

## **Islamic Republic of Iran as the Guest of Honor in the 61<sup>st</sup> Belgrade Book Fair 2016**

Iran attended this edition of the book fair as the guest of honor in a stand area of 300 sq. m. Many programmes and activities were included in the event some of which are as follows.

### **50 Illustrations from 50 Illustrators**

Through a public call, artworks from interested illustrators were collected and eventually 50 illustrations from 50 illustrators were selected by the referees from the Iranian Illustrators Society to be showcased in the book fair. In addition, two illustrators awarded both Iranian and international honors were selected to attend the event. Due to the final decision of the referees, Sahar Khorasani and Raheleh Barkhordari were selected for this attendance.

### **Attendance of the Writers**

Five Iranian writers of renown attended the stand:

- Farhad Hassanzadeh, a writer for children and young adults, who is a nominee for the Astrid Lindgren Memorial Award 2017 and a nominee for the Hans Christian Andersen Award 2018;
- Mostafa Mastour, the well-known writer, whose book *Kiss the God's Face* has been a best seller for 15 years and translated into many languages in different countries;
- Ali Asghar Mohammadkhani, as the Cultural Deputy of the Shahre Ketab (City of Book) institute, who had been working on the matter of mutual translation of Persian and Serbian literature months before the book fair began;
- Mozghan Sheikhi, the writer of more than 150 books and the winner of Book of the Year Award;
- Nasim Marashi who is the winner of Jalal Al-e Ahmad Literary Awards.

### **Introducing the Best of Printing Industry**

The best of printing industry from the 15<sup>th</sup> and 16<sup>th</sup> National Printing Industry Competitions were introduced in the stand. Among the most outstanding works presented were the Baysonghori Quran, a selection of exquisite copies of Quran from Astan Quds Razavi, the book from Tahrān to Tehran, and a selection of Farshchian's artworks.

### **Book Presentation**

Titles showcased in the stand can be categorized into the following groups:

- Eighty bilingual books in the field of Iranian studies accompanied by a brochure giving a short introduction to each book in English
- Two hundred titles of the newly published books for children and young adults

- Introducing 60 outstanding children and young adults' writers in the form of an English brochure in collaboration with the Iranian Association of Writers for Children and Youth
- 250 selected titles in the contemporary literature of Iran accompanied by a brochure giving a short introduction to each book in English
- Introduction of the titles selected by domestic and/or international book awards and festivals including Book of the Year Award
- Introducing those children and young adults' books that won international awards
- Introducing Iranian titles whose rights are sold to other countries such as France, Malaysia, Italy, South Korea, Japan, China, Norway, Hong Kong, Poland, Thailand, Taiwan, Turkey, Denmark, Palestine and India
- Introducing cinema-related books which was presented in three categories: (i) books illustrating portraits of movie artists, (ii) history of Iranian cinema, and (iii) novels adapted for movie making

Another activity by the Iranian stand was to introduce the TIBF as the greatest cultural event in Iran. Therefore, a brochure in English and Serbian was given away that contained basic information about that TIBF and the ICIF as the organizer of the event. Also the publishing industry of Iran was introduced in a brochure "A glance through the publishing industry of Iran." In a separate brochure in English, "Statistics of Book Publishing in Iran" the status of the industry was presented.

### **Holding Specialized Forums and Meetings**

Many forums and meetings were held both inside the book fair and outside it in academic places of Serbia:

- Unveiling the Serbian translation of the Encyclopedia of Islam and Iran: Dynamics of Culture and the Living Civilization by Ali Akbar Velayati
- A forum on the children and young adults' literature attended by Farhad Hassanzadeh and Mozhgan Sheikhi
- A meeting between Iranian and Serbian writers for children and young adults
- A meeting between Iranian and Serbian novel writers
- Unveiling a Persian language learning book titled "Hello, Persian."
- Literature of Resistance for children and young adults

- From Experience to Story, attended by Farhad Hassanzadeh (Linguistic Faculty of Belgrade)
- The Writer's Job: why do we write? attended by Mostafa Mastour (Linguistic Faculty of Belgrade)
- The Experience of Writing an Iranian Novel, attended by Nasim Marashi (John Naisbitt University)
- An art workshop by Iranian professors in the Belgrade University
- Unveiling the periodical "Nour" in Serbian language
- Unveiling the book "Iran: a surprising world of beauty and variety" in Serbian language
- Opening the Iranian Cinema Week in Jugoslovenska Kinoteka in Belgrade attended by Nargess Abyar
- Story telling based on Shahnameh by Abolfazl Varmazyar
- Story telling based on Iranian folklore for children and young adults
- Illustration workshops
- Signing an MoU between the TIBF and Belgrade Book Fair
- Introducing the translation grant for Translation of Iranian Books

## Participants

Publishers participating in the book fair were Alhoda International Publishing Group, Allameh Tabataba'i University, Holy Defense Publishers Association, Al-Mustafa International University, Hafez International Publication, Institute for the Intellectual Development of Children and Young Adults, Elmi Farhangi Publishing Co., and Saadi Foundation.