

Zápas slova s obrazem

Právě tímto bojovým názvem byla pojmenována zajímavá beseda, které se zúčastnil pan Krzysztof Koehler, polský básník, literární kritik, profesor varšavské univerzity a od roku 2006 též ředitel polské veřejnoprávní televizní stanice TVP Kultura.

Partnerem v besedě mu byl český novinář a od roku 2009 vedoucí kulturní redakce zpravodajství České televize, pan Petr Fischer. Na úvod polský host představil projekt kulturní stanice polské televize. Ta vznikla v roce 2006 a jejím vzorem byla jednak stanice ARTE a jednak ruská televize Kultura. Polská stanice specializovaná na kulturu vysílá 19 hodin denně a snaží se o co nejširší záběr – od klasické kultury, přes alternativní až po neoficiální projevy kulturní scény. Stanice je financována z výnosu z reklam odvysílaných na polské veřejnoprávní televizi. Jak dodal Petr Fischer, taková televize je v evropských poměrech spíše výjimkou. Polsko má výhodu poměrně silného diváckého trhu (více než 4x silnějšího než v ČR), proto se tam může snadněji podobný projekt objevit. Krzysztof Koehler přiznal, že tato stanice

nemá příliš vysokou sledovanost, ale na druhou stranu vykazuje poměrně značnou spokojenost jejich diváků.

V druhé části besedy se diskutovala otázka televizního uchopení literárních témat. Zatímco televizní přenos či reportáž z hudební události popřípadě divadelního představení se poměrně snadno ztvárňuje, přiblížit něco tak statického, jako je kniha, a něco tak privátního, jako je čtenářský zážitek, poněkud odporuje podstatě televizního sdělování. Navíc jsou televize tlačeny svými editory ke stříhové bohatosti (až klipovitosti) a také k atraktivnosti témat, což často hraničí s prioritováním zpráv ze showbizny. Podle Petra Fischera jsou dnes v Česku a pravděpodobně i v Polsku nemyslitelné příspěvky, které viděl na amerických televizích a dokonce i v Německu, kdy například čerstvě oceněný autor dostal

v hlavní zpravodajské relaci třímínutový prostor, kde v měkce nasvětleném interiéru velmi staticky četl ukázkou ze svého díla.

Jaké jsou tedy cesty k prezentaci kvalitní kultury v televizi? Nacházet atraktivní a originální pojetí reportáže. V oblasti literatury se to v České televizi daří zejména magazínu „333“. Polská TVP Kultura má větší programové možnosti. Existuje zde například „Magazín básníků“, pořad, kde vystupují jenom básníci, bez ohledu na to, jak jsou prezentačně schopní – staví se právě na autentičnosti jejich projevu. TVP Kultura rovněž etablovala žánr knižního klipu, kdy je kniha představena formou animovaných obrazů.

Jak Krzysztof Koehler, tak Petr Fischer se závěrem shodli, že prezentace literatury v televizi je běh na dlouhou trať a zároveň každodenní boj s hlavními editory podléhajícími tlakům na co nejvyšší sledovanost zpravodajských relací.

RaŠ



Mapa roku 2009 udělena

Veletrh Svět knihy je už tradičně dějištěm slavnostního vyhlášení vítězů soutěže Mapa roku. I letos se v Literárním sále sešli autoři a zástupci vydavatelství nejlepších kartografických publikací, aby vybrali z celkem 107 přihlášených produktů od 20 vydavatelů.

- V kategorii Atlasy, soubory a edice map zvítězil **Atlas voleb do Zastupitelstva Olomouckého kraje 2000, 2004 a 2008**, který vydala Univerzita Palackého v Olomouci.
- **Vodácká mapa Berounka 1 : 50 000**, kterou vydala Kartografie Praha, se stala vítězem v kategorii Samostatná kartografická díla.
- **Bezpečnostní mapa Olomouce** Lucie Burianové z Univerzity Palackého v Olomouci dominovala kategorii Kartografické výsledky studentských prací.
- Hodnotící komise udělila dvě zvláštní ocenění, a sice nakladatelství **Stiefel Eurocart** za dlouhodobou a kvalitní produkci kartografických děl pro školy a nakladatelství **Trasa** za dlouhodobě kvalitní soubor turistických map KČT 1 : 50 000.



Svou literaturu letos na veletrhu představují i pro nás exotické země jako Brazílie, Japonsko, Saudská Arábie a Jižní Korea, jež se účastní veletrhu poprvé.

dokončení ze strany 1

HROZÍ KNIHÁM ELEKTRONICKÁ SMRT?

„Naši kritikové se obávají, že se Knihy Google stanou náhradou tištěného slova, ale já jsem přesvědčen, že tato služba naopak pomůže lidem z celého světa knihy objevovat,“ hájí projekt Santiago de la Mora a uvádí na pravou míru tvrzení, že Knihy Gogole nabízejí ke stažení celé knihy. „Po zadání dotazu do vyhledávače se vám zobrazí název a limitovaný úryvek obsahu knihy, nikoli celá kniha. Služba vám také nabídne informaci, kde knihu lze koupit nebo půjčit, takže jde vlastně o pomoc knihkupcům a nakladatelům.“ Knihy k digitalizaci získává Google ze dvou zdrojů. Jednak od partnerů, většinou nakladatelů, kteří mu knihy poskytují, a také od velkých knihoven. „Knihy, které byly dříve přístupné pouze lidem v dané knihovně, jsou nyní dostupné každému, kdo má internet,“ vyzdvihuje plasy projektu de la Mora. Tento fakt ocenili i zúčastnění zástupci českých knihkupců a nakladatelů, ale zároveň vyslovili obavy ze zabezpečení digitalizovaných knih. Google má totiž k dispozici celé texty. Dokáže je ochránit?

Piráti útočí

„Měli bychom se poučit z vývoje v hudebním průmyslu, kde jsou digitalizovaná díla běžně pirátsky stahována z internetu,“ říká předseda Svazu českých knihkupců a nakladatelů Vladi-

mír Pistorius. „Jakmile klesne cena iboků, bude jen otázkou času, kdy si lidé začnou knihy volně stahovat,“ připojil se k diskusi Jiří Srstka z agentury Dilia. „Způsob, jak knihu stáhnout, je mnoho a zatím neexistuje způsob, jak tomu zabránit, jen jak to ztížit,“ dodává Zdeněk Jaroš z nakladatelství Grada. V budoucnosti tedy hrozí, že nakladatelé přijdou o peníze stejně jako se to stalo hudebním vydavatelstvím. „Je třeba vymyslet systém, jak knihy v digitální podobě čtenářům nabízet. Je nejvyšší čas,“ říká Jiří Srstka.

Práva a cena

„Sdílení literatury prostřednictvím internetu může prospět, ale je třeba dodržovat určité podmínky, především autorská práva,“ narazil na další úskalí digitalizovaných knih básník, překladatel a publicista Petr Borkovec. Práva k jednotlivým dílům bývají velmi komplikovaná. K jedné knize je často vlastní i několik lidí, od autora, přes překladatele až po grafika. Ti všichni by měli schválit publikování knihy na internetu. To je nejen náročné z právního hlediska, ale zároveň to ovlivňuje i cenu elektronické knihy. A právě cena knihy dostupné na internetu byla dalším tématem k diskusi. „Mnozí si myslí, že elektronické knihy by měly být levnější než tištěné, protože odpadá náklady na tisk a distribuci, ale tak

to není,“ říká Vladimír Pistorius. „Ano, odpadnou náklady na tisk, ale to představuje asi jen 10 až 15 procent z ceny. Distribuční náklady činí 45 %, ale například internetový obchod Amazon požaduje 35 %, takže to není tak velká úspora.“ Očekávání, že knihy tedy budou stát například jednu sms, jak v diskusi také zaznělo, nejsou příliš reálné.

Konec knihkupectví

Doba, kdy si knihu budeme moci stáhnout přes internet, je zřejmě neodvratná a knihkupectvím tedy možná pomalu zvoní hrana. „Myslím, že jsou stále lidé, kteří dávají přednost tištěné knize v její grafické podobě než textu na internetu. Kniha má stále své kouzlo především pro starší generaci,“ zaznělo z pléna. Mladí lidé však knihy přístupné po internetu s napětím očekávají. „Dnešní studenti jsou zvyklí čerpat informace z celého světa a možnost stáhnout si knihu, kterou ke studiu potřebují, určitě uvítají,“ nechal se slyšet zástupce studentů. „Vím o autorech, mezi jinými například Milan Kundera, kteří s elektronickou verzí své knihy nikdy souhlasit nebudou, protože ctí knihu pouze v její tradiční podobě,“ dodal Jiří Srstka. „Myslím si, že tištěná i elektronická kniha mohou spolu koexistovat“ ukončil diskusi Petr Borkovec. Jestli tomu tak skutečně bude, to ukáže až čas. JaM

MEZINÁRODNÍ CENY ZA DĚTSKOU LITERATURU

V letošním roce se na veletrhu představují tituly oceněné hned ve dvou prestižních mezinárodních soutěžích, které udělují ceny za literaturu pro děti. Jsou to Cena Astrid Lindgrenové a Cena BolognaRagazzi.

Cena Astrid Lindgrenové

Astrid Lindgren Memorial Award (ALMA)

Největší světová cena za dětskou literaturu

„Dítě si samo i prostřednictvím knihy vytváří někde ve skrytém koutu své duše vlastní představy. Je to lepší, než cokoli jiného. Tyto tak krásné obrazy jsou pro všechny tak potřebné“ A. Lindgrenová

Na počest nejslavnější švédské spisovatelky Astrid Lindgrenové a na podporu a propagaci dětských knížek založila švédská vláda v roce 2002 mezinárodní cenu, která se během krátké doby stala jednou z nejvýznamnějších mezinárodních ocenění za dětskou literaturu. Cena Astrid Lindgrenové je každoročně udělována autorům, ilus-

trátorům i organizátorům dalších aktivit na podporu dětského čtenářství, bez ohledu na jejich jazyk či národnost.

Je největší literární cenou za dětskou literaturu ve světě a její laureát získává 5 miliónů švédských korun (540 000 EUR). Ocenění je určeno žijícímu umělci za celoživotní dílo, jež musí být vysoké umělecké hodnoty a musí obsahovat hluboký humanistický přístup odpovídající poslání díla Astrid Lindgrenové.

Cílem udílení ceny je posílení a povzbuzení zájmu o literaturu pro děti a mládež na celém světě, posláním ceny je i posílení práv dětí v globálním měřítku. Vítěz je vybírán mezinárodní komisí, jež je ustavena na základě dílčích národních nominací.



Cena BolognaRagazzi

BolognaRagazzi Award
Vítězná a nominovaná
knihy 2000–2010

Poprvé byla tato mezinárodní cena udělena v roce 1966 nejlepším knihám pro děti a mládež za grafický design a redakční počin.

Cena je každoročně udělována za nejlepší beletristické dílo (Non-Fiction), literaturu faktu (Fiction) a v rámci tzv. kategorie „nových horizontů“ (New Horizons), která je věnována především dílům z arabských zemí, Latinské Ameriky, Ásie a Afriky. K těm ještě přibýlo další hodnocení pro nejlepší prvotiny (Opera Prima) – určené

dílům nových a mladých autorů a ilustrátorů. Napomáhá tak k jejich objevení a nakladatelům při vyhledávání talentů.

Cena BolognaRagazzi je jednou z nejprestižnějších, neboť nakladatelé do soutěže zasílají své nejlepší knihy, a tím je zaručena výjimečná kvalita kandidátů a jejich prací.

Vítězná kniha získává značnou publicitu na mezinárodní úrovni a ocenění autoři či výtvarníci se těší velké pozornosti odborné i laické veřejnosti nejen v rámci každoročně konaného Mezinárodního veletrhu dětské knihy v italské Bologni – Bologna Children's Book Fair. JaCh

SLOVNÍK ROKU 2010

Dnes 14. 5. 2010 ve 13.00 – Literární sál (levé křídlo)

Slavnostní vyhlášení výsledků a předání cen 17. ročníku soutěže pořádané Jednotou tlumočnicků a překladatelů.

Publikace JTP pro diváky zdarma.

Všechny slovníky a encyklopedie, přihlášené do soutěže, jsou vystaveny v expozici „Slovník roku“ ve foyer levého křídla.



www.jtpunion.org

16th Annual Book World Declared Open

On Thursday, 13th May, Poland's minister of culture and national heritage Bogdan Zdrojewski officially opened Book World Prague – 16th International Book Fair and Literary Festival, by the symbolic cutting of a ribbon.

The opening ceremony got off to a jazzy start, courtesy of Tomáš Liška's jazz Trio. Then it was the Czech minister of culture Václav Riedlbauch's turn to take the floor. "Holding a beautiful book in one's hands is a joy in itself and doubly so if it has got meaningful content," he said. In his address he also emphasised the significance of Polish culture and literature. Among the thirty-four countries represented this year, Poland enjoys the status of a guest of honour. Minister Riedlbauch continued: "I am truly glad that this year's accent is on Poland, as Polish culture is great, it is exemplary. Alongside Slovakia, Poland is not only our closest neighbour, but we also enjoy linguistic and cultural closeness in a situation of absolutely above-average relations."

The close ties between Polish and Czech culture were in turn, the close also stressed by Poland's minister of culture and national heritage Bogdan



Zdrojewski. He expressed his satisfaction that this year's Book World will welcome, among other, the poetess and Nobel Prize laureate Wisława Szymborska. Other speakers included City of Prague's culture councillor Ondřej Pecha and director of the Polish Institute in Prague Maciej Szyma-

nowski, who expressed his gratitude "that Poland could partake in this great feast of books". Visitors were also welcomed by the book fair's director Dana Kalinová, who, together with the Polish minister, declared the book fair opened.

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Pantomime Opened Polish National Stand

Poland, guest of honour of this year's international book fair and literary festival Book World Prague, opened its display in the Central Hall on Thursday morning. For the opening ceremony, the organisers chose the universal language of pantomime. Actors from Wrocław's Teatr Formy mimed a performance entitled Circles of Memory, based on the work of the Polish romantic poet Cyprian Norwid. The audience was then addressed by Grzegorz Gauden, director of The Book Institute from Krakow. "The performance showed us one possible form of the author – publishers relationship," he said with slight exaggeration, "but we at the Institute try our best to ensure that the relationship between authors and publishers runs very smoothly." The Institute also supports the publishing of translations of Polish authors abroad, and some eight hundred Polish titles have been published in various countries around the world in the past decade. The Czech translations are featured at the Polish National Stand.

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ARE BOOKS IN DANGER OF ELECTRONIC DEMISE?

Panel discussion on the topic of Books versus/and Online World came as a splash to the otherwise calm book waters. The future of printed books is a delicate topic relating to readers, authors, publishers and booksellers alike. The time of ebooks and the downloading of books from the internet has come.

Internet as a phenomenon has enjoyed astonishing success in recent years. This has, of course, also affected the world of books and, combined with the dynamic development of electronic media, it might well be spelling the "death" of books as we know them. Or are we being too pessimistic? Representatives of Google, the initiators of yesterday's panel discussion, claim that their entry to the market will not jeopardise printed books. Publishers, however, argue back, saying that this is only temporary and that there are other companies lurking behind, hoping

to exact electronic rule over the world of books. Everything seems to suggest that the struggle for books and readers using 21st century's weapons has already begun.

Google Books

"We want to provide access to books from around the world to all the people," Santiago de la Mora, who came to introduce the Google Books project, said at the start of the discussion. The project elicited antagonistic reactions from booksellers and publishers. Worries regarding the possible downloading of books from

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Romani Literature Is Alive

One of the main topics of this year's book fair is Intercultural Understanding through Literature. In the field of domestic book culture this would obviously suggest establishing closer ties with Romani literature. We live right next to it, but do we really know it?

Book World offers us a look at the world of Romani literature, a chance to acquaint ourselves with interesting authors, and learn about qualified sources of further information on the Romani past and present. The cultural world of the Romani is highly variegated, but today's society seems to be closing its eyes on it. Let us try and open them.

Magazine as the Basis

History teaches us about the importance of magazines mapping a nation's culture and events and the role they play in a nation's feeling of unity. The Romani have such magazine. Its name is Romano djaniben, it is published by a namesake civic association and it is the sole professional periodical publication in the Czech Republic focusing on the Romani language, history and culture. The magazine's rich content offers expert articles from many arts fields, as well as works by Romani writers, reviews and short annotations of Romani studies literature. These are accompanied by popularising articles, making the magazine a source of information for the general Romani public. The magazine is published since 1994 – two issues per year since 2002 – every issue containing 250 pages. After the tragic demise of the magazine's founder Milena Hübschmannová, who was also the founder of Romani studies at the Charles University, Peter Wagner became the magazine's editor-in-chief, followed last year by Jana Kramářová and Eva Zdařilová. Under this management the magazine attempts to be featured on the list of reviewed periodicals, operated by the Science and Research Council.

Message to New Generations

Naturally, Romano djaniben magazine is not the only representative of Romani literary efforts worth mentioning. Between 2008–2009 several other interesting projects arose from the Sinti and Romani Holocaust project. One of them is the translation of a catalogue entitled Nazi Genocide of Sinti and Romani, coming complete with didactic material for the teaching

of the Romani Holocaust topic at secondary and primary schools. These materials should not only remind us of the past, they should also encourage debate among today's generation of young people about the current problems with xenophobia and racism. The Romani Culture Museum, celebrating its 20th anniversary next year, has set itself the same task. "We are a space for encounters between cultures. We preserve records of Romani history as part of the European heritage. We educate the young generation towards tolerance and intercultural thinking. We play our part in the fight against xenophobia and racism. We open paths leading to the roots of the Romani identity. We do all this to achieve mutual understanding. For the dialogue between cultures. For ourselves," declares the Museum in its mission and its activities testify to the same. The Museum assembles collections documenting Romani culture and history, displaying these to the general public in a permanent exhibition in two halls, accompanied by numerous short-term exhibitions. The institution also partakes in the Romani cultural life with numerous other projects, such as lectures, open days, book and CD launches, etc. It also organises children's programmes in its club and offers Romani language lessons. A small sample of the Museum's manifold activities will also be presented at Book World, for the very first time this year. Its stand will feature books by Romani authors as well as books focusing on Romani history and culture, together with audio records of authors' readings, interviews and renditions of various works.

Romani Studies at Focal Point

For nineteen years now, everybody who is interested in the history, culture and life of the Romani has his or her interests catered for by the Arts Department of the Prague Charles University. It offers a Romani studies seminar as a workplace centring both on education and research. The key departure point of all seminar's employees and students is linguistics and active knowledge of the Romani lan-

guage. However, the scope of the Romani studies seminar is very wide-ranging: it aims to elucidate the anthropological, historical, political, religious, folklore, literary and other elements of the Romani culture and to interconnect knowledge achieved by these individual fields. Czech Romani studies count among the best in the world and of the eight international linguistic conferences focusing on the Romani language held so far, two were organised by Charles University's Arts Department. It should be noted, of course, that Romani studies do not thrive only at the Czech academic ground; it also has its active adherents abroad. The International Romani Writers' Association, for example, has made its outstanding contribution to the enhancement of the Romani culture, namely literature, with its Romani Library project. Its aim is to support and promote contemporary Romani works. The total number of the Romani people living in EU's member and candidate states exceeds six and a half million. Four and a half million of these actively speak some form of the Romani language. This represents a strong enough basis for the preservation of history and the creation of a cultural future.

Stars at the Book Fair

Besides opportunities to learn more about Romani culture, this year's Book World offers the unique chance to meet some of its authors. One of these interesting encounters, taking place on Saturday, will involve painter and writer Ceija Stojka, who has recently been awarded honorary professorship and who is the main star of the Romani section within the book fair's Intercultural Understanding through Literature section. Another interesting Romani author at the book fair is the Finnish author, poet and screenwriter Veijo Baltzar. His works manifest pride and solidarity with the Romani community. His first novel, The Burning Road, became a sensation, and his successive works also aroused much interest. Come see these authors in person and let them speak for themselves. When you leave, perhaps you will find yourself being drawn to Romani literature on a rather long-term basis.

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Jan Těsnohlídek jr.

AWARDED THE 2010 JIŘÍ ORTEN PRIZE

On May 13th 2010 a ceremonial soiree at the Book World book fair saw the 2010 Jiří Orten Prize winner being chosen from the three nominated authors: Jan Němec – *Four Hand Game*, Jan Těsnohlídek jr. – *Violence without Prejudice* and Kateřina Tučková – *Gerta Schnirch Banished*.

The laureate is Jan Těsnohlídek jr. for his poetry collection entitled *Violence without Prejudice (Násilí bez předsudků)*. The expert jury (Petr A. Bilek, Petra Hůlová, Jindřich Jůzl, Pavel Kosatík and Jiří Peňás) nominated him "for a generation's poetic testimony of revolt at a time when reasons for revolt are not readily found".

Jan Těsnohlídek jr. (*1987) was born on April 11th, 1987, in Havlíčkův Brod. He spent most of his life in Krucemburk, a township near Žďár nad Sázavou, and started writing while a grammar school student in Hlinsko. He was awarded in numerous literary competitions (Orten's Kutná Hora 2005–2008, Václav Hrabě's Hořovice 2006, 2008). Having concluded his secondary-school education he worked in the Vysočina bookstore in Havlíčkův Brod and later moved to



Prague. His poems were published in HOST, Tvar and Psí vino. His *Violence without Prejudice* was first published in 2009 as part of the Stůl series. The second edition was brought out the very same year by Petr Štengl publishers as the first title of the Pop series.

Since 2009 the Jiří Orten Prize for young authors up to 30 years of age is organised by the Association of Czech Booksellers and Publishers. The award's partner is the City of Prague and this year it has also received financial support from Czech Republic's Ministry of Culture. JCh

Word's Struggle with Image

The fighting title belonged to an interesting debate, attended by Krzysztof Koehler, Polish poet, literary critic, Warsaw University professor and since 2006 director of the Polish public service TV channel TVP Kultura.

His debating partner was Czech journalist and since 2009 head of the Czech Television's current affairs cultural department Petr Fischer. The Polish guest began by introducing the project of the Polish television's cultural channel. It was established in 2006, modelled after both ARTE and the Russian Kultura channel. The Polish channel focusing on culture broadcasts 19 hours a day and its scope is very wide – from classic culture, through alternative, all the way to the unofficial expressions of the cultural scene. The channel is financed from revenue coming from advertisements broadcasted by the Polish public service television. Petr Fischer added that such television channel is still something of an exception in the European context. Poland enjoys the advantage of a relatively strong market (more than 4x bigger than in the Czech Republic), facilitating such projects. Krzysztof Koehler admitted that his channel does not attract too many

viewers, but on the other hand it boasts relatively high viewer satisfaction.

The second part of the debate centred on the issue of television rendition of literary topics. While a televised performance or the coverage of a music or drama event is relatively easy to approach, approximating something as static as a book and something as private as a reader's experience somehow stands in opposition to the very fundamentals of the language of television. What is more, TV channels are often pressed by their editors towards quick editing (reminiscent of the editing of music videos) and attractiveness of portrayed topics, which often borders on prioritising showbiz news. According to Petr Fischer it would be inconceivable in today's Czech Republic, and probably also in Poland, to use such television reports as he had seen on American television channels and even in Germany, when for example a fresh win-

ner of a literary competition was given three minutes in the main news programme to read very statically, in a softly lit interior, excerpts from his work.

So how can quality culture be presented on television? By finding attractive and original approach to the story. In the field of literature, Czech Television is quite successful in achieving this in its "333" magazine. Polish TVP Kultura, on the other hand, enjoys more programming possibilities. It features, for example, "The Poets' Magazine", a programme dedicated solely to poets, no matter what their presentation abilities are – the programme is actually based on their authenticity. TVP Kultura has also established the genre of a "book video", wherein a book is introduced through the use of animated images.

Both Krzysztof Koehler and Petr Fischer finally agreed that presenting literature on television is a marathon task and an everyday struggle with the main editors, who succumb to the pressure for the largest possible audiences of their news programmes.

Raš



2009 Map of the Year

The Book World book fair has become a traditional venue for the Map of the Year award ceremony. Authors and representatives of publishers of the best cartographic publications met in the Literary Theatre to choose the winners from a total of 107 products entered by 20 publishers.

- In the Atlases, Map Sets and Editions Category, the **Elections Atlas – Olomouc Region Municipal Council 2000, 2004 and 2008** came out victorious, published by Palacký University Olomouc.
- **Berounka Waterway Map 1 : 50 000** published by Kartografie Praha won in the Individual Cartography Work category.
- **Olomouc Safety Map** by Lucie Burianová from the Olomouc Palacký University dominated in the category of Student Cartography Work.
- The jury also awarded two special prizes, one to **Stiefel Eurocart** for its long-term and high-quality production of cartographic works for schools, and one to **Trasa publishers** for its dedicated publishing of the quality set of Czech Tourist Club tourist maps 1 : 50 000.



Book World also introduces literature from more exotic countries such as Brazil, Japan, Saudi Arabia and South Korea, which are making their debut at the book fair.

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ARE BOOKS IN DANGER OF ELECTRONIC DEMISE?

the internet were among those most frequently voiced, together with the fear that this could result in a fall in production of printed books.

„Our critics are afraid that Google Books will replace printed word, but I am sure that this service will actually help people around the world discover books,” says Santiago de la Mora in defence of the project and reacts to the claim that Google Books offer to download entire books. “When you enter a query in the search window, you will access the title and a limited excerpt from the book, not the full-length text. The service will also inform you where you can buy or rent the book, so it actually helps booksellers and publishers.” Google acquires books for digitization from two sources: its partners, usually publishers, who provide it with books, and also from large libraries. “Books that could formerly be accessed only at a given library are now available to everyone within the reach of the internet,” Santiago stresses the advantages of the project. This fact was appreciated by the attending representatives of Czech booksellers and publishers, who had at the same time, however, expressed doubts as to how secure digitized books actually are. Full-length texts are at Google's disposal. Can it protect them?

Pirates Attack

“We should learn from the course of events in the music industry, where digitized works are regularly downloaded from the internet by pirates,” says chairman of the Association of Czech

Booksellers and Publishers Vladimír Pistorius. “As soon as the price of ebooks drops, it will only be a question of time when people start downloading books at will,” Jiří Srstka from the Dilia agency added. “There are many ways to download books and at the moment there are no means of preventing it. We can only make it more difficult,” Zdeněk Jaroš from Grada publishers concludes. This results in the threat of publishers losing their money in the future, just like their musical counterparts had in the past. “It is necessary to come up with a system of how to offer digital-version books to readers. Time is almost up,” says Jiří Srstka.

Rights and Prices

“The sharing of literature via the internet can be beneficial, but certain conditions must be respected, especially copyright,” poet, translator and essayist Petr Borkovec said in reference to yet another potential obstacle in the way of digitized books. The rights to individual titles can be very complicated. Rights to a single book are often the property of several people, including e.g. author, translator, and graphic designer. All these right-owners should express their consent with the publication of the book on the internet. This is not only difficult from the legal point of view, it also influences the final price of the electronic book. And the price of books available from the internet was another topic of discussion. “Many people think that electronic books should be cheaper than their printed versions, as there are no printing and

distribution costs involved, but that is not the case,” Vladimír Pistorius says. “Yes, there are no printing costs, but these only amount to some 10 to 15 percent of the price. The distribution costs are 45 %, but for example the online store Amazon asks for 35 %, so not much is saved.” All those expecting books to cost e.g. an equivalent of the price of a single text message – an opinion also expressed in the discussion – will probably be disappointed.

The End of Bookstores

The time when books will be available to easily download over the internet is probably imminent and bookstores may soon start slowly abandoning their positions. “I believe there are still people who prefer printed books, graphically designed, to an internet text. Books still retain their charm, especially for the older generation,” a member of the audience said. Young people, however, eagerly await books over the internet. “Today's students are used to getting their information from all around the world and they will surely welcome any opportunity to download a book they can use in their studies,” a student representative commented. “I know authors, including, for example, Milan Kundera, who will never consent to the electronic version of their book, as they only honour books in their traditional form,” Jiří Srstka added. “I think that printed and electronic books can co-exist,” Petr Borkovec concluded the debate. Time will show whether he is right.

JaM

INTERNATIONAL AWARDS FOR CHILDREN'S LITERATURE

This year's Book World introduces books awarded in two prestigious international competitions that present children's literature awards – the Astrid Lindgren award and the BolognaRagazzi award.

Astrid Lindgren Memorial Award (ALMA)

The greatest prize for children's literature

“Children themselves, also with the help of books, develop somewhere in the hidden corners of their souls their own imagination. This is better than anything else. These images, so beautiful, are so important for all of us.” A. Lindgren

In honour of Sweden's best-loved writer Astrid Lindgren and in support and promotion of children's books, in 2002 the Swedish government established an international award that soon became one of the most respected international children's awards. Every year the Astrid Lindgren Memorial Award is presented to authors, illustrators and organisers of

various other activities in support of children's reading, irrespective of their language or nationality.

It represents the most influential children's literature award worldwide, its winner receiving 5 million Swedish crowns (EUR 540 000). The award is aimed at living artists for their lifelong achievement that would display supreme artistic qualities and deeply humane appeal, accord with the message of Astrid Lindgren's work.

The objective of the award is to enhance and strengthen interest in literature for children and young people around the globe, while at the same time globally supporting children's rights. The winner is selected by an international committee, its members being nominated nationally.



BolognaRagazzi Award

Winning and shortlisted books 2000-2010

This international award was presented for the first time in 1966 to best books for children and young people for graphic design and publishing achievement.

Every year the prize is awarded in the best non-fiction, fiction and “New Horizons” category, which focuses chiefly on works from Arab countries, Latin America, Asia and Africa. These have been supplemented by another award for best debuts – Opera Prima –

works by new and young authors and illustrators, helping readers and publishers discover emerging talents.

The BolognaRagazzi Award counts among the most prestigious, as publishers submit their very best books, ensuring outstanding quality of candidates and their works.

The winning books receive good media coverage on the international level and winning authors and artists enjoy the attention of both professional and general public, not least within the framework of Bologna's annual Children's Book Fair. JaCh