



NORLA

Norwegian
Literature Abroad



Report

Norway as
Guest of Honor at
Warsaw Book Fair
2022



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Det er den draumen

Vinn

Introduction

Herein is presented a report to the board of NORLA and the financial donors to the Guest of Honor project. The report documents and assesses NORLA's work with the project and its outcomes in relation to the initiative's goals.

The project was financed by the Norwegian Ministry of Foreign Affairs and NORLA.

The Book Fair in Warsaw was held on May 26 – 29, 2022. The venue was Plac Defilad and the Palace of Culture and Science in Warsaw.

The book fair attracts a big public of readers, and the main purpose of the Norwegian Guest of Honor project was to use the opportunity to make the Norwegian authors and their translated books even better known by the readership in Poland. The open model of the Warsaw Book Fair is known to be focused on the audience. This distinguishes said book fair from other literary events that rather aim at the literary industry.

It was the biggest Polish literary event of the year and hosted more than 500 exhibitors from 13 countries, including Poland, Norway, and Ukraine, as well as Armenia, Belgium, Czech Republic, France, Germany, Hungary, Romania, Spain, Switzerland, and the UK. Visitors were invited to meet nearly 800 authors interviewed on several different stages, including 30 authors from Norway - this year's Guest of Honor at the Fair.

In total, over 1000 events took place during the four days - meetings on stages, in zones, within nine program blocks, and at exhibitors' stands.

As Guest of Honor at Warsaw Book Fair 2022, Norway's slogan was "The Dream We Carry", in Polish "Marzenie jest w nas". The slogan stems from and refers to Olav H. Hauge's beloved poem "Det er den draumen".



Palace of Culture and Science in Warsaw
Photo: Adrian Cuper, Akademia Fotografii

The literature program

Objectives

- 1 To increase the knowledge of and interest in literature from Norway
- 2 To create opportunities for the public to meet authors in all genres - and preferably purchase their books
- 3 To provide an experience for the authors which leaves them feeling that they have taken part in a well-founded and well-functioning book fair

In summary

Together with the Royal Norwegian Embassy in Warsaw, NORLA invited 30 authors to the Warsaw Book Fair 2022, where Norway was the Guest of Honor. Authors in all genres were invited. Almost all the invited authors were published in Polish. Most authors had one appearance in the literary program, while a few of them had two. Among the authors who travelled to Warsaw there was only one, whose books had not been published in Poland – Kjersti Anfinnsen. However, the rights to her books „De siste kjærtegn” (The Last Signs of Love) and „Øyeblikk for evigheten” (Moments for Eternity) were sold to Poland almost immediately after the appearance in the Norwegian tent during the book fair. Anfinnsen was also nominated to the European Union Prize for Literature 2022.

Norway participated on three stages: the fair's main stage, the Norwegian tent (both outdoors), as well as in the Marmurowa Hall in the Palace of Culture and Science. A bookshop was organized at the back end of the Norwegian tent. Around 2000 Norwegian books in Polish were sold there during the four days.

During the days of the fair, there were also a number of press meetings, interviews, and events organized by the Polish publishers. We had a brilliant collaboration with Polish translators, who almost always played the role of moderators for their respective authors¹.

Goal achievement

- 1 To increase the knowledge of and interest in literature from Norway

The attendance figures at the Norwegian events were generally good. All the authors seem to have had a positive impression. Based on the feedback and the planning, we can conclude that this goal has been achieved.

- 2 To create opportunities for the public to meet authors in all genres - and preferably purchase their books

There was great variety among both genders and genres when it comes to the invited authors. The authors had signings of their books, which were very popular among the audience. The sales numbers reported by the book shop confirm the increased interest of the public in the works of Norwegian authors. The goal has been achieved.

- 3 To provide an experience for the authors which leaves them feeling that they have taken part in a well-founded and well-functioning book fair

Based on the feedback, this objective has been achieved. We received responses from 19 authors, who all reported that their expectations were 100% met. According to the reports, they were able to perform 100% of what they had expected, they received sufficient follow-up along the way and thought their participation in the book fair was generally a positive experience. Additionally, everyone was satisfied with the location and the hotel facilities.

¹ More information about the translators' role as moderators can be found on page 6.



The Guest of Honor literary program was spread out over three stages. Here the stage in the Norwegian tent. From the left: Victoria Kielland, Karolina Drozdowska
Photo: Adrian Cuper, Akademia Fotografii



Stage at the Guest of Honor stand in the Marmurowa Hall. From the left: Pawel Urbanik, Karen Anne Buljo, Maria Sibinska, Biret Ristin Sara
Photo: Adrian Cuper, Akademia Fotografii



The Main Stage of Warsaw Book Fair 2022. From the left: Marcin Sawicki, Kaja Nordengen
Photo: Adrian Cuper, Akademia Fotografii

The translators' role in the literature program

Objectives

- 1 To engage in the program the translators who are passionate about the Norwegian language and literature
- 2 To present the meetings with the authors to the public in the best possible way
- 3 To make sure that the authors' impression is that they have been well taken care of and that their writing has received good traction in Poland

In summary

Almost all translators of the authors who traveled to the book fair were engaged in the literature program as moderators. This was a simple and effective model for engaging professional, committed and up-to-date translators as moderators.



Marie Aubert in conversation with Karolina Drozdowska, translator of Aubert's books into Polish.

From the left: Karolina Drozdowska, Marie Aubert
Photo: Michal Mitoraj, Akademia Fotografii

One of the most active translators, Karolina Drozdowska, and winner of NORLA's Translator's Award for 2021, was moderator for as many as eight events of the Guest of Honor literature program.

Goal achievement

- 1 The feedback from the moderators was generally good. Based on the feedback and the planning, we can conclude that this goal has been achieved.
- 2 There was great variation and breadth among both genders and genres. One moderator was disappointed that the events with Kaja Nordengen were in English (with an English-speaking journalist as moderator, i.e., NOT a translator from Norwegian), but this was an exception. Otherwise, the goal has been achieved.
- 3 As one moderator says: "I was in my element, it was so cool". And another one: "It was great fun to be able to talk to Norwegian authors, especially "my" J. L. Horst, T. Enger, K. Nordengen and K. Roskifte, and not least to the avid readers." or: "One of the coolest experiences ever, thank you!".

The only objections we received, which can be followed next time, concerned the venue of some of the meetings that were held in the Norwegian tent. Due to the weather, the temperature inside the tent at times was dropping below comfortable levels. It was also suggested that the moderators participating in many events in a row are provided with meals and drinks.

Conclusions

As a result of adopting this strategy, NORLA gained even better contact with the translators by engaging them as moderators for the meetings with "their" authors. It was shown that this is an effective model that makes it possible to deliver high-quality meetings moderated by knowledgeable and genuinely interested industry professionals.

Program for the literature industry in the Marmurowa Hall

Objectives

- 1 To strengthen the network between the Norwegian and Polish literature industry in a broad perspective, as well as to create a good meeting place for the literary people in both countries, also beyond pure rights sales
- 2 To contribute to strengthening the Norwegian translators' position by making them visible and allowing them to have an impact on the stage program

Having these objectives in mind, an industry program was organized on the stage in the Marmurowa Hall of the Palace of Culture, which was aimed at professional players such as translators, agents, publishers, authors, libraries, universities.

The purpose of the program was to create an arena for contact between the Norwegian and Polish literary industry, and to provide space for various actors to present themselves and their activities.

The contents of the program

► Libraries:

“Libraries across time: Director Anna Gruszecka from The Raczyński Library in Poznań and Head of Department Kjersti Eide Hatland from Bergen Library. Moderator: Paweł Urbanik”

This was a great way to connect some of the larger literature projects that are financed through the EEA funds with our host country project. The participants in the two projects benefited greatly from the meeting, and the library from Poznań traveled to Oslo and Bergen on a study visit after the book fair.

► Association work - translators:

1. “Translators United: Union work in Norway and Poland - a panel discussion with Rafał Lisowski and Anna Klingofer-Szostakowska from Polish Literary Translators Association (STL) and Beanca Halvorsen from The Norwegian Association of Literary Translators (NO). In English language”
2. “Translation for a living? Workshop on how to improve the conditions for translators. Organized by STL, NO and NORLA. In English language”

► Association work - authors:

“Literary policy and writer's conditions - a panel discussion between the Unions of Writers in Poland and Norway. Arne Vestbø from NFFO, Norway, and Anna Nasilowska and Zbigniew Zbikowski, The Polish Authors' Association”

These events served as exceptionally good meeting places and useful networking opportunities for both the Norwegian and Polish side.



Translators United: Union work in Norway and Poland – a panel discussion with the Polish Literary Translators Association and the Norwegian Association of Literary Translators. Photo: Adrian Cupér, Akademia Fotografii

► **Translator-controlled program:**

1. “Norwegian children's literature in Poland seen through the eyes of translators. A discussion with Katarzyna Tunkiel and Joanna Barbara Bernat. In cooperation with the Polish Section of IBBY”
2. “Hidden Treasures: Translators' recommendations of Norwegian authors”
3. “Common Memory and National Identity: A conversation between Pawel Urbanik, Karen Anne Buljo and Biret Ristin Sara. Moderator: Maria Sibinska”

Involving and making the translators visible was one of the objectives of the Guest of Honor initiative. We had an input round beforehand and received several good suggestions from translators that were incorporated into the program.

Letting the translators recommend Norwegian books in 2-3-minute presentations was a nice and simple way to highlight and involve the translators. Since there was also a Polish sub-agent in the hall in addition to the usual interested audience, this also became a useful sales arena.

All the active translators from Norwegian to Polish were offered travel support, about 20 in total. Some lived in Warsaw or nearby and arrived at the book fair without travel support. Just under half took advantage of the offer. The offer of travel support was greatly appreciated by those who took advantage of it, and for many it was crucial for them to be able to come.

► **Universities:**

1. „Beyond Ibsen and trolls: Norwegian literature and language at Polish universities.”

Several of the universities presented projects that take place within their Norwegian studies at Polish universities. This was a notable feature and a way to highlight the universities' activities. We can do something similar on other occasions. However, the organization of the event itself and the selection of projects can be more comprehensive and well thought out.

2. Crash course in Norwegian. Short courses of 15 minutes every hour throughout the whole duration of the book fair.

The courses were taught by three students from the University of Szczecin and were very well frequented by the audience. A total of 222 students divided into 22 courses participated. This was a very successful initiative, and we must certainly do something similar on another occasion. The students received compensation for their work. In addition, we had some expenses for posters and materials.



A glimpse from the event “Common Memory and National Identity”

From the left: Pawel Urbanik, Karen Anne Buljo, Maria Sibinska, Biret Ristin Sara

Photo: Adrian Cuper, Akademia Fotografii



Hidden Treasures: Translators recommending Norwegian authors not yet translated into Polish, to a very attentive audience.

From the left: Alicja Rose, Pawel Szkolut, Marta Petryk and Marta Dybula Östholm with NORLA's Dina Roll-Hansen.

Photo: Michal Mitoraj, Akademia Fotografii

Goal achievement

The program for the industry actors at the Marmurowa Hall was successful and the objectives were met.

The target group for parts of this stage program was as much those on stage as it was the audience. It was just as important to involve and link panelists and organizations in both countries together, as it was to attract a large audience. In addition, these program posts were consistently more popular than expected, and were well attended. They helped make the Norwegian program during the book fair in Warsaw rich, inclusive and helped to create a real meeting place for readers and literature professionals in both countries.

Conclusions

Involving industry professionals from Norway and Poland in the events gave us an opportunity to create a real meeting place for them. This made it possible to further promote not only the work of Norwegian authors in Poland, but also the work of translators, libraries, and universities. All those entities play their own important role in the promotion of literature. During the events, they provided their valuable input in the discussions about i.a. the conditions of writers and translators in both countries, the mission of libraries, as well as the presence of Norwegian literature at Polish universities. Representatives from the Norwegian and the Polish side exchanged knowledge, experiences, and ideas about possible improvements in the future.

Translators appointed to the Royal Norwegian Order of Merit

Under the book fair, ambassador of Norway to Poland Anders H. Eide appointed the committed translators Maria Sibinska, Maria Gołębiewska-Bijak and Iwona Zimnicka to commanders of the Royal Norwegian Order of Merit. This was followed by a celebratory event organized in the Norwegian Tent by the Royal Embassy of Norway in Poland.



Panel discussion on literary policy and writer's conditions between the Unions of Writers in Poland and Norway. On stage in Marmurowa Hall: Arne Vestbø (NFFO) and Anna Nasilowska and Zbigniew Zbikowski (The Polish Authors' Association)

Photo: Adrian Cuper, Akademia Fotografii



Ambassador Anders H. Eide appointed three commanders of the Royal Norwegian Order of Merit to three committed translators.

From the left: Iwona Zimnicka, Maria Sibinska, Maria Gołębiewska-Bijak, Anders H. Eide

Photo: Michal Mitoraj, Akademia Fotografii



A glimpse from the appointment ceremony.

From the left: Iwona Zimnicka, Anders H. Eide

Photo: Michal Mitoraj, Akademia Fotografii

The literary agents

The Norwegian literary agents were present at the book fair as part of the program. They were offered travel support to attend the book fair, as well as dedicated tables in the designated rights area in Marmurowa Hall.

As a follow-up to the agents' experience of the book fair in Warsaw, a Google Form was sent to the agents who had a table in the Marmurowa Hall:

- ▶ Ingvild Haugland Blatt and Anette Garpestad from Cappelen Damm Agency
- ▶ Anne Cathrine Eng from Gyldendal Agency
- ▶ Olivia Lasky from Northern Stories Literary Agency
- ▶ Even Råkil and Henrik Francke from Oslo Literary Agency
- ▶ Svein Størksen from Magikon
- ▶ Tonje Tornes and Grethe Kristensen from Egmont
- ▶ Hans Petter Bakketeig and Leyla Körner Øier from Stilton Literary Agency

We have received four responses that can be summarized as follows.

None of the literary agents had previously participated in the Warsaw Book Fair.

For three of the agents, the Norwegian role as Guest of Honor was decisive for their own participation in this year's edition of the book fair.

The most extensive feedback concerned the layout of the stand, the agents' sections, and its functionality. It was pointed out that the agents' section was not positioned favorably for holding drop-in meetings with Polish publishers, as it was a bit out of the way. The stand was placed by the Guest of Honor stage in the Marmurowa Hall, which made it too noisy at times.

Based on the received replies, the agents who submitted their feedback held 53 meetings altogether, of which 43 were new contacts.

Two of the agents who submitted their feedback have already sold rights. It has been pointed out that selling rights is a time-consuming process, and the result the book fair yielded in this field is

yet to be assessed. However, the agents experienced the opportunity of meeting Polish publishers and readers as a great chance, that – in their view – will eventually bring sales.

This has already been seen in the case of many authors who travelled to Warsaw for the fair. Among those authors are Kjersti Anfinnsen and Nina Lykke.

The agents appreciated the engagement of the Polish readership. It was noticed that genres like YA and self-help are particularly popular in Poland, unlike many other markets. As a result of the book fair, the agents are now considering attending other book fairs in Poland, e.g., Krakow Book Fair.



Agents' section at Warsaw Book Fair 2022

Photo: Michal Mitoraj, Akademia Fotografii



Agents' section at Warsaw Book Fair 2022

Photo: Michal Mitoraj, Akademia Fotografii

Conclusions and goal achievement

NORLA has received valuable feedback on the placement of the agent's section at the book fair. Several commented that the tables were slightly out of sight and that the acoustic conditions were difficult. The layout of the agents stand worked better for those who had planned their meetings with Polish publishers in advance. The visibility of the stand did not encourage drop-in visits, which was what some of the agents had hoped for. It should be however pointed out that the model of the Warsaw Book Fair was focused on the readership, and its main objective is to bring together readers and authors. This distinguishes the Warsaw Book Fair from other book fairs and similar events that are largely targeted at the professionals from the literary industry. It is thus likely that this model benefited the agents who had scheduled meetings with Polish publishers ahead of the fair, and not those who hoped for drop-in meetings.

However, the received comments pose an opportunity to reflect on and improve our future ideas when it comes to layouts of our stands. It is important that the infrastructure accommodates all the participants needs during book fairs and other literary events and that expectations are managed and clarified in the planning phase. The feedback received has been a learning opportunity and it allowed to draw conclusions as to how we would like to plan similar events in the future.



Agents' section at Warsaw Book Fair 2022

Photo: Michal Mitoraj, Akademia Fotografii

The Polish publishers

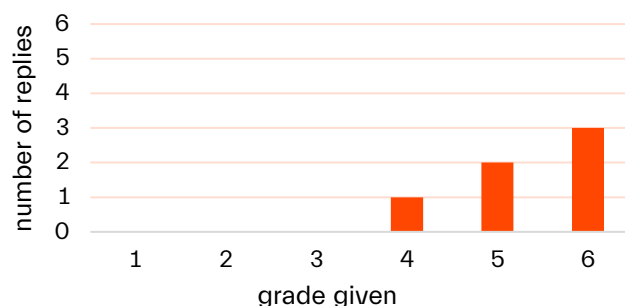
NORLA collaborated with many Polish publishers during the Warsaw Book Fair. As a follow-up a Google Form was sent out to the following publishers who had Norwegian authors in the literary program during the book fair:

- ▶ Anita Musiol from Wydawnictwo Pauza
- ▶ Fabian Cieslik from Wydawnictwo Marpress
- ▶ Hanna Antos from Wydawnictwo Karta
- ▶ Joanna Barbara Bernat from wydawnictwo dziwny pomysł
- ▶ Agata Loth-Ignaciuk from Wydawnictwo Druganoga
- ▶ Katarzyna Domanska from Wydawnictwo Dwie Siostry
- ▶ Maria Król from Wydawnictwo Znak
- ▶ Magdalena Nowicka from Wydawnictwo Centrala
- ▶ Katarzyna Rudzka from Wydawnictwo Marginesy
- ▶ Tomasz Kolodziejczak from Wydawnictwo Egmont
- ▶ Krzysztof Cieślik (Chris) from Wydawnictwo Artrage
- ▶ Paulina Surniak from Wydawnictwo Poznańskie

6 replies were submitted. The questions and received replies are as follows:

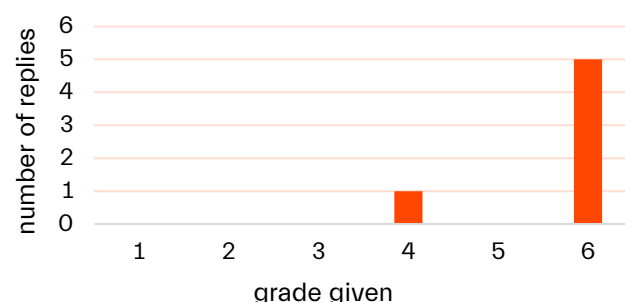
- 1** To what extent did you feel included in the Norwegian Guest of Honor programming for your author(s)? Please rate your experience a scale of 1 to 6.

1 = very poor
6 = excellent

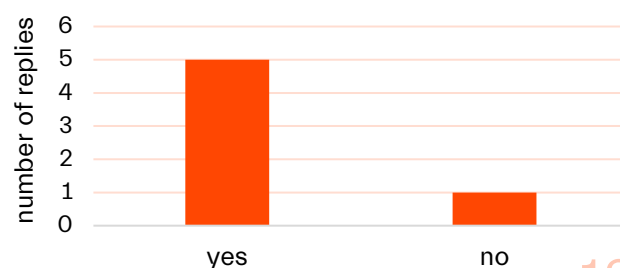


- 2** To what extent were you happy about the participation of your author(s)? Please rate your experience a scale of 1 to 6.

1 = very poor
6 = excellent

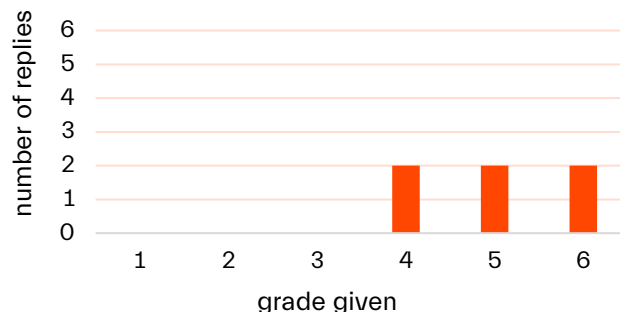


- 3** Did you plan other events with your author(s), besides NORLA's program?

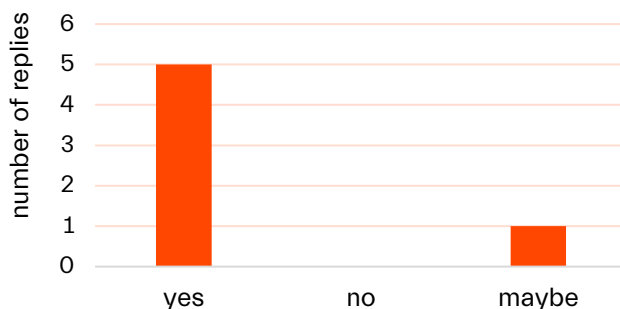


4 How was the communication with NORLA?
Please rate your experience on a scale of 1 to 6

1 = very poor
6 = excellent



5 Would you be interested in doing more programming including Norwegian authors in Poland in the future?



6 Do you have any suggestions or recommendations to NORLA on how to follow up with literary events in Poland? (For example: seminars for translators, readings, festivals etc.)

Received answers pointed at potentially organizing an event about bookselling in Norway. According to the received messages, this could be a valuable input in the discussion about the situation of bookstores in Poland, which is becoming increasingly difficult. Participation of Norwegian authors at Festival Literacki Sopot was suggested, as well as organizing seminars with translators and editors, even in an on-line format. The events with participation of Norwegian industry professionals yielded many fruitful conclusions, and it was suggested that this dialog continues.

Goal achievement

The publishers who submitted their replies felt generally included in the making of the Guest of Honor literary program. Moreover, high grades were received concerning the authors' participation in the program and the cooperation with NORLA. Several of the publishers decided to arrange events with Norwegian authors besides the ones included in the Guest of Honor project. Almost all the publishers are interested in further cooperation and arranging of events with participation of Norwegian authors.

For those reasons, the cooperation with the Polish publishers should be deemed successful. It created a meeting platform for Norwegian authors and Polish publishers, and ultimately led to strengthening of the position of Norwegian literature and Norwegian authors among Polish readers.

The role of universities with Norwegian teaching during the book fair

Objectives

- 1 To offer Norwegian students and teachers inspiration and skills enhancement by being in the audience during Norway's guest country project at the book fair in Warsaw
- 2 To renew and strengthen NORLA's network of contacts with Polish universities
- 3 To allow students and Norwegian teachers to meet each other for inspiration and networking

In summary

Strong university environments are essential for the recruitment of new translators. The very vibrant Norwegian environment at the universities in Poland is an important piece for promoting Norwegian literature in Poland.

There are a total of nine universities in Poland that teach Norwegian. In total, there are over 400 students in those studies. NORLA has always had good contact with Polish universities and knew that there was a large Norwegian community in Poland. Nevertheless, we were impressed by how large the scope was when we systematically mapped this in advance of the book fair.

NORLA visited three of the universities in the run-up to the book fair and met students and teachers there: Mickiewicz University in Poznan in March, SWPS University in Warsaw in March and the University of Gdansk in May.

There are master's and PHD studies at the universities in Gdansk and Poznan. The University of Gdansk is the university with the most Norwegian students. Mickiewicz University in Poznan is the university with the longest tradition of teaching Norwegian – its beginnings date all the way back to the 60s.

All the universities were also contacted before the book fair with offers of travel support

for teachers and students for those who wanted to visit the book fair. Representatives from eight of the nine universities with Norwegian teaching came to the book fair. In total, over 100 students came.

The students frequently visited the Norwegian literary program at the book fair. The audience at those events for the most part composed of young people, which surely contributed to the popularity of the author presentations among the Norwegian students.

► Breakfast with students organized by the Norwegian embassy in Warsaw

The embassy invited the students and teachers to a breakfast on Friday morning in the foyer of the Culture Palace's cinema. Over 100 people registered for the event.



The Norwegian Embassy hosted a breakfast for students and teachers of Norwegian language and culture

Photo: Michal Mitoraj, Akademia Fotografii

► Crash courses in Norwegian conducted by students

Three students from Szczecin were hired specifically to develop and conduct a series of crash courses in Norwegian language. These were short courses of 15 minutes that were held every hour at the Norwegian stand in the Marmurowa Hall throughout the book fair. The courses were very well attended - a total of 222 students that took part in 22 courses.

The universities also had their own program post where they presented their offer to the students. This was a great display of their broad offers and diversity.



Students from University of Szczecin conducting their Norwegian language courses in the Marmurowa Hall.

Photos: Michal Mitoraj, Akademia Fotografii

Conclusion

It was very successful to include the universities so actively in the Warsaw project. The travel grant for students and teachers was money well spent, many would not have had the opportunity to come without it.

Both we, the embassy, as well as the universities themselves have gained valuable experience as a result of this project that will continue to develop further.

We must encourage and initiate a follow-up in the form of a new event or a meeting between the universities during the next year. This should preferably happen in collaboration with the embassy and under the auspices of one of the universities.

Communication and media

Guest of Honor visual identity

The visual identity was an important part of Norway's Guest of Honor project. It consisted of visual elements that served to represent and differentiate the Guest of Honor elements under the book fair. It drew attention and was very easy to use in all formats and channels.

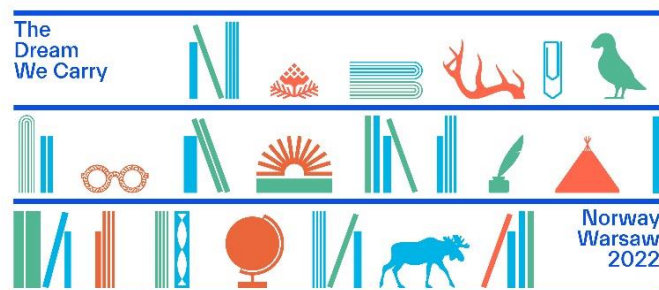
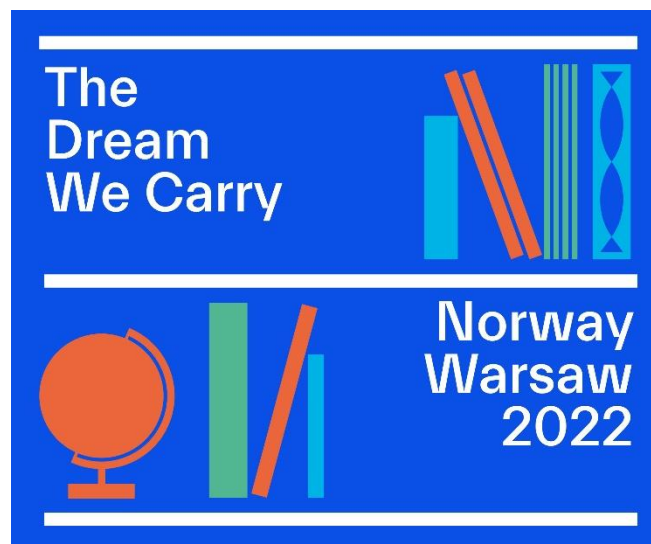
The visual identity was designed by the agency NODE Berlin Oslo. At the book fair in Warsaw, the visual idea was visible on many surfaces, including the scenes Marmurowa and the Norwegian tent, promotional materials, as well as in the subway station Metro Świętokrzyska, near the book fair venues.

The visual identity was also incorporated in the design of the Guest of Honor stand in the Marmurowa Hall. It was designed by a Polish architect Anetta Blassej recte Błażej, and consisted of a stage, a section for agents, as well as an info desk. All the sections carried elements of the Guest of Honor visual identity within them.

The visual identity incorporated the Guest of Honor slogan “The Dream We Carry” (no. “Det er den Draumen”, pl. “Marzenie jest w nas”). It refers to the physical part of literature, the books, but also to the spiritual part of it, the world of ideas and imagination.



The visual identity was incorporated in the design of the Norwegian stand in the Marmurowa Hall.
Photo: Adrian Cuper, Akademia Fotografii



The overarching theme of the Guest of Honor visual identity is presented above.



The visual identity was visible on all the Guest of Honor promotional materials.

Photo: Adrian Cuper, Akademia Fotografii



The theme was also displayed on an advertising screen in subway station Metro Świętokrzyska.

Photo: Adrian Cuper, Akademia Fotografii

Social media

The key tool used for the promotion of the Guest of Honor book fair program was a Facebook fan page under the name “Norwegia na Targach Książki w Warszawie 2022” (eng. Norway at the Warsaw Book Fair 2022). The page was targeted to the Polish speaking audience and was run in Polish by NORLA and the Royal Norwegian Embassy in Warsaw.

The page has been active since the 29th of April 2022. It still is actively used for promotion of Norwegian literature in Poland. It is frequented by its audience, and it continues to gain new readers.

Number of posts created	75
Number of events created:	9
Facebook page reach:	28 279 users
Number of reactions, comments, and shares	1500
Highest reach on a post	5917 users*

*Organic reach (post published on the 25th of May 2022 about Olav Hauge’s poem "This Is the Dream")

7 other posts reached from 2 000 to 4 000 people (organic reach).

Two Facebook events have been promoted (sponsored) and gained the following reach:

1. Event: Happy Hour: Niilas (DJ-set)
- reach: 2 415 people
2. Event: European feminists Anno Domini 2022. Meeting with Marta Breen and Sylwia Chutnik
- reach: 4 712 people

Under the book fair, NORLA’s Instagram page (@norwegianliterature) was frequently used. The main activity comprised of informing about the current and coming events of the Norwegian program, as well as reposting content on Stories.

► Anja Dahle Øverbye’s comic series

In addition to the above-presented media attention, there have also been created a comic series² based on the events of the book fair. Anja Dahle Øverbye – a Norwegian author and illustrator took part in the Komiksowa Warszawa Festiwal 2022³ and created a comic series where she describes her experiences with said festival.

With NORLA’s financial support, the comic series has been translated into Polish and shared in our Polish-spoken media channels, i.e., the Facebook page “Norwegia na Targach Książki w Warszawie 2022”.



² The comic series in Norwegian and Polish can be found in Attachment 5 and 6 to this report.

³ Komiksowa Warszawa Festiwal is a Polish festival that takes place at the same time the Warsaw Book Fair. Both events share the same venue.

Key statistics

Warsaw Book Fair was the biggest literary event of the year in Poland, and it hosted more than 500 exhibitors from 13 countries, including Poland, Norway, and Ukraine, as well as Armenia, Belgium, Czech Republic, France, Germany, Hungary, Romania, Spain, Switzerland, and the UK. Visitors were invited to meet nearly 800 authors interviewed on several different stages, including 30 authors from Norway - this year's Guest of Honor at the Fair.

In total, over 1000 events took place during the four days - meetings on stages, in zones, within nine program blocks, and at exhibitors' stands.

According to estimates, the Fair was visited by approximately 90 000 people, a new record.

Press clipping

Number of publications in media	3994*
Estimated reach of all publications (number of potential contacts)	500,1 mln*
Estimated AVE (Advertising Value Equivalent)	5,9 mln PLN* (approx. 1,23 mln EUR)

**According to Press Service Monitoring Mediów (21.03-21.06.2022)*

Visitors

Estimate of visitors at the Norwegian program in the Norwegian tent, Main Stage and in Marmurowa	1988
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Bookstore "Moda na czytanie" at the back of the stage in the Norwegian tent.

Photo: Adrian Cuper, Akademia Fotografii

Book sales

The Warsaw bookstore Moda na Czytanie handled the sales of Norwegian books in the Norwegian tent during the book fair. They have reported to sell almost 2000 books, and they are very pleased with these numbers. Their top list is presented above⁴.

1. "Dorośli" – Marie Aubert
2. "Orient Express" – Torbjørn Færøvik
3. "Ekipa do naprawy świata" – Anne Sverdrup-Thygeson
4. "Światła północy Tom 1 W dolinie trolli" – Malin Falch
5. "Biała mapa" – Cecilie Enger
6. "Oprzyj swoją samotność o moją" – Klara Hveberg
7. "Moi mężczyźni" – Victoria Kielland
8. "Ostatnie stadium" – Nina Lykke
9. "Spadek" – Vigdis Hjorth

⁴ Under each title, there can be found a hyperlink to the respective book on our website "Books from Norway".

Conclusions

The status of Guest of Honor at the Warsaw Book Fair 2022 was an important opportunity for NORLA to continue the work of promoting literary voices from Norway. It reinforced the importance of the Polish readership as very eager and engaged consumers of Norwegian literature.

Through **the literature program** and the engagement of the Norwegian authors and illustrators, countless stories have been shared. Authors in all genres had the opportunity to make connections with their readers. This is especially important since the open model of the Warsaw Book Fair largely focuses on strengthening the link between the author and the public.

The focus on **the author-reader connection** was an important theme in the decision-making process in preparation for the book fair. It allowed us to make choices that further facilitated that link. This was especially important when composing the literary program. The program included several events that revolved around interactions between the author and the readers, e.g., workshops. This format was especially utilized with authors whose meetings gathered the youngest readers. Engaging translators as moderators made it possible to deliver high-quality discussions that attracted the public.

Equally significant was the desire to **connect the industry professionals** and provide a platform for them, where experiences could be shared. This allowed for many fruitful conversations with the participation of translators, universities, and libraries. The broad program sparked a dialog about the literature industries in both countries. A myriad

of valuable experiences and lessons were exchanged.

An equally important aspect of the promotion of Norwegian literature was introducing Norwegian authors to the Polish market that have not been yet made available in Polish. The book fair allowed the industry actors to utilize this opportunity. Many **contacts between the agents and Polish publishers** have been made and some of them have already resulted in sales of rights.

As pointed out in the report, in the aftermath of the book fair, many comments and opinions have been received. They consisted mostly of very positive messages, however some of them included suggestions as to future improvements. It has been a learning opportunity especially when it comes to making sure that our infrastructure accommodates all the participants and that expectations are managed and clarified in the planning phase. Those valuable conclusions are drawn based on the feedback concerning the layout of agents' section.

Results

Based on the presented results, it should be concluded that the overarching goals of the book fair are achieved. The main objective of the Norwegian presence at the book fair was to bring the Polish reader closer to Norwegian literature so that the reader will easily find an author and a book of their liking. This has been achieved through utilization of several channels – both on the professional level as well as through direct meetings of the audience with the authors.

Attachments

Attachment 1 Literary Program, Norwegian Tent

Attachment 2 Literary Program, Marmurowa Hall

Attachment 3 Literary Program, Book Fair Main Stage

Attachment 4 Norwegian Program at Komiksowa Festival

Attachment 5 «Hundredagar i Polen», a comic series by Anja Dahle Øverbye in Norwegian

Attachment 6 «Hundredagar i Polen», a comic series by Anja Dahle Øverbye in Polish

Attachment 7 Financing of the project

Literary Program, Norwegian Tent				
Time	Thursday 26 May	Friday 27 May	Saturday 28 May	Sunday 29 May
10:15-11:00			Young Adults' Hour: How to write exciting for children and young adults today. Meet author Bjørn Sortland about his book "Kepler 62". Moderator: Karolina Drozdowska	Children's Hour: Author and illustrator Kristin Roskifte about her book "Everybody counts".
11:00-11:45	Children's hour: A show about the hilarious picture books! Meet author Bjørn F. Rørvik and illustrator Per Dybvig. Moderator: Agata Loth-Ignaciuk	Children's Hour: Malin Falch on writing and illustrating graphic novels for children. Moderator: Agnieszka Karp-Szymanska, Czas Dzieci	Young Adults' Hour: Author Monika Steinholm about her book "As Close as We Get". Moderator: Joanna Barbara Bernat	The Green Hour: Author Anne Sverdrup-Thygeson about her book "Tapestries of Life". Moderator: Karolina Drozdowska
12:00-12:45		Young Adults' Hour: Graphic novel authors Anders Kvammen and Lene Ask in conversation with Dr. Tomasz Pszragowski. Interpreter: Katarzyna Tunkiel	Domestic Dilemmas: Women, Gender and Business: Meet author Cecilie Enger about her book "The White Map". Moderator: Karolina Drozdowska	Domestic Dilemmas: Author Nina Lykke about her book "Natural Causes". Moderator: Anita Musiol. Interpreter: Karolina Drozdowska
13:00-13:45	OFFICIAL OPENING OF THE BOOK FAIR. No program in the Norwegian Tent	The Mysteries of Man: Author Kaja Nordenngen about her book "Your SUPERSTAR Brain - The Only Irreplaceable Organ". Moderator: Marcin Sawicki	Translators' Hour: Julia Wiedlocha and Karolina Drozdowska on linguistic and cultural challenges in translating from Polish to Norwegian. In Polish language	The Green Hour: Author Torbjørn Færevik about his book "The Orient Express. A Spring Journey From London to Samarkand". Travelling through countries, cultures and continents in 2022. Moderator: Maria Golebiewska-Bijak
14:00-14:45		Domestic Dilemmas: Author Klara Hveberg about her book "Lean Your Loneliness Slowly Against Mine". Moderator: Karolina Drozdowska	Domestic Dilemmas: Where do I come from? Author Nina F. Grünfeldt in conversation with translator Paweł Urbański about her book "Frida: My Long Lost Grandmother's War". Moderator: Olga Wróbel.	European Literature Today: Norwegian Author Kjersti Anfinnsen together with Polish author Martyna Bunda. In cooperation with The Polish Book Institute. Moderator: Krzysztof Cieślak
15:00-15:45	Poetry Hour: Alicja Rosé presents Norwegian poet Alna Villanger and other Norwegian and Ukrainian poets in Polish translation	European Feminists anno 2022. A meeting between Marta Breen and Sylwia Chutnik. Moderator: Michał Nogas (Arr. by the Norwegian Embassy)	Translator Battle: Maria Golebiewska-Bijak in battle with Katarzyna Tunkiel. Moderator: Karolina Drozdowska	Domestic Dilemmas: Author Helga Flatland about her book "A Modern Family". Moderator: Karolina Drozdowska
16:00-16:45	The Mysteries of Man - and a Female Serial Killer: Author Victoria Kielland about her book "My Men". Moderator: Karolina Drozdowska	The Crime Hour: Meet authors Jørn Lier Horst and Thomas Enger. Moderator: Milena Skoczko-Nakielska	Domestic Dilemmas: Meet author Marie Aubert about her book "Grown-ups". Moderator: Anita Musiol. Interpreter: Karolina Drozdowska	The Classics' Hour: What does Nobel Prize Laureates Sigrid Undset and Knut Hamsun tell us today? A conversation between Maria Golebiewska-Bijak and Katarzyna Tunkiel in Polish language

Changes may occur. Version IV: 20 May 2022

Time	Thursday 26 May	Friday 27 May	Saturday 28 May	Sunday 29 May
17:00-17:45	WW2 in Norway: Meet author Asbjørn Jaklin about his book "The Battle of Narvik". Moderator: Pawel Urbanik	The Green Hour: Author Erika Fatland about her book "High - a Journey in the Himalayas". Moderator: Maria Golebiewska-Bijak	Happy Hour: Decoration of translators awarded The Royal Norwegian Order of Merit. After decoration you will hear a Di-set by Nillas	
18:00-18:45		Happy Hour: Meet yolkers Biret Ristin Sara and Karen Anne Buljo: Yolk is a traditional form of Sámi music. The person performing the yolk, yolks a person, an animal or a landscape		

Changes may occur. Version IV: 20 May 2022

Literary Program, Hall Marmurowa				
Time	Thursday 26 May	Friday 27 May	Saturday 28 May	Sunday 29 May
11:00-12:30		Creative Workshop for children with author Bjørn F. Rønvik and Illustrator Per Dybvig Moderator: Czas Dzieci Team	Creative Workshop for children with author and Illustrator Kristin Roskifte Moderator: Katarzyna Domańska	
13:00-13:45	13:00-13:15: Learn Norwegian in 15 minutes! Presentation of our crash course to Norwegian language - new course in Marmurowa every hour throughout the book fair		Nie tylko Ibsen i troile: o literaturze i języku Norwegii na polskich uniwersytetach. Ikke bare Ibsen og troil: om Norges språk og litteratur på polske universiteter Moderator: Maria Sibińska, Gdańsk	Hidden Treasures: Translators' recommendations of Norwegian authors
14:00-14:45	Libraries across time: Director Anna Gruszecka from The Raczyński Library in Poznań and Head of department Kjersti Eide Hatland from Bergen Library. Moderator: Paweł Urbanik	Literary policy and writer's conditions - a panel discussion between the Unions of Writers in Poland and Norway. Arne Vestbø from NFFO, Norway, and Anna Nasłowska and Zbigniew Zbikowski, The Polish Authors' Association.	Literatura polska oczami norweskich czytelników - Wykład po polsku tłumaczkii literatury pięknej Julii Więdołchy. Polish literature according to Norwegian readers: A lecture in Polish by a literary translator Julia Więdołcha	
15:00-15:45	Translators United: Union work in Norway and Poland - a panel discussion with Rafał Lisowski and Anna Klingöfer-Szostakowska from Polish Literary Translators Association (STL) and Beance Halvorsen from The Norwegian Association of Literary Translators (NO). In English language	Norwegian children's literature in Poland seen through the eyes of translators. A discussion with Katarzyna Tunkiel and Joanna Barbara Bernat. In cooperation with Polish Section of IBBY		
16:00-16:45	Translation for a living? Workshop on how to improve the conditions for translators. Organized by STL, NO and NORLA. In English language	Common Memory and National Identity: A conversation between Paweł Urbanik, Karen Anne Buljo and Birgit Risth Sara. Moderator: Maria Sibińska		

Changes may occur. Version II: 5 May 2022

Norwegian Literary Program, Book Fair Main Stage				
Time	Thursday 26 May	Friday 27 May	Saturday 28 May	Sunday 29 May
14:00-14:45			The Green Hour: Author Erika Fatland about her book "The Border - A Journey Around Russia: Through North Korea, China, Mongolia, Kazakhstan, Azerbaijan, Georgia, Ukraine, Belarus, Lithuania, Poland, Latvia, Finland, Estonia, Norway and the Northeast Passage". Moderator: Maria Golebiewska-Bijak	Young Adults' Hour: How to write exciting for children and young adults today. Meet author Bjørn Sortland about his book "Kepler 62". Moderator: Karolina Drozdowska
15:00-15:45	Domestic Dilemmas: Ukrainian author Oksana Zabushko and Norwegian author Vigdis Hjorth in a literary conversation. Moderator: Maria Golebiewska-Bijak			
16:00-16:45			Domestic Dilemmas: Where do I come from? Author Nina F. Grünfeld in conversation with translator Paweł Urbanik about her book "Frida: My Long Lost Grandmother's War". Moderator: Olga Wróbel.	
17:00-17:45		The Mysteries of Man: Author Kaja Nordengen about her book "Your SUPERSTAR Brain - The Only Irreplaceable Organ". Moderator: Marcin Sawicki		

Changes may occur. Version II: 5 May 2022

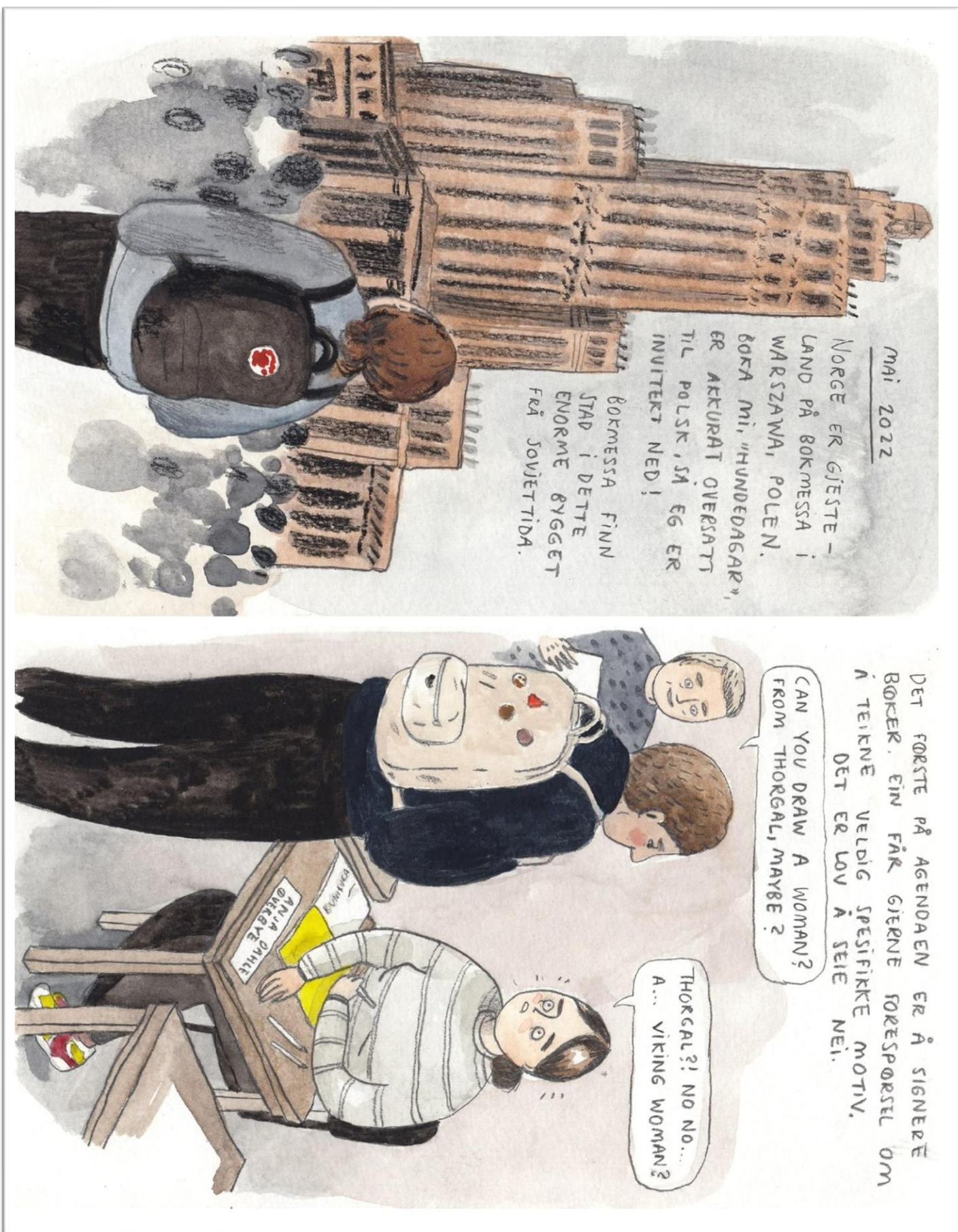
Attachment 4: Norwegian Program at Komiksowa Festival

Norwegian Program at Komiksowa, Tent C		
Time	Scene	Friday 27 May
16:30-17:15	Stage Komiksowa	Norwegian comics - Presentation by Kristian Hellesund
17:15-18:00	Stage Komiksowa	Meeting with Lene Ask, author of the comic book "Next time everything will be fine"

Time	Scene	Saturday 28 May
10:30-11:05	Scena Komiksowa Namiot C (Tent C)	Meeting with Malin Falch, author of the comic book series "Northern Lights"
15:00-15:45	Sala Sienkiewicza Scena Dziecięca PKiN	The world of Scandinavian myths, legends and fairy tales. Stand alongside Malin Falch in the fight for good
16:20-17:00	Scena Komiksowa Namiot C (Tent C)	Meeting with Anja Dahle Øverbye, author of the comic book "Kanikuła"

Autographs, Tent C		
Day	Time	Author and illustrator
Friday 27 May	15:00-16:00	Malin Falch
	16:00-17:00	Lene Ask & Anders Kvammen
	18:00-19:00	Anja Dahle Øverbye
Saturday 28 May	12:00-13:00	Malin Falch & Lene Ask
	17:00-18:00	Anje Dahle Øverbye

Attachment 5: «Hundredagar i Polen», a comic series by Anja Dahle
Øverbye in Norwegian



BAKSIDA AV AT ALLE VIL HA
EI LITA TEIKNING I BOKA SI.

HERREGUD, SÅ
STYGT DET BUI!
EG ØYDELEGG BOKA
HANS! JO MEIR
EG PRØVER Å
RETTE PÅ DET,
JO VERRE
BUI DET!;



TEIKNESEREBITEN AV BOKMESSA
ER I EIT EIGE OMRÅDE I UTKANTEN
AV FESTIVALEN OG IKJE I DET STORE
BYGGET. EG HAR FÅTT VELDIG UTE
INFORMASJON FRÅ ARRANGØREN, OG
LEITER MEG IHJEL FØR EG FINN
FRAM TIL POSTANE MINE.
ETTER ME HAR GJOVT DET ME SKAL, GÅR
ME RUNDT OG SER PÅ BYEN.

MMM, UTESERVEERING
I SOLSKINN!



(HER BUDE EG ØUKT BOKMÅL,
ANDERS SNAKKAR OSLOMÅL)

ALLE TEIKNESERIE GJESTANE ER INVITERT
PÅ EIN EIGEN MIDDAG.

UNDER INTERVJET MITT VAR
DET FULLT HUS, OG FOLK HADDE
SÅ MANGE SPØRSMÅL! EN DAME
KOM BORT OG GRÅT FOR HUN
VAR SÅ GLAD
FOR Å TREFFE
MEG!

Oi!
Wow! LURER
JÅ OM DET
BLIR SIK PÅ
MITT
INTERVJU!



DET BLIR IKKJE HEILT
SOM ANDERS SI
OPPLEVING.

EIN MANN SOM
LES EI HEILT
ANNA BOK

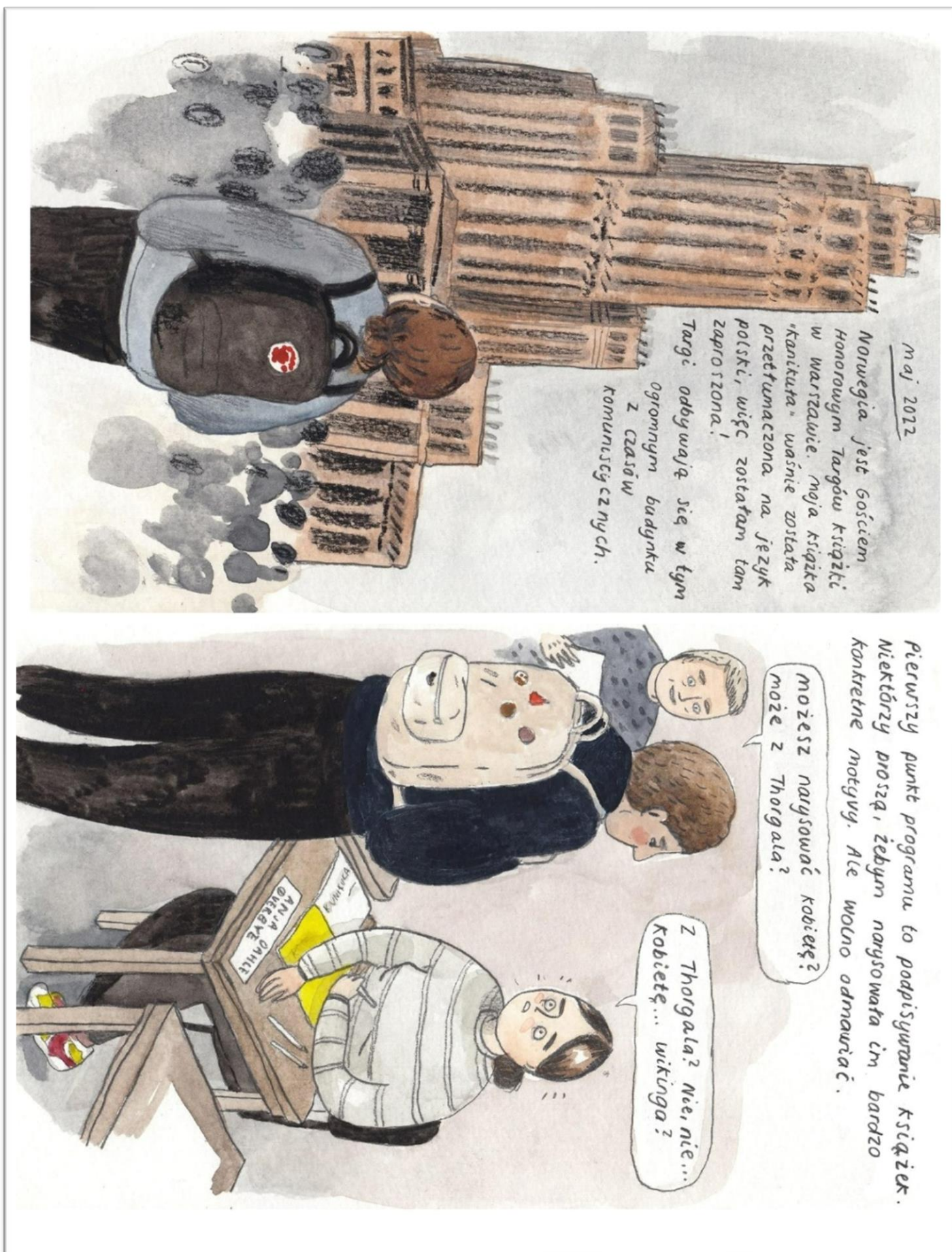
10, DOC DAYS...
TELL US
ABOUT IT!

OK

OVERSETTAR
POLSK/NORSK



Attachment 6: «Hundedagar i Polen», a comic series by Anja Dahle
Øverbye (Polish translation: Katarzyna Tunkiel)



Ciemna strona tego, że każdy prosi o rysunek w swojej książce.



Komiksowa część targów odbywa się na oddzielnym terenie, na straju festiwalu, nie w tamtym wiektym budynku. Dostatom bardzo niewiele informacji od organizatora, wręc szukam do upadłego, aż udaje mi się odnaleźć miejsca, w których mam się stawić. Po spełnieniu obowiązku zwiedzamy miasto.



Wszyscy autorzy komiksów zostali zaproszeni na wspólny obiad.

Podczas mojego wywiadu było pełno ludzi, zadawano też dużo pytań! Jakaś kobieta podeszła do mnie i się popłakała tak się

ucieszyła ze spotkania! ze mną!

Ojej! Wow! Ciekawe, czy podczas mojego wywiadu też tak będzie!



Doświadczenie niezbyt przypomina to Andersa.

Facet czytający zupełnie inną książkę.

złł

Powiedz nam coś o "kanikule".

OK

Tłumaczka z polskiego na norweski i odwrotnie.



Tak się
cieszymy.
że wydany
„Bergen”!

Spotykam się też z moim
ukraińskim wydawcą.
Jedną z ich pracowniczek
właśnie przyjechała z Kijowa.



A ja się
cieszę, że
wszystko u was
w porządku.

Nie wiadomo,
co powiedzieć.

Nie nie jest
u nas w
porządku.

Och! Tak... wiem.
Chodzicie mi o to...
że żyjecie.



„Kobieta z
Iornetka” (1884)
Amy Blińskiej-
Bohdanowiczowej.



Przed powrotem
do domu w niedzielę
zahaczam jeszcze
o Muzeum Narodowe
w Warszawie.
Na razie, Polsko!



Norway as Guest of Honor at Warsaw Book Fair 2022



EXPENSES

BUDGET

NORLA		500 000
Ministry of Foreign Affairs		1 400 000
Salary/ diet - administration	207 129	
Travel costs/ hotel - administration	183 557	
*)Payments v/Norsk forfattersentrum	155 654	
Honorarias for entrepreneurs	53 933	
Other honorarias	24 531	
Honorarium payments abroad	94 208	
Travel costs - authors/translators/publishers	88 053	
Renting of venues	206 674	
Building of stands, technicians	660 049	
Architects	65 926	
Logo/design materials NODE	80 000	
Design/programflyers NODE	73 000	
Photographer	11 059	
Use of "The Dream We Carry" by Olav H. Hauge	15 000	
Other expenses	27 231	
	1 946 004	1 900 000
Grant from the Ministry of Foreign Affairs	1 400 000	
NORLA's costs	546 004	

*) Honoraria (travel) - authors