

Jaipur BookMark set to bring together publishing professionals from South Asia and across the world for a three day event

- *The first Jaipur BookMark will take place 18 – 20 January 2014, at Narain Niwas Palace, Jaipur*
- *The new initiative will help develop and promote the Indian publishing industry*

New Delhi, December 24, 2013: An exciting new forum bringing together publishers, agents, rights holders and literary content producers, has been launched by Teamwork Arts. The Jaipur BookMark born of huge interest shown by the international publishing industry in the Jaipur Literature Festival, will run in parallel to the main festival at the sunny lawns of nearby Narain Niwas Palace.

To be held between 18 – 20 January 2014, the three day conference will host six sessions, each looking at different aspects of the publishing industry, from self-publishing to e-books, digital content to distribution.

An extended networking lunch with scope for meeting and personal interaction will be followed by sessions, panels and talks by prominent publishing figures. There will be a cocktail reception in the evenings, which will provide further opportunities to circulate and interact. It is expected that the Jaipur BookMark will bring together 100 key publishing professionals in its first edition.

Norway will be the official country partner for Jaipur BookMark 2014, which will be supported by NORLA, (Norwegian Fiction and Non-Fiction Abroad). NORLA is a government-funded, non-commercial foundation which promotes Norwegian literature to other countries.

The publishing industry in India is counted among the top seven in the world, and ranks third after the US and the UK in the English language sector. India is also a major outsourcing hub for print and pre-publishing services in the world, be it print, design or editorial. Unlike other territories, India is one of the few major markets that is still experiencing growth in both print and digital publishing.

Over three days, the Jaipur BookMark will be assessing the role of industry giants and game-changers, hosting roundtable discussions on the challenges the industry faces in a constantly changing market.

Namita Gokhale, author and Co-Director of the Jaipur Literature Festival who helped conceive and programme the event says, “The Jaipur BookMark venue is a natural progression of the interest shown in the annual publishing sessions at Jaipur. This is a modest beginning and I am

convinced that it will provide a welcome and much-needed haven for informal interactions within the publishing industry.”

Ms Margit Walsø, Director, Norla, said, “NORLA, together with the Norwegian Embassy, is very excited to take part in the new initiative- Jaipur BookMark. We are very grateful for this unique chance to take part in a very important venue for literature, translation and publishing at the Jaipur Literature Festival. We look forward to exploring more possibilities for Norwegian literature in India through this partnership, and welcome everyone to meet us at the BookMark.”

Neeta Gupta, Publisher at Yatra Books, who also helped organise the event, adds, "Every year the Jaipur Literature Festival draws not just book lovers, but also publishers, international agents and other trade professionals from across the world. Jaipur BookMark is our way of recognising Jaipur's place in the global publishing map."

Sanjoy K. Roy of Teamwork Arts says, “Teamwork Arts is proud to present the first edition of the Jaipur BookMark. There is huge interest shown in the Jaipur Literature Festival, by the publishing industry in India and abroad. This event will help further the industry at a time when the literary world’s focus is on Jaipur.”

Registration for the Jaipur BookMark is now open at <http://jaipurliteraturefestival.org>

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About The Jaipur Literature Festival

The Jaipur Literature Festival is the world’s largest free literary festival, celebrating national and international writers, and encompassing a range of interests including film, music and theatre. The festival has already hosted some of the best-known national and international writers including Orhan Pamuk, J.M. Coetzee, John Berendt, Kiran Desai, Christopher Hampton, Ian McEwan, Vikram Seth, Wole Soyinka, Salman Rushdie, Pico Iyer, Simon Schama, Thomas Keneally, Hanif Kureishi, Vikram Chandra, Anoushka Shankar, Michael Frayn, Stephen Frears, Alexander McCall Smith, Donna Tartt, Tina Brown, Shashi Tharoor, Mohammed Hanif, Paul Zacharia, among many others. The Directors of the Jaipur Literature Festival are William Dalrymple and Namita Gokhale and the festival is produced by Sanjoy K. Roy and Sheuli Sethi of Teamwork Arts.

Website: <http://www.jaipurliteraturefestival.org>

About Teamwork Arts

The Indian arts management company, for India and the world. The arts of India are unrivalled in their depth, diversity and mystery. To showcase this work to diverse audiences requires a deep understanding of our arts, an acute sense of relevance in programming, and an unflinching attention to organizational detail. Above all, respect and love for the artist.

For over 24 years, Teamwork has presented the finest of Indian performers, writers and visual artists to the world and our very own loved nation. Every year, we produce 21 performing arts, visual arts and literary festivals in 11 countries, including Australia, Canada, Egypt, France, Germany, Hong Kong, Italy, Israel, Singapore, South Africa, Spain and USA.

Teamwork produces Asia's biggest literary gathering – the annual Jaipur Literature Festival – as well as the Hay Festival in Kerala. Going Solo International Theatre Festival, World Sacred Music Festival, Concert For Freedom, Mehrauli Fringe Festival, Food & Literature Festival as well as festivals in Sweden and Turkey are the new and upcoming festivals for 2013-2014.

Website: www.teamworkarts.com

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