exhibition by students of the Textile Department at the Faculty of Natural Sciences and Engineering in Ljubljana. In their collections of clothes presented at the fashion show, the students developed their own interpretations and understanding of books. The exhibition featured winners of the international competition Book in Textiles.
- 28 May to 31 August 2010**
Pier Barvosip – Children's Creativity and the Book
Production: Pionirski dom, Ljubljana Tourist Board
 Exhibited were children's depictions of different characters from Slovene and international youth literature. In a special way, the Ljubljana – World Book Capital City project thus revived the river beds of the Ljubljanica River with works by children from the Pionirski dom youth centre.

Could it be handled any better? Alon Župančič

May to December 2010

Artwork in Your Pocket

Production: Scientific Research Centre of the Slovene Academy of Sciences and Arts

A new series of pocket books whose authors employ scientifically-based but popular language, supported by many graphic presentations, to speak about works of art and architectural monuments.

Publication and presentation of 3 pocket books

JUNE 2010

1 to 6 June 2010, 20 to 25 September
and 10 to 15 January 2011

Vilenica and Ljubljana

Production: Slovene Writers' Association

Literary evenings at which the prize-winners of Vilenica presented themselves to the Slovene public. Twelve authors, who resided in Ljubljana 1-6 June 2010, 20-25 September 2010, and 10-15 January 2011, supplemented the literary evenings in Ljubljana with creative work on the theme of Ljubljana and Slovenia.

3 events

2 June to 4 July 2010

EX LIBRIS exhibition

Production: City of Ljubljana, Kresija Gallery

An exhibition by Dean Ivandič, Vladimir Ristić, Stojan Sedej, Alenka Sottler and Zora Stančič.

4 June to 11 June 2010

Live Literature Festival with a complementary programme entitled Long Live the Book

Production: ŠKUC

Performances and discussions with authors, poetry readings, poem interpretations, workshops, musical evenings and theatre performances, with an accompanying programme including street reading rooms for children, creative workshops on the theme of books, fairytale get-togethers and picture book presentations.

56 events

June 2010

The Sun and 'Sončice' throughout the World (in the framework of the project Books Hiding behind a Mask of Music)

Production: Slovenska glasbena matica

Five concerts of poems by Tone Pavček set to music.

5. June 2010

Kantfest Festival

Production: CUK Kino Šiška, Zavod CCC

The festival of contemporary troubadours which began in Ruše was completed in CUK Kino Šiška. The main theme was the relationship between words, silence and music.

5 June 2010
(performances July to December 2010)

Necropolis

Production: Celinka Association, KUD Pod Topoli, Ljubljana City Theatre

The novel bearing the same title by Boris Pahor was dramatised and directed by Boris Kobal. The dramatic interpretation of the novel stimulates reflection on ethics, the abuse of ideology, survival at the point of utmost dehumanisation and coming face to face with pure impersonal evil.

10 shows

- 8 June 2010** **A poetry evening entitled Verses of Good Neighbourhood with guests from the Trieste PEN Club**
Production: Slovene PEN Centre
 Performances by poets Juan Octavio Prenz, Claudio Grisancich, Antonio della Rocca and Claudio Martelli.
- 10 June 2010** **The Famous Read in Konzorcij**
Production: Mladinska knjiga trgovina d.d.
 In the shop window of the Konzorcij bookstore, 24 well-known Slovenes read excerpts from their favourite books.
- 12 June 2010** **4th Moon Festival: The Moon Reading**
Production: Institute for Cultural Production Fest
 This one-day festival for children in Tivoli Park offered a variety of activities: creative workshops, sports, theatre and dance programmes, music performances, fashion shows and numerous contests.
- 12, 19 and 26 June 2010** **Stories from the Basket, Bookstall**
Production: Ljubljana City Library
 Bookstall visitors were able to choose a book, receive a recommendation on quality reading or pick a quote taken from the jewels of Slovene and foreign literature from a "story basket".
3 events
- 16 June to 5 September 2010** **Ex Libris exhibition of small prints: Ljubljana – World Book Capital City**
Production: Ljubljana Fine Artists Association
 By employing different art methods, 15 artists linked the content of ex-libris with rich visual expression. A mixture of books and images, combining two art worlds in abstract, geometrical and symbolic images.
- 19 June 2010** **Rockers Singing Poetry**
Production: CUK Kino Šiška
 Twenty selected Slovene bands set poems by twenty selected Slovene poets of the younger generation to music.
- June 2010** **One Scoop of Slovenian Poetry, Please**
Production: Institute of Innovative Arts Research
 A literary-experimental installation established with the purpose of encouraging the broadest possible circle of people to peruse, read and delve into poetry, enhancing their familiarity with the history and current state of Slovenian poetry, while at the same time metaphorically demonstrating the scope and depth of poetry.
12 events
- 5 June 2010** **The Book Embrace**
Production: Antikvariat Glavan, Trubarjev antikvariat, Antikvariat Petek
 A bookstall of used books at the single price of €1.00.

Could it be handled any better? Alon Zupancič



11 to 27 June 2010

June in Ljubljana

Production: City of Ljubljana

A series of 60 free-of-charge top-notch events in Prešeren Square, with reading preludes by Slovene poets and writers.

12 June 2010

Opening of the Exhibition of Translations and Illustration of Kozlovska sodba v Višnji Gori (The Famous Goat Trial)

Production: European Parliament Information Office for Slovenia, Embassy of Spain

An exhibition of translations into Spanish, French, English and German, including original illustrations of The Famous Goat Trial by Josip Jurčič. The exhibition was accompanied by a street performance and workshop for children.

15 June to 18 June 2010

The Sun, the Earth, the Moon... Rotate without Wheels

Production: Slovene Ethnographic Museum

A children's festival of fairytale readings, dance, movement and creativity for pre-school children and pupils of the first three years of primary school. The festival featured creative workshops, fairytale dance performances and dance animations based on Slovene folk tale motifs.
5 events

16 June 2010

SEM's Knowledge in Books

Production: Slovene Ethnographic Museum

A presentation of the SEM book collection in 2009 and 2010.

19 June 2010

A Day for Rays, Festival of Creativity (in the framework of the Kresničke festival)

Production: Sezam Association

The festival offered various creativity workshops associated with books and literary heroes, with letters and pictures.

19 June 2010

SEM's Book Bazaar

Production: Slovene Ethnographic Museum

At *Summer Museum Nights*, the SEM book bazaar in the courtyard in front of SEM offered an exhibition and discounted sale of SEM publications.

22 June 2010

"Book Party" of the Center neighbourhood community

Production: Center neighbourhood community

At the Book Party, visitors had an opportunity to party with books and literary works created by elementary school pupils in the past school year.

22 June to 20 August 2010

Line No. 10: The Book

Production: Bunker Association

The Bunker Association installed special bookstalls at 23 bus stops of the Ljubljana public transport system, offering bus passengers and passers-by the possibility to borrow all kinds of books until the end of September.



June, October, November 2010,
February 2011

Books Hiding behind a Mask of Music

Production: Glasbena matica Ljubljana

The Books Hiding behind a Mask of Music project presented the sections *A Solo, I Am Not Sitting on My Ears, Literary Classics in Operatic Metamorphoses, I Am All Ears, Pedenjped* and *Stara Ljubljana*. A recital of vocal solos featuring a selection of musical versions of masterpieces of world poetry, performances by the children's choir of Glasbena matica and a performance by students of the Academy of Music.

6 events

June to August 2010

Knjigarna AZIL's Tricycle

Production: Scientific Research Centre of the Slovenian Academy of Sciences and Arts, Azil Bookshop

During the summer in Ljubljana, the mobile branch of Azil was present at various events, bringing a selection of books adapted to the nature of each event.

JULY 2010

8 June to 8 August 2010

Festival of Letters

Production: Marko Drpič, TipoResensansa print shop

The Kresija Gallery hosted 30 events divided in five thematic sections. The purpose of the festival was to revive and promote letterpress printing and skills with presentations, guided tours, workshops, lectures and examples of good design. The Festival of Letters issued a commemorative postmark at the post office 1101 Ljubljana, which was available until the end of the festival. The commemorative postmark and stamp were also placed on a small series of postcards featuring an image of the centre of Ljubljana, printed in letterpress printing.

25 events

July to December 2010

Flores in Colores

Production: National and University Library

An exhibition of rare prints of the Franciscan monastery in Novo mesto.

16 June to 7 September 2010

The Image of the Book

Production: Academy of Fine Arts and Design of the University of Ljubljana, International Centre of Graphic Arts (MGLC)

As a medium, the book is one of the most demanding, and at the same time most interesting, challenges in the design profession, as with its rhythm and three-dimensionality it demands from the designer a broad palette of design knowledge essential for the high-quality final visual effect of the book.

AUGUST 2010

6 August to 30 September 2010

Books are Our Magical Eyes

Production: Sanje Publishing House and the Sanje Festival Association

In the year of Ljubljana – World Book Capital City 2010, the Sanje Festival offered new additions. The parks of Ljubljana came alive with the verse of Slovene and world poetry, while visitors had an opportunity to leave their literary mark on the interactive *Tree of Poems* and the *Tree of Wishes*.

Could it be handled any better? Alon Zupancič

10 August to 5 September 2010

'@jakaorg / twitter, story' by Jaka Železnikar

Production: City of Ljubljana, Kresija Gallery

An exhibition of the literary element in the digital world that goes beyond book reproduction as we know it and arrives at the e-book.

23 to 28 August 2010

Filmobus

Production: Ljubljana City Library

A travelling literary cinema which spiced up the Ljubljana summer with film screenings.

10 screenings

27 to 31 August 2010

Kinobalon's Carousel: film marathon and workshops

Production: Kinodvor

Children and youngsters had the opportunity to see, discuss, draw and write about films which they had missed during the season.

SEPTEMBER 2010

1 June to 5 September 2010

Vilenica International Literary Festival

Production: Slovene Writers' Association, Vilenica Cultural Centre

At introductory evenings in Ljubljana, Gorizia, Maribor, Koper, Celje, Sežana and Bilje as well as at the events of the regular and accompanying programme in Lipica, Štanjel, Sežana, Lokva, Hruševje and the Vilenica cave, the festival hosted around 30 authors from over 20 countries, including many editors, publishers and cultural intermediaries from Central-European and other countries.

33 events

2 September 2010

Opening of the Trubar Literature House on Stritarjeva Street

Production: Department for Culture of the City of Ljubljana

With the Trubar Literature House, the first of its kind in Slovenia, Ljubljana joined a number of European cities (Munich, Vienna, Hamburg, Salzburg, Cologne, Copenhagen, etc.) where such public institutions have been in place for many years. As a special public space devoted to literature and books, the Trubar Literature House, which is located in the centre of Ljubljana at Ribji trg 2 (entrance from Stritarjeva 7), significantly contributes to the lively cultural and urban pulse of the city throughout the year. Its premises are located on the first floor of a house on Ribji trg, where the founding father of the Slovene language Primož Trubar once lived. The house's 175 square meters harbour a museum room dedicated to Trubar, a main event room and two small club/reading rooms. The Trubar Literature House museum room features a light installation of Primož Trubar's image made by the Italian artist Alessandro Lupi, while the club offers a light and mechanical puppet animation by the Slovene artist Žiga Lebar. During the Ljubljana – World Book Capital City 2010 project, the Trubar Literature House served as an additional information centre, hosting many promotional and other events of the programme and became a reference point for literature, the book and socio-critical reflection in the broadest sense of the word.

284 events

2 to 30 September 2010

Scribes, Places, Days: Imprints in Medieval Manuscripts

Production: National and University Library

The exhibition gave visitors the opportunity to see some of the best examples of records in original codices that are kept in the NUL. Around 20 manuscripts from the 14th and 15th centuries were on display.

4, 11 and 18 September 2010

Stories from the Basket, Bookstall

Production: Ljubljana City Library

Bookstall visitors were able to choose a book, receive a recommendation on quality reading or pick a quote taken from the jewels of Slovene and foreign literature from a "story basket".

3 events

6 to 24 September 2010

"From Mouth to Books : Folk Songs between the Mouth and Print"

Production: Institute of Ethnomusicology of the Scientific Research Centre of the Slovene Academy of Sciences and Arts

A multi-media exhibition about spiritual folk culture in its original and printed form aimed at promoting Slovene folk songs and their path from singing to the written form.

7 to 21 September 2010

Slovenian Literature on Screen

Production: Slovenska kinoteka (Slovenian Cinematheque)

The Slovenian Cinematheque drew up a complete list of Slovene feature-length movies with screenplays based on Slovene literary works and, depending on the availability and state of preservation of film copies, prepared a retrospective.

27 screenings

14 September to 20 October 2010

Blind Date Convention

Production: P.A.R.A.S.I.T.E.

The First International Festival of the Artist's Book and Art Publications The festival was dedicated exclusively to artist's book as a specific medium of visual arts and offered a rich exhibition program, educational workshops, presentations of recently published artist's books, a series of experimental music concerts, public debates, video projections and the launch of a new magazine.

15 September to 30 October 2010

Word for Word, without Words – an exhibition

Production: City Art Gallery of the Museum and Galleries of Ljubljana

The exhibited selected works by 24 artists and artist groups as well as artefacts and documents from four Slovene museums revealed 38 idiomatic expressions. Idioms of the Slovene language were used to discover its directness, as presented at this interdisciplinary exhibition.

17 September 2010

Opening of the KIOSK (reading room/comic strip spot/shop) project

Producer: CUK Kino Šiška

The Kiosk in Kino Šiška is a new spot offering selected Slovene and foreign cultural and art publications, as well as occasional performances, by authors, lectures, panel debates, workshops and exhibitions.

Could it be handled any better? Alon Zupančič



20 September 2010

Literary evening with Ilma Rakuša

Production: The Embassy of Switzerland in collaboration with the Vilenica Festival

The Swiss poet, writer, translator and publicist Ilma Rakuša has been crossing language and reality boundaries since early childhood. Her poetry and her prose works have been translated into Slovene.

21 September to 2 October 2010

Yugoslav Literature on Screen

Production: Slovenska kinoteka (Slovenian Cinematheque)

Screenings of Yugoslav feature-length films with screenplays based on literary works.

21 screenings

22 and 23 September 2010

Women Writers in Minor Literatures of the 19th Century

Production: University of Nova Gorica in collaboration with the European programme COST

The aim of the scientific symposium was to show that minor literatures of the 19th century saw a significant presence of women writers, whose contributions must therefore be (re)inserted on the 19th century international literary map.

September 2010

The Rabbit's Urban Coolture

Production: Urbano pleme

Five musical literary evenings with interesting guests enriched the early autumn cultural vibe at Gornji trg in the old city centre.

5 events

September 2010

The Music of Plečnik's Architecture Panoramas

Production: ArtKontakt

A book of Plečnik's architecture photographs by photographers Stane Jeršič and Barbara Jakša Jeršič; the photographs were also exhibited in the open-air gallery at the embankment Krakovski nasip.

September to December 2010

It was late that I grew fond of you

Production: The Victorinianum Institute of Patrology at the Faculty of Theology in Ljubljana

Reading of St Augustine's Confessions by Slovene theatre actors.

12 events

September to December 2010

A Writer in the World of Sound

Production: LUD Literatura

A workshop on the production of radio plays based on literary works.

September 2010 to April 2011

In the Sign of the Book

Production: Pionirski dom

Children's meetings with youth book authors Besides the authors, children also had the opportunity to meet the illustrators of the books and create under their guidance at drawing workshops.

18 events



September 2010 to September 2011

Ljubljana Reads

Production: City Municipality of Ljubljana

For three years, the *Ljubljana Reads* programme of the Municipality of Ljubljana has been systematically developing reading culture in children. Every year the municipality gives an original picture book by a Slovene author as gift to each three-year-old child in Ljubljana and to each pupil on their first day in one of the capital's primary schools. In this way it makes the best books more accessible and supports the top authors. Within the framework of Ljubljana – World Book Capital 2010, three-year-olds enjoyed the picture book *Lonček na pike* (The Polka-Dot Pot), written by Anja Štefan and illustrated by Jelka Reichman, both top-notch Slovene artists.

First graders in the Municipality of Ljubljana had the opportunity to enjoy the 2010 winner of the Best Slovene Picture Book Award *Slovenske pravljice (in ena nemška) v stripu* (A Comic Strip Version of Slovene (and one German) Fairytales) by author and illustrator Matjaž Schmidt.

September 2010 to September 2011

Growing Up with a Book

Production: Slovenian Book Agency

The Slovenian Book Agency also helps young readers to become familiar with the book through its programme *Growing Up with a Book*. Within this programme all secondary school students in Slovenia received an original book by a Slovene author for the first time. In the year of the book they read *Geniji brez Hlač* (Trouserless Geniuses) by Slavko Pregl. In the 2010/2011 school year, the Slovenian Book agency gave each 7th grader in Slovenia the poetry collection *Majnice - fulaste pesmi* (Catkins - Whacky Poems) by Tone Pavček, illustrated by Kostja Gatnik.

OCTOBER

October 2010

Fairytale Images in the City

Production: Mladinska knjiga založba d.d.

The art editor at the Mladinska knjiga publishing house selected 30 illustrations by Slovene artists, which were then exhibited on large posters in the city centre. The exhibition energised the streets of the capital with fairytale heroes marked by an outstanding character and tradition in Slovene culture.

2 October 2010

Words of Mercy and Longing

Production: CUK Kino Šiška

A literary-musical evening dedicated to Leonard Cohen.

2 October 2010

Theatre for Birds

Production: Emanat Institute, Španski borci

The play revolved around a group of six individuals, all involved in theatrical circles, entangled in an unusual set of love affairs.

2 events

5 to 30 October 2010

In the Beginning There was (is) the Book

Production: National and University Library

Archive documents about the establishment and work of NUK's bibliographic division and works representing five centuries of bibliography on the Slovene territory were on display for the first time.

Could it be handled any better? Alen Zupanič



4 to 16 October 2010

Azure Windows of Poetry – Poets Translating Poets 2010

Production: The Azure Circle Association for International Cultural Connections

A photography exhibition, literary evenings in multiple languages, readings by festival participants, panel discussions and a musical-poetry evening.

10 events

5 to 23 October 2010

Exhibition by Marthes Bathori: Utopia Porcina

Production: City of Ljubljana, Kresija Gallery

A presentation of developments in contemporary European comic strip illustration.

7 to 30 October 2010

City-Book-People photography exhibition

Production: Ljubljana City Library

Photographs from a competition of the same name, depicting links between books, people, reading and urban culture.

11 to 16 October 2010

Italian Literature on Screen

Production: Slovenska kinoteka, Italian Institute for Culture in Slovenia

Screenings of Italian feature-length films with screenplays based on literary works.

17 events

11 October to 1 November 2010

Comic Strips and Literary Classics Side by Side

Production: Ljubljana City Library

A series of events for the promotion of comic art creativity. Through workshops, exhibitions and round table debates, the Ljubljana City Library introduced the concept of a 'hybrid library' to its branch libraries and promoted its vast comic book collection in the Oton Župančič branch.

4 events

13 October 2010

Opening of an exhibition dedicated to Matjaž Schmidt in the Sončnica Gallery

Production: Mladinska knjiga založba d.d.

On display were illustrations by Matjaž Schmidt for the book *Bratovščina sinjega galeba* (The Brotherhood of the Blue Seagull), a work that remained unfinished. Their beauty and directness is the legacy of a great master.

14 and 15 October 2010

International Symposium on Boris Pahor: Man and Literature

Production: Slovenian Studies Department of the Koper Faculty of Humanities in collaboration with the Faculty of Arts of the University of Trieste

The symposium brought extensive discussion on the significance of Boris Pahor in the contemporary European and Slovenian cultural space.

15 to 31 December 2010

In a Tiny Coat of Words - an exhibition

Production: Museum and Galleries of Ljubljana

This exhibition of miniature books from the rich collection of the reputable Slovene university professor, bibliophile and collector Dr Martin Žnideršič, who donated the collection to the City of Ljubljana, presented the historic development of miniature books from the original Sumerian clay tablet, dating approx. 2400 B.C., to the Bible on a chip, measuring 5 x 5 millimetres. The exhibition featured 1,278 miniature books from 55 countries, including Slovenia, which is a record in itself, as this is the largest number of countries ever included in a miniature book exhibition.



19 October 2010

Screening of the film Stripburger in Motion

Production: Forum Ljubljana, Kinodvor

The closing event in the Stripburger's 18 Darn Good Ones programme. The film is based on eight comic strips by authors of different nationalities.

19 to 23 October 2010

The Word with Voice and Sound

Production: LUD Literatura

A mini festival of poetry performances exploring the relationship between the word, on one hand, and voice and sound, on the other. Artist concerned with this topic presented their work.
4 events

20 October to 18 December 2010

Exhibition: Books – From the Printed Book to the Book as Object

Production: Museum and Galleries of Ljubljana, Bežigrad Gallery 2

An exhibition of book editions as visual works of art. Showcased were works of poets, writers, fine artists and composers, who were or are active in different artistic fields, sometimes also combined.

21 October 2010

Exophony: Literature in Another Language – a symposium

Production: Goethe Institute Ljubljana, Austrian Cultural Forum and the Faculty of Arts of the University of Ljubljana

The symposium took place in German as an open discussion between writers, scientists and readers, and sought answers to questions about multilingualism and the use of a second language in literature and its consequences, questions that which are also becoming increasingly significant in Slovenia.

28 October 2010

Unveiling of a sculpture by Lujo Vodopivec honouring Slovene Protestant writers and printers

Production: City of Ljubljana

The official unveiling of a sculpture by Lujo Vodopivec honouring the Slovene Protestant writers Primož Trubar, Jurij Dalmatin, Adam Bohorič and Sebastjan Krelj, whose 16th century writings represent the foundation of Slovene literature, was held in the Park of the Slovene Reformation on Ajdovščina in the centre of Ljubljana. Vodopivec's monumental bronze sculpture represents male sleeping head, resting without a socle on a gentle grassland slope. Vodopivec has created a multifaceted work of art, which through the use of letters as independent signs represents one of the most original contributions of Slovene fine arts to European Lettrism.

October 2010

Dinosaurs?!

Production: Mladinska knjiga trgovina d.d.

A performance for children on the anniversary of the Čebelica book collection.
15 events

October 2010

Youth literature readings, authors from Germany

Production: Goethe Institute Ljubljana

Readings of children's and youth literature.

Could it be handled any better? Alon Zupanič



October 2010

From Literature to Film

Production: Embassy of Italy

A series of meetings with writers and directors.

16 events

October, November 2010

Unforgettable

Production: Cafe teater

An evening of poetry by Slovene female poets set to music, featuring Vita Mavrič and Jani Kovačič.

7 events

October to November 2010

The Book and Digitalisation

Production: Embassy of France, The French Institute Charles Nodier, Cankarjev dom Club

At literary evenings, French and Slovene writers discussed the topic of book digitalisation and the attitude of authors, readers, critics, publishers and librarians towards these technological advances.

8 discussions

October 2010 to February 2011

The Pilgrimage of Books

Production: Institute of Innovative Arts Research

At the centre of this project was the reader as the person who suggests a book and decides on its next owner – someone they think needs the book on account of its message. This emphasised the importance of the book's special value and put the reader in direct connection with the previous reader through comments written in the book.

NOVEMBER 2010

4 to 29 November 2010

Vedute of Slovene Sites

Production: National and University Library

On display were vedute and postcards (lithographs) of Slovene sites from the late 18th and 19th centuries.

6 November to 18 December 2010

ŠKUC's Doodles

Production: ŠKUC

Free-of-charge theatre shows, workshops and fairytale gatherings for children.

6, 7, 15 and 16 November
and 25 and 26 November 2010

The Blue E – A Performance in the Name of the People

Production: Maska Institute

A performance by the Eclipse tandem, Matjaž Pikalo, Breda Smolnikar, Ivo Tabar and Goran Vojnović. The project discussed the position of the artist and artistic freedom in contemporary societies as reflected in legal and ethical standards of artistic creativity.

8 events

8 November 2010

Library, the Heart of the City: Between Tradition and the Future

Production: Ljubljana City Library

A one-day expert symposium and a round table which focused on three main thematic sections: the importance of the library in the urban tissue of a city, the role of and prospects for the book as a mass medium in the era of digital media and modern libraries' dilemmas on developing a quality collection.



9 November 2010

Truths and Untruths about the Middle East - a round table discussion

Production: Mladinska knjiga založba d.d. and the Embassy of the Kingdom of the Netherlands

This discussion on Joris Luyendijk's reportage work entitled *Je res ali ste videli na televiziji?* (English titles: *People Like Us* (US), *Hello Everybody!* (UK)) with the subtitle *Truths and Untruths about the Middle East*, published by Mladinska knjiga, featured the author, Manca Juvan and Kristina Božič.

12 and 13 November 2010

Poetry off a Slip of Paper

Production: Vitkar Institute

A gala poetry evening at which Branko Potočan presented poems, quotations and sayings written by himself and other Slovene authors and friends.

2 events

15 to 20 November 2010

Frankfurt after Frankfurt

Production: Mladinska knjiga Konzorcij bookstore

A book sales exhibition. From the 400,000 new publications presented at the Frankfurt Book Fair, a selection of 10,000 were displayed at the exhibition.

16 November to 10 December 2010

Jože Spacal: Books in Flames

Production: City of Ljubljana, Kresija Gallery

The exhibition presented an important part of Jože Spacal's opus. Through motives of censorship and book burning, the author brought into focus his critical stance towards such practices.

23 November to 15 December 2010

Penguin 75: an exhibition of book covers

Production: Emzin Institute, Vžigalica Gallery

On the 75th anniversary of the Penguin publishing house, its longstanding creative director, Paul Buckley, selected 75 of the best American Penguin covers from the last decade and researched the design process behind each of them.

23 November 2010 to 23 January 2011

9+9 Exhibition, The Artist's Books and Artists

Production: International Centre of Graphic Arts (MGLC)

The exhibition presented the artist's book collection section of the International Centre of Graphic Arts. New thematic sections were created by art setups, reactions, interpretations, new art productions, gallery and museum setups. The artist's book became the connecting link between the book's author and the invited artist, who recontextualised its content and meaning in the gallery space.

25 November 2010

I'm Breathing to Prevent the Air from Setting, a symposium on Niko Grafenauer

Production: Študentska založba

Študentska založba publishing house invited authors, literary historians and the poet's friends to reconsider the poetry and the creative opus of Niko Grafenauer.

November, December 2010

Let the Book Breathe

Production: Barica Blenkuš Drama School

Workshop for book and theatre lovers.

2 events

Could it be handled any better? Non Zupancič

Ljubljana – World Book Capital 2010



141

DECEMBER 2010

1 to 5 December 2010

26th Slovenian Book Fair

Production: Cankarjev dom

Ljubljana – World Book Capital City 2010 greeted book lovers at the biggest Slovene book fair. A special bookstall sold Books for Everybody and distributed promotional material.

2 December 2010

Opening of the studio and letterpress print shop TipoRenesansa

At Križevniška Street in Ljubljana, visitors can take a look around an old working print shop that uses wooden and lead letters and observe the master printer at work. The studio offers workshops aimed at promoting calligraphy skills, letter design, printing techniques and other knowledge necessary to manufacture a book.

3 December 2010 to 10 January 2011

Language Distress: an exhibition marking the 70th anniversary of Niko Grafenauer

Production: National and University Library

The academician Niko Grafenauer provided a strong poetic impetus to Slovene poetry in the 1960s, also significantly influencing the cultural scene as an essayist and editor.

4 December 2010

Staging of Necropolis at the Verdi Theatre in Trieste

Production: Celinka Association, KUD Pod Topoli, Ljubljana City Theatre

A novel by Boris Pahor, dramatised and directed by Boris Kobal. The initiative for the production in Trieste, the author's birthplace, came from the mayors of Ljubljana and Trieste, marking the start of a closer cultural cooperation between the two cities.

8 to 10 December 2010

Being Your Own Translation

Production: Centre for Slovenian Literature and KUD AAC Zrakogled

The audiovisual performance BS-LP explores the constitution of personal identity, outlines the story of borderline body experience and of the thickening of time, reveals the landscape formed when personality is loosening, the fluid gliding of interspaces and the apprehension of history that permeate the multilingual poetry landscape of the second collection by Gašper Malej *Rezi v zlato* (Slashes in Gold) in the vision of Whiteness.

4 events

14 December 2010

Castrum Leibach – the first recorded mention of Ljubljana and the city's early history

Production: Department of Culture of the City of Ljubljana

The facsimile of the document with the oldest recorded mention of Ljubljana from Aquileia includes a commentary and a historical introduction by Dr Peter Štih, member of the Scientific Research Centre of the Slovenian Academy of Sciences and Arts. It was presented at the Trubar Literary House.



18 to 30 December 2010

Holiday Book Fair

Production: Department for Culture of the City of Ljubljana

The fair at Mestni trg flavoured the holiday season in Ljubljana – World Book Capital City 2010 with literature. It featured nine Slovene publishing houses - Mladinska knjiga založba, Družba Piano, Založba Lepa beseda, Založba Didakta, Desk d.o.o., Založba Sanje, Založba Morfem, Založba Avrora and Založba Sidarta - which presented their book range on 12 stalls.

21 to 24 December 2010

A Fairytale Musical Stroll with Pedenjped (in the framework of the Books Hiding behind a Mask of Music project)

Production: Glasbena matica, Cankarjev dom

Performances of the Glasbena matica children's choir.

4 performances

22 December 2010

Reading through a Camera Lens

Production: Faculty of Social Sciences

Opening of a student art photography exhibition on the topic of reading.

22 December 2010

Those Two Ljubljana Bohemians

Production: Divja misel Institute

The premiere screening of a film produced in the framework of the My Streets project. The film tells the story of Ljubljana eccentrics with romantic dimensions, who reserved their places on the then most popular scene between the tables and chairs of The Grand Union Café.

JANUARY 2011

8 January to 28 February 2010

ŠKUC's Doodles

Production: ŠKUC

Free-of-charge theatre shows, workshops and fairytale gatherings for children.

12 January 2011

A literary evening with Tomas Venclova

Production: Cankarjev dom, Slovene Writers' Association and the Vilenica Cultural Centre

A discussion with the Lithuanian poet, essayist, translator, publicist, literary historian and Doctor of Philosophy Tomas Venclova in the framework of a series of literary evenings with the prize-winners of Vilenica.

12 January to 20 February 2011

Za devetimi gorami (Once Upon a Time) - an exhibition

Production: Mladinska knjiga založba d.d.

The exhibition *Za devetimi gorami* (Once Upon a Time) in the Town Hall offered an insight into original illustrations from the book of the same title, published by Mladinska knjiga. The book is a collection of 54 previously unpublished Slovene folk fairytales, selected and edited by Anja Štefan and illustrated by Ančka Gošnik Godec and Zvonko Čoh.

Could it be handled any better? Alon Zupanič



14 January to 19 February 2011

Great Authors for Small Readers: The Development of Slovene Youth Prose

Production: National and University Library, Kranj City Library, Ljubljana City Library and Centre for Slovenian Literature

The exhibition presented the successful and independent development of Slovene youth prose from its beginnings until today, following the first publications, the confirmation and the flourishing of the two main genres of youth literature: imaginative and realistic prose.

30 January to 11 February 2011

The Beaver Festival

Production: Department for Culture of the City of Ljubljana, Slovene Youth Theatre, Kinodvor, Ljubljana City Library

In the year of the World Book Capital City, the 3rd Ljubljana festival of cultural and art education was closely linked to the book. A series of reading events, creative workshops and specialist meetings was organised on the topic of reading culture for primary school teachers.

94 events

FEBRUARY 2011

February 2011

The Book on the Concert Stage

Production: Cafe Teater

A competition of original Slovene chansons resulting from collaborations between singer-songwriters and Slovene poets.

15 February 2011

Literary evening with the Spanish poet and writer Anunciada Fernández de Córdoba

Production: Mini teater

The Spanish poet Anunciada Fernández de Córdoba has received many literary awards for her work. Popular topics of her poetry collections are contact with a loved one, the search for oneself and the passing of time.

16 February to 13 April 2011

An exhibition of illustrations by Lidija Osterc from the classic picture book *Hišica iz kock* (House of Bricks)

Production: Mladinska knjiga založba d.d.

Illustrations by Lidija Osterc are interesting examples of the developments in Slovenia in the 1960s, as they represent a clear sign of deviation from the realistic image in children's literature towards a more stylised, abstract form.

MARCH 2011

9 March 2011

Turkish writer Serdar Özkan visits Slovenia

Production: Mladinska knjiga založba d.d.

A presentation of the book *Ko življenje zasije* (When Life Lights Up) about thirty-year-old Omer, who finds himself in a critical period of life and is in danger of succumbing to melancholy.

10 March 2011

Who is this person – Edvard Kocbek? – a literary evening

Production: Modrijan Bookstore

Edvard Kocbek was one of the most controversial Slovene personalities of the 20th century. The literary evening presented the book *In stoletje bo zardele* (And the Century Will Go Red) by academician Dr Andrej Inkret, which is the first in-depth biography of this Slovene poet and politician.

11 to 14 March 2011

Kosovel and the Political Truth of Poetry – an international literary symposium

Production: IA Literary Association, Slovene Comparative Literature Association and Primerjalna književnost magazine

The theme of the symposium was the understanding of poetry as a realisation of the poetic function of language at the crossroads of poetry and aesthetics, which in Slovenia radically came to life in the poetry of Srečko Kosovel. The main topics were issues surrounding the role of poetry and art in social dialogue, the necessity of breaking free of the autonomy of the poetry ghetto, and art language practices, which are amongst the main building blocks of society.

13 to 26 March 2011

14th Storytelling Festival The Fairytale Today 2011

Production: The Association for the Reanimation of Storytelling 2 Reels

Since 1997, the storytelling festival The Fairytale Today has followed two basic guidelines: festival participants offer the listeners stories that they tell freely, while the narratives presented are normally drawn from the folk tradition, both of Slovenia and from abroad. Thus the festival enables listeners to experience the well-told word, while providing folk tales with a living path to the present.

33 events

21 March 2010

Celebration marking World Poetry Day

Production: Slovene Writers' Association in collaboration with UNESCO, Slovenian Book Agency and City of Ljubljana

Slovene poets read poetry written by themselves and by others.

Could it be handled any better? Alen Zupanič

Ljubljana – World Book Capital 2010



145

25 March to 21 April 2011

French Comic Month in Ljubljana

Production: The French Institute Charles Nodier and Kino Šiška

In cooperation with Kino Šiška, the French Institute organised the French Comic Month. The festival featured events such as live drawn French rock, meetings with authors of Le Decalogue series, a presentation of the comic book *Ezekielove solze* (The Tears of Ezekiel) by Matthias Lehmann, workshops and the Comics in the Louvre, the Louvre at Šiška exhibition.

30 March to 17 May 2011

Exhibition: Beyond Books – Books, Objects, Posters and Art through Mail

Production: Museum and Galleries of Ljubljana, Bežigrad Gallery 1

The exhibition displayed alternative visual approaches to the process of creating literary works, while focusing on the transformation of traditional books into a series of alternative editions, such as books of sheets, miniature books, books-objects, posters.

March 2011

Slovene Folk Tales in Words and Pictures

Production: Mladinska knjiga založba d.d.

A new collection of Slovene folk tales by various authors. The release of the book was accompanied by an exhibition of illustrations, a storytelling event and a round table discussion.

31 March to 1 April 2011

World Book Summit 2011: Books as Promoters of Human Development

Production: Cankarjev dom Cultural and Congress Centre

Researchers and experts studying all of the links in the book supply chain decided to discuss the following two themes: book globalisation and reading in the digital era, and publishing books in smaller language markets and translating books from minor national languages into world languages. Expert participants provided useful guidance on book market monitoring, reading culture encouragement strategies and policies for improving access to books. The Ljubljana Resolution on Books as Promoters of Human Development was signed. The World Book Summit was accompanied by a UNESCO forum on the theme Writing, Publishing, Translating – Building Cultural Diversity in South-East Europe

25 events

APRIL 2011

4 April to 4 May 2011

Framed Stories – Images of the Book Capital – an exhibition

Production: Department for Culture of the City of Ljubljana, Trubar Literature House

A stroll through photographic images of the Ljubljana – World Book Capital City 2010 project by Samo Perat, whose collection of moments and images captured with the camera during the book project was presented at the exhibition.



4 to 22 April 2011

World Literatures - Fabula 2011 literary festival

Production: Študentska založba

After the well-received Fabula 2010 festival, the 2011 festival focused on top-notch literature and renowned writers. The festival featured writers César Aira, Niccolò Ammaniti, Per Olov Enquist, Christoph Ransmayr, Drago Jančar and Margriet de Moor. Readers were able to enter their worlds through books and book-based films, sounds, fairytales and images of their landscapes, as well as through discussions with the authors about their creativity.

44 events

7 April 2011

Andrej Gelasimov in Ljubljana

Production: City of Ljubljana, Založba Modrijan

Upon the visit of the Russian author Andrej Gelasimov, a literary evening dedicated to his work was organised in Ljubljana. The focus of the evening was his recently translated novel *Leto prevar* (The Lying Year). Gimnazija Poljane high school students read excerpts from the novel.

18 April 2011

Kosovir's Spoon

Production: Ljubljana City Library, House of Experiments

The interactive object Kosovir's Spoon is based on the book *Kosovirja na leteči žlici* (Two Kosovirs on the Flying Spoon) by Svetlana Makarovič. It is an ergonomically designed spoon seat with "tomatoes" as loudspeakers for listening to stories or songs. The modern sound technology embraces the child in a fairytale world without depriving him of his sensory contact with the external world.

18 to 23 April 2011

16th Slovenian Book Days

Production: Slovene Writers' Association

The event at Mestni trg and Stritarjeva Street featured events for children and youth and a rich literary afternoon programme accompanied by music.

19 April to 6 May 2011

Best Dutch Book Design - an exhibition

Production: Embassy of the Kingdom of the Netherlands in collaboration with De Best Verzorgde Boeken Foundation and the Ljubljana International Centre of Graphic Art

A selection of 30 Dutch books in eight categories, published in 2009 and designed mostly by Dutch graphic designers.

20 April 2011

Press conference on Ljubljana joining the ICORN network

ICORN (International Cities of Refuge Network) is an international network of cities offering refuge to writers who are threatened due to their creativity or expression of opinion. It was established in 1994 on the initiative of the International Parliament of Writers (IPW) and today encompasses 37 European cities. The Municipality of Ljubljana Public Housing Fund renovated and furnished an apartment in Ljubljana to be used by a persecuted writer.

Could it be handled any better? Alen Zupanič



April 2011

Big and Small

Production: Maribor Regional Museum.

Next to the Books for Everybody stand, the largest and the smallest book from the museum's collection were exhibited: *Il tabernacolo della Madonna d'Orsanmichele* from 1876 and a 1776 Calendar.

21 April 2011

New Library Opening in Zadvor

By the end of its reign as the book capital, the Municipality of Ljubljana had been enriched by a new library, which opened its doors on the premises of the Zadvor Community Home. The Zadvor Library continues the librarian legacy of the Travelling Library, which operated in this community for many years, and rounds off the Jože Mazovec Library network in the eastern part of Ljubljana. The library organises fairytale hours and creative workshops for children, reading clubs, book discussions and creative workshops for youth and adults, literary evenings and talks with authors, computer workshops for the elderly, slide show travel evenings, chess workshops and exhibitions.

21 April 2011

Labyrinth of Art

Production: Exodos Ljubljana

This sustainable art project in Ljubljana's Fužine quarter is designed for urban people who like to seek refuge in green areas in order to activate their body and spirit, relax their thoughts or feed their mind with a book. The park is planted with 287 trees and the heart of the labyrinth features a reading island with works of literature for the inquisitive reader-stroller.

4 events

22 April 2011

Give the Word - closing ceremony

The final act of the one year book reign of Ljubljana was entrusted to the director Vlado Škafar, who, at Kino Šiška on 22 April 2011, revealed emotions linked with the book, literature and reading. The Argentinean writer César Aira participated in the ceremony, which was entitled Give the Word, and by accepting the Ljubljana Resolution on Books also symbolically accepted the World Book Capital City title for Buenos Aires.





Prešern's new Clothes, an art instalation
by the designer and illustrator Andreja
Brulc

Could it be handled any better? Alen Zupančič

Ljubljana Book Imprint

A Year of Ljubljana - World Book Capital City 2010

Published by: City of Ljubljana

Responsible Person: Zoran Janković, Mayor of the City of Ljubljana

Honorary Committee:

Dr Danilo Türk, President of the Republic of Slovenia, Honorary Patron
Boris Pahor, AcSS, Herald of Slovene Literature, Honorary Member
Zoran Janković, Mayor of the City of Ljubljana, President
Majda Širca Ravnikar, Minister of Culture of the Republic of Slovenia, member
Dr Matjaž Kmecl, AcSS, Writer and Literary Historian, member
Dr Manca Košir, Herald of Reading Culture in Slovenia, member
Tone Pavček, AcSS, Poet and Honorary Citizen of Ljubljana, member
Slavko Pregl, Writer and President of the Slovene Writers' Association, member
Manja Ravbar, secretary

Organisational Committee:

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Tjaša Urankar Dornik, Slovenian Book Agency
Branko Goropevšek, Slovenian Public Libraries Association
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Marjutka Hafner, Slovenian National Commission for UNESCO
Barbara Juršič, Slovenian Association of Literary Translators
Vladimir Kavčič, Slovene Writers' Association
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Dr Igor Saksida, Slovene Reading Badge Association
Tanja Dodig Sodnik, Section for International Relations and Protocol, City of Ljubljana

Bojan Švigelj, Association of Slovenian Publishers

Barbara Vajda, Ljubljana Tourist Board

Mitja Zupančič, Chamber of Commerce and Industry of Slovenia, Chamber of Publishing, Bookselling, Graphic Industry, Radio and TV Media

Saša Ogrizek, secretary

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Coordinators: Manja Ravbar, Saša Ogrizek

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Design and Visual Identity Concept: Mladen Pavlović

English Translation and Language Editing: AGO d. o. o.

» Book at hand; handed down devotedly time and time again ... / Could it be handled any better?«, a verse by Oton Župančič translated by Ifigenija Simonović

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Could it be handled any better? Oton Župančič

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151

Book at hand; handed down devotedly time and time again ... /

1 *Could it be handled any better? Mom Lepanire^{vv}*

