

Iran Participated in the 16th Vienna International Book Fair 2016

Participating in the 16th Vienna International Book Fair (Nov. 9-13, 2016) marked the fourth time that the ICFI was attending the event.

Iranian publishers displayed titles in different categories like religion, history, science, Iranian studies, calligraphy, fiction, story collections from Shahnameh, Persian language learning, art and music that received a warm welcome. Aided by the cultural attaché of Iran in Vienna, the ICFI organized a stand of 50 sq. m. The stand was divided into five main sections under the subjects Written Works, Calligraphy and Illumination, Music, Periodicals, and Handicrafts.

In the section allocated to the written works, in addition to introduction of the TIBF, a considerable number of Persian books translated into other languages or books about Iran were displayed. One of these books was *Guide culturelle de l'Iran* in French. Written by Dr. Patrick Ringenberg from Switzerland, the book is published by Rozaneh.

In the Islamic Art section, two Iranian artists presented some artworks in calligraphy and illumination.

The section allocated to music was an attempt to present the music of Iran to the people of Europe. To realize this, a collection of exquisite works was gathered and presented to the visitors.

In the Periodicals section, Iranian magazines and journals were showcased. This section also hosted periodicals published by non-Iranian immigrants especially Afghans. These journals were interesting for Austrians particularly for the intellectuals as well as the human right societies.

Attending the Iranian stand in person, the director of the Vienna International Book Fair asked Iran for the necessary arrangements so that Austria would be the Guest of Honor in the TIBF. Follow-up meetings are to be held at embassy levels to realize the request.

A ceremony of Iran's Day was held in the Vienna International Book Fair on Nov. 12, 2016. Dr. Ebadollah Molaie, the Iranian Ambassador in Austria, Dr. Gholamali Rajabi Yazdi, the Iranian Ambassador in Hungary, Dr. Mohammadreza Vasfi, the Iranian cultural attaché in Vienna, Austrian minister of foreign affairs' cultural deputy, some Austrian publishers, Iranian stand organizers, and many Iranian visitors attended the event. On the very day, Christian Kern, Chancellor of Austria,

as the highest political authority in this country, attended the book fair to visit some of the stands. He also gave a visit to the Iranian stand.

Ebadollah Molaei welcomed him and they had a brief conversation about the stand. Then an exquisite copy of Hafiz's Divan and *Guide culturel de l'Iran* was offered to him as a gift.

In this ceremony, an MoU was signed between the TIBF and the Vienna International Book Fair. A free stand exchange policy of ۱۸ sq. m. was among the most important provisions of this MoU.

Unveiling and introducing a few books from Iranian publishers in the presence of the ambassador and cultural attaché was among other events in the Iran's Day.

The book fair ended its run on Nov. ۱۳, ۲۰۱۶. In a closing ceremony, some ۵۰ persons attended a consulting meeting in order to develop the cultural, artistic and media activities of Iran in Austria and Europe.