

# FINAL REPORT

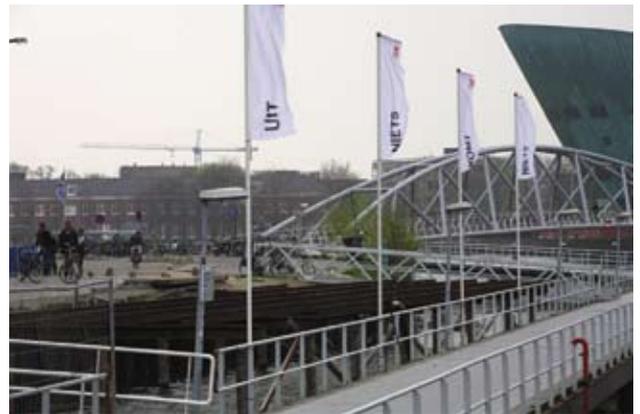
## AMSTERDAM WORLD BOOK CAPITAL

23 APRIL 2008 - 22 APRIL 2009



Quote : 'Ja Zuster, Nee Zuster' Annie M.G. Schmidt, 1966





## **WORLD BOOK CAPITAL**

Following the success of the annual celebration of the World Book and Copyright Day since 1996, UNESCO initiated the programme World Book Capital. Madrid was the first city to be awarded this title in 2001, followed by Alexandria (2002), New Delhi (2003), Antwerp (2004), Montreal (2005) Turin (2006) and Bogotá (2007). A selection committee was appointed in which not only UNESCO was represented, but also the International Publishers Association (IPA), the International Booksellers Federation (IBF) and the International Federation of Library Associations and Institutions (IFLA). The candidate World Book Capitals were evaluated based on the bid books submitted. Amsterdam was awarded the title World Book Capital from 23 April 2008 to 22 April 2009.

The city was selected based on the quality and versatility of the proposed programme, its international nature, its focus on the theme of freedom of speech and the support it enjoyed among the national and international public as well as private stakeholders within the book industry.

## **THE ASSIGNMENT**

The objective of the UNESCO programme is to promote books and stimulate reading. After UNESCO awarded the title, the Amsterdam City Council's three themes were added to the basic programme for Amsterdam World Book Capital based on consultation with municipal officials: Children First, We are all Amsterdam, and Top City. This resulted in the following Mission Statement:

- \* Amsterdam World Book Capital is intended to initiate and stimulate dialogue concerning the freedom of speech, with the theme Open Book, Open Mind.
- \* Amsterdam World Book Capital will link books to social themes current both inside and outside of the Netherlands.
- \* Amsterdam World Book Capital will provide a platform for in-depth exploration of sector-specific subjects, including copyright, self-censorship and digitisation.
- \* Amsterdam World Book Capital understands that if people of any age are unable to read, they are denied development potential including the development of an open mind.



## FACTS AND FIGURES

With more than one hundred partners in numerous, often new cooperative platforms using their own resources, 298 activities were organized in which a total of nearly 490,000 people participated. This audience included 42% 'new' public.

Throughout the year and in locations throughout the city, expositions were organized within the framework of Amsterdam World Book Capital, including **Amsterdam is filled with stories** and **Amsterdam in Words**. At least 500,000 explicit visitors and/or random passers-by saw these.

The budget for the programme was more than € 2.7 million, 60% of which was provided by various government organisations. The remaining 40% came from funds, sponsors and admission revenues. The capitalised value of sponsored services and bartering totalled another € 850,000, putting the total budget at € 3.5 million.

The media value generated - free publicity - is estimated at € 2.5 million from editorial attention in print (newspapers and magazines). Attention devoted to the activities by radio, television and Internet was not included in this estimation.

## COOPERATION

Surveys among the partners indicated a high level of satisfaction regarding their cooperation with Amsterdam World Book Capital. A variety of new cooperative platforms as well as activities initiated during the year are being continued.

Of the more than one hundred participating partners, 85 participated in the surveys. A total of 80% of the partners were satisfied with the cooperation with Amsterdam World Book Capital. The average score awarded by these partners to the cooperation was 6.8. No less than 45% of the partners indicated that Amsterdam World Book Capital resulted in cooperative platforms that will continue to be important in the future.



Official Opening, 23 April

# AMSTERDAM WORLD BOOK CAPITAL

23 April 2008 - 22 April 2009  
Report of a special year



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DICTERS

LIEGEN

DE

WAARHEID

# SUMMARY

Amsterdam proudly wore the UNESCO title of World Book Capital from 23 April 2008 to 22 April 2009. It was intended to be a year for all of Amsterdam's inhabitants, for children and for the professionals in the book industry. Not only within the circle of canals but also in the city districts, for the youth, for the defenders of freedom of speech, for professional speakers, for the low-literate, for authors and for readers, for listeners and for poets. However, it was also intended to be a year in which one and all became aware of the blessing of living in a country where everyone can learn to read and write, and where books are available to all, albeit that not everyone utilises that access.

The theme of Amsterdam World Book Capital (AWBC) was 'Open Book, Open Mind', and the programme was centred around three icons: Spinoza, Anne Frank and Annie M.G. Schmidt. Each of these icons contributed to the theme in their own way.

We can look back on a special year. The objectives as formulated above were achieved. The AWBC programme was highly varied. The activities **Poetry in the Park** and **Children's Book Capital** extended throughout the city's veins. Activities took place in all of the city's districts. For an entire year, the fact that Amsterdam is a city 'filled with stories' was made clear to all in a variety of ways.

In addition to the motivation explained in the bid book, the entire programme incorporated the Municipal Council's three platform themes: Children First, We are all Amsterdam, and Top City.

In addition to Amsterdam's own activities, many other programmes were presented in cooperation with or by others. Amsterdam World Book Capital worked together with more than one hundred partners. A total of 298 activities were organized. An international programme was scheduled on an average of once each month. Collectively, these activities reached a total of at least one million visitors/participants. The total budget including sponsored services and bartering was € 3.5 million. The media value generated in the printed press as free publicity amounted to more than € 2.5 million. A survey among the partners indicated that the activities drew no less than 42% 'new' public: individuals that had never participated in similar activities. Special attention was devoted to low literacy. With the **Boek van Belang (Book of Importance)**, attention was devoted to this issue, not only nationally but also world-wide. This book, consisting of contributions by nearly fifty prominent Dutch citizens discussing the importance of reading and writing, was presented during the closing ceremony of Amsterdam World Book Capital on 22 April 2009. The Book was presented to Frans Timmermans, the Netherlands' Junior Minister of European Affairs, by Her Royal Highness Princess Laurentien of the Netherlands. Princess Laurentien was Amsterdam World Book Capital's patroness.

Amsterdam World Book Capital has passed. Job Cohen, the Mayor of Amsterdam, symbolically passed the title World Book Capital on to Beirut on 22 April 2009, represented during the closing ceremony by the Ambassador of Lebanon. The results of Amsterdam World Book Capital will continue to be visible, however. Not only in the form of a variety of publications, but also in multiple projects that will be continued, some of which within a structural framework.

We can look back on a successful year.

Amsterdam World Book Capital would not have been possible without the efforts of many: its more than one hundred partners in the city, the government organizations, the funds and the sponsors. We are extremely grateful to all of those who contributed, in any way.

This final report offers insight into our approach, the results and achieved and the resources utilized. Its final conclusion is that we can take pride in presenting the evaluation of a successful year, during which our capital justifiably wore the title of World Book Capital.

September 2009,  
Judith Belinfante  
Chair



THESE

WERE

THE

MOST

BLISSFUL

MOMENTS



Traffic Talks, 23 April

# THE ORGANIZATION

## - AMSTERDAM WORLD BOOK CAPITAL FOUNDATION -

The Amsterdam World Book Capital Foundation (AWBC) was established late in October 2005. The board consisted of the members of the original initiating group together with representatives of other groups important to the book industry. AWBC enjoyed the support of a Committee of Recommendation (see Appendix 1). With great enthusiasm and a high level of involvement, Princess Laurentien was active as patroness of AWBC.

At the request of the Municipal Council, the AWBC board had a memorandum compiled by Berenschot in the summer of 2006 that discussed the positioning of the event as well as its organization and funding in more detail.<sup>1</sup>

It became clear that views and expectations of the nature and main message of the event varied in the field. Berenschot incorporated these into a sample sheet that was used to fill in the details of the event's positioning. AWBC opted for the content of the message of the book, in both literary and socio-cultural terms. Moreover, AWBC specifically focused on the three main themes used by the municipal council: Children First, We are all Amsterdam, and Top City. Based on thorough consideration, both the cultural-tourism and the city festival scenarios were rejected.

## - PROJECT BUREAU -

A director was appointed as of 1 February 2007. As of that same date, the project bureau commenced its preparations for and effectuation of the programme. Two staff members were initially appointed. Later the bureau grew into a team of seven (see Appendix 1 for the composition of the personnel).

The project bureau was assigned responsibility for the following tasks:

- \* organizing its own activities, in part together with third parties, drawing attention a number of times throughout the year to Amsterdam World Book Capital, each time focusing on a different target group;
- \* coordination of the entire programme of activities performed by approximately one hundred partners;
- \* scheduling activities being organized under the sole responsibility of the relevant organizations into the AWBC calendar;
- \* effectuation of a communication campaign for the entire programme and ensuring visibility in the city.

The premise applied, as recommended by former World Book Capital Antwerp, was providing sufficient room in the programme for attuning to current events and any new initiatives developed over the course of the year.

In order to facilitate all of this, the project bureau was also responsible for generating subsidies, funding and sponsoring. When the project bureau started its activities, funds were only available for the preparation period.

<sup>1</sup> 'Unesco Amsterdam Wereldboekstad 2008/2009', Utrecht 18 September 2006, Berenschot

## - PARTNERS -

From the very beginning, effort was devoted to establishing broad support for the Book Year. AWBC also initiated new cooperative platforms in order to organize new activities and reach the broadest target audience possible.

AWBC worked with the following partners:

- \* from the book industry: partners from every sector of the book industry
- \* (authors, publishers, booksellers, libraries, provision of information, propaganda). The national interest associations were also AWBC partners;
- \* from the cultural sector: an important share of Amsterdam's cultural institutions contributed to the programme;
- \* social organizations from every city district and national organizations;
- \* educational institutions;
- \* commercial partners, involved in specific activities;
- \* city districts;
- \* media partners.

AWBC devoted considerable effort to recruiting sponsors. This resulted in a number of interesting cooperative activities, both with reference to the communication campaign and in organizing activities.

Naturally, cooperation with the city of Amsterdam was extremely important. After all, the title was awarded to the city itself.



# FINANCES

In allocating subsidies, the city specified that the budget for AWBC should total at least € 2,253,000.00. This budget sum was calculated by Berenschot based on the bid book and the ambitions formulated by AWBC.<sup>2</sup>

The Ministry of Education, Culture and the Sciences was expected to match the subsidy, and the rest of the required sum was to be obtained from other sources of funding.

Each was to contribute 1/3 of the total sum required.

## - CITY AND MINISTRY -

The city allocated a total sum of € 850,000.000 for AWBC. Of this sum, € 150,000.00 was earmarked for the preparations period (including compilation of the bid book) and € 700,000.00 for the year itself. The Ministry of Education, Culture and the Sciences awarded a total subsidy of € 795,450.00, € 120,000.00 of which for the necessary preparations.

## - ADDITIONAL FUNDING -

The foundation amply satisfied the city's demand regarding the minimum budget required. The recruitment of additional subsidies, funds, partner contributions, sponsoring and admission revenues rendered a total budget of € 2,719,853.00. The primary contributors were SNS REAAL Fonds, VSBfonds and the Amsterdam Arts Fund (AFK).

## - RESULT -

All subsidies were allocated as specified. The budget item 'miscellaneous' was scarcely needed; the relevant sum was therefore available for the programmed activities.

The budget expenditures were as follows:

preparation costs	271.236,-
programme	1.217.059,-
promotional activities	568.487,-
work organization	663.071,-
<b>TOTAL (IN €)</b>	<b>2.719.853,-</b>

The budget was compiled as follows:

subsidy City of Amsterdam	850.000,-
subsidy Ministry of ECS	733.437,-
subsidies city districts	136.576,-
funds and other contributions	917.883,-
admission revenues	61.405,-
interest earned/extraordinary income	20.552,-
<b>TOTAL (IN €)</b>	<b>2.719.853,-</b>

The budget as specified does not include the value of the sponsoring contributed in the form of services and bartering. In addition to subsidies from a number of major partners, contributions were also made by a number of commercial parties. The capitalized value of these services totalled approximately € 850,000.00.

<sup>2</sup> idem, page 15



Official Opening, 23 April





# THE PROGRAMMING

An initial programme proposal was included in the bid book. In determining this programme, the initiating group had already met with numerous organizations in the book and cultural sectors that promised cooperation if the city was awarded the title. Meetings were held with these parties during the preparations phase in order to arrive at a finalized programme proposal. Discussions were also held with various other potential partners.

The programme was intended to be varied, consisting of activities for a broad range of target groups. Every inhabitant of Amsterdam was to be offered an opportunity to participate in the event: the young and the old, amateurs and professionals.

The programme included large-scale, medium-scale and small-scale activities, often utilising surprising venues.

A large part of the programme consisted of new activities. A number of existing events received an extra impulse, making it possible for them to assume a special nature during the book year.

Books and literature served as the source of inspiration during AWBC for other cultural disciplines, including the visual arts, music, film & video, musicals & theatre, fashion and new media. These activities helped the programme reach a broad and new audience.

Admission fees were kept as low as possible: admission to most of the activities was free. This also helped to make AWBC accessible to a wide audience.

The programme was divided into two periods: April to September 2008 and September 2008 to April 2009.

From an organizational perspective, the programme was divided into AWBC projects, projects involving close cooperation with partners, and third-party projects.

The programme was supplemented with existing literary activities.

As AWBC began to take shape, new ideas and partners were welcomed. The initiating cooperation started to bear fruit. A conscious decision was made to refrain from specifying a date before which any plans should be proposed. As a result, partner involvement increased and the project bureau was able to utilize new opportunities.



Amsterdam World Book Fair, 18 May

## - THE PROGRAMME -

### AWBC PROJECTS

The main AWBC programme consisted of a series of activities designed by its own organization. These were scheduled throughout the year, each with a specific target group. Most of these activities were initiated by AWBC. Per activity, suitable partners were sought in terms of either content or production.

The year commenced with an extensive **opening week** from 21 to 27 April, boasting activities including the **International Copyright Symposium The Book in the Internet Era: copyright and the future for authors, publishers and libraries**, and the **Official Opening** in the Westerkerk on 23 April. The year was officially opened by Princess Laurentien. Speakers included Minister Plasterk, Mayor Cohen and, as keynote speaker, the internationally renowned author David Grossman.

The **Amsterdam World Book Fair**, the largest book fair in the world, was held in May.

In the summer period from June to early September, poetry was the central theme of the **Poetry in the Park** programme. In addition to an interactive exposition of "poetry poles" in the Vondelpark, ten city districts hosted a low-threshold poetry programme open to all district residents.

The freedom of speech was the central theme in the month of September. During the opening night of the **International Symposium on Neo-censorship, Threats to the Open Book**, the **IPA Freedom to Publish Prize** was presented. This annual award ceremony was held in Amsterdam this year in conjunction with AWBC. A two-day symposium was subsequently held during which new types of (self-) censorship were explored.

Many activities were organized for children in the period from October 2008 to April 2009 within the framework of the **Children's Book Capital** programme.

On 29 January, National Poetry Day, the **National Declamation Competition** was launched in cooperation with the AVRO broadcasting organization. The final round of this competition was held during the AWBC closing week.

The first Amsterdam **Night of the Book** was held on 20 March. Bookshops, the weekly book fair and hotel and catering venues on and near the Spui exploded with literary performances. Authors and poets read from their work in the public square.

Like the opening week, **the closing week** from 16 to 22 April 2009 boasted an extensive programme with activities for all. The best of AWBC was revisited during the two-day **Cultural Bazaar** festival. New programmes were also organized in which various inter-cultural literary platforms were given the opportunity to present themselves to the public.

The **Official Closing** of AWBC took place on 22 April in the Passenger Terminal Amsterdam, the highlight of which was the presentation of the **Boek van Belang** [**Book of Importance**]. The evening also hosted **The Finale**, a fantastic public performance with music, poetry and fireworks on the Kop van Java island.



Opening Poetry in the Park, Vondelpark, 1 June



Poetry in the Park, city districts, 7 June to 6 September



Guerilla-campaign Quotes Route, 12 December



## PROJECTS IN COOPERATION WITH THIRD PARTIES

In addition to AWBC's own activities, many other programmes were presented in cooperation with third parties. The four-day international literary festival **Het Vrije Woord (The Free Word)** organized during the opening week was one such activity.

Other examples:

**A city filled with books, Hidden Treasures**, a programme with performances, presentations and tours, focusing each month on a different special collection, attuned to the ATCB (Amsterdam Tourism and Conference Bureau) theme year. Participating sites included the Rijksmuseum, Artis, Van Gogh Museum, Bijbels Museum and the Special Collections of the university libraries.

**Vrij zijn, hoe doe je dat? (How to be Free?)** was a debate programme focusing on Spinoza's philosophy. This programme was held on the eve of the philosopher's 376th birthday: the day the new Spinoza Monument near City Hall was unveiled.

The Amsterdam World Book Capital **Book club Event** offered a programme for members of book clubs. The session was rapidly sold out, with participants from all over the Netherlands. In conjunction with this programme, the Tip Tien voor leesclubs (Top Ten Tips for book clubs) was introduced in bookshops.

## THIRD-PARTY PROJECTS

A variety of organizations and institutions utilized the occasion of AWBC to organize special programmes. These included expositions like **Books in the Age of Rembrandt**, organized in the Rijksmuseum Amsterdam Schiphol. The University of Amsterdam Special Collections organized a number of expositions, including **De Atlas Maior, De Wereldatlas van Blaeu** and **Romeyn de Hooghe**. De verbeelding van de late Gouden Eeuw and other activities like the monthly **Book Salon** highlighted a different book theme each month.

The Amsterdam Public Library (OBA) was an important AWBC partner. The AWBC activities organized there included expositions, symposiums, book presentations and reading sessions.

A variety of partners from the book industry organized activities for sector professionals. Examples include the conference **Dodo or dog? A Challenge to the Book in Scholarship and Higher Education** discussing the future of the book in higher education organized by the Group publishers for science and profession of the Dutch Publishers Association; **Adaptive Content Processing Conference** discussing new views on content processing organized by parties including the EUAIN Network and Dedicon; and **Expert meeting on Book and Library Statistics** on the development of a database for data pertaining to reading by the Dr. P.A. Tiele Foundation.

The prestige of the title World Book Capital also inspired various partners to organize their (existing) activities in Amsterdam this year. The annual conference of the European Booksellers Federation and the International Booksellers Federation was held in Amsterdam for that reason, as was the awards ceremony for the Taalunie Toneelprijs 2008. The World Blind Union utilized the occasion to organize its international conference on the **Right to Read** campaign in Amsterdam. At this press conference, AWBC in cooperation with Dedicon presented the Braille and Audio editions of its programme book.

## THEME PROGRAMMES

### The Icons

Throughout the entire year, special attention was devoted to the three AWBC icons: Spinoza, Anne Frank and Annie M.G. Schmidt. Each of these icons contributed in their own way to the AWBC theme: 'Open Book, Open Mind'.

Each icon was the subject of an exposition in the OBA and a booklet for the low-literate in the Leeslicht series.

A variety of programmes were also organized around each icon. In addition to activities already described, these included the **Spinoza tour** organized by the Gilde, the **Spinoza Day** as the kick-off for an exposition on this philosopher in the Bibliotheca Philosophica Hermetica, and the **Spinoza lectures** within the framework of the **Spinoza Amsterdammer** exposition organized by the Amsterdam Spinoza Circle.

The **Annie M.G. Schmidt Fairytale Party** was organized to mark the opening of the annual Annie M.G. Schmidt Week. The programme also included the song performances **Zing mee met Annie M.G.** and **Ja zuster, Nee zuster**.

The Joods Historisch Museum published the book **Mijn Huis, Jouw Huis**, with texts by Annie M.G. Schmidt in four languages: Dutch, English, Arabic and Hebrew.

Texts by Annie M.G. Schmidt were also the focal point of the **Fiep Westendorp Illustration Trophy**.

The exposition **Anne Frank, the author** was organized in the OBA and later also toured a number of venues in the city districts. Another important activity within the framework of the Children's Book Capital programme was **Letters to Anne**.

### International Projects

An international activity was programmed once each month on average. These activities primarily focused on professionals in the book industry, and consisted of symposiums and conferences.

By contrast, a variety of expositions targeted a wider audience. Some, including Books in the Age of Rembrandt, were in English; others in both Dutch and English (e.g. **De Atlas Maior: De Wereldatlas van Blaeu and Romeyn de Hooghe**).

Two fellowships were organized for foreign publishers. The first of these was held in conjunction with Manuscripta, marking the opening of the new book season in September. Foreign publishers discussed their profession with Dutch colleagues during this event. The second focused on literature for the youth and was organized in conjunction with the annual Kinderboekenweek for children's books.

### Low-Literacy

Low-literacy is an important problem all over the world. This includes the Netherlands: no less than one out of every 10 inhabitants is low-literate, virtually unable to read or write. AWBC presented a number of activities to draw attention to this issue.

Within the framework of the **Leeslicht** series, three booklets were published in cooperation with the Stichting Lezen en Schrijven and Uitgeverij Eenvoudig Communiceren, each inspired by one of the AWBC icons. **Anne Frank, haar leven** was presented in April 2008; **Geluk: lees- en schrijfcursisten reageren op Spinoza** in September 2008 and **Ik sta maar te staren, reacties op Annie M.G. Schmidt** in April 2009. Pupils of reading and writing courses also made an important contribution to this last booklet.

In cooperation with the Global Campaign for Education Nederland, the **Boek van Belang** was published. Princess Laurentien presented this book to the Parliamentary Chair Gerdi Verbeet, along with a request to author a piece for the book on the importance of reading and writing. The Book was subsequently passed to nearly fifty prominent Dutch citizens, each of whom wrote a contribution.

In cooperation with the Regional Education Centre ROC Amsterdam and Kunstenaars & Co. AWBC presented the project **Schuttingtaal** (Fence language) in the last month of the year. Pupils of reading and writing courses offered by the Regional Education Centre painted their own quotes explaining what it means to be able to read and write on fences, along with fitting illustrations. They were assisted in their efforts by artists. The results of this project were presented during the AWBC closing week, both at the Dappermarket and on Waterlooplein.

After a brainstorming session with various parties on available innovations in the battle against low-literacy organized in October, it was decided to have a game developed with the objective of stimulating reading for the target age group of 12 to 16. The premise was putting emphasis on skills already mastered by members of this group instead of focusing on the skills they lack. The students of the Fontys College in Eindhoven were asked to develop a conceptual design for a game of this type. The resulting ideas were presented in July 2009. AWBC is striving to have one of these ideas, **Pencilmania**, developed and put into production. The premise of the game is the assertion that if you cannot read, your imagination remains undeveloped. The player draws pictures that are subsequently incorporated into the game. Using the game, players learn to link imagery and language.

#### **Publications**

A variety of publications were issued in the course of the AWBC year. These discussed Amsterdam as a book (world) capital or were related to programmes and projects within the framework of AWBC. See **Appendix 2** for a list of publications.

#### **- HIGHLIGHTS -**

As indicated above, AWBC consisted of an extensive programme. Based on their special nature, a number of highlights are listed below:

##### **Telling Stories**

This programme started as an extra contest during the City Games 2008, an event with a variety of contests between the city districts. The results were special stories told by Amsterdam residents with various heritages. The contest was an overwhelming success and inspired a sequel project in which (grand)parents, uncles and aunts told stories to children. As a result of **Telling Stories**, Amsterdam is the first city in the Netherlands - and perhaps in the world - to employ its own official storyteller.

### Poetry in the Park

A low-threshold poetry programme was presented in ten of the city districts in which district inhabitants were invited to actively or passively enjoy poetry. The programme included activities for families, children, youth and adults, and for poetry lovers as well as random passers-by. For many of the city's inhabitants, the programme was their first introduction to poetry. People who had never written a poem composed surprising poetry that they subsequently read aloud on stage. These activities have left their mark: not only in the form of many lovely poems, but also in a variety of continued activities.

### Children's Book Capital

Like with the poetry programme described above, with its **Children's Book Capital** programme AWBC was able to reach deep into the city's roots. An estimated 90% of all elementary school pupils participated in educational projects. More than forty elementary schools, for example, participated in the illustration contest **Fiep Westendorp Wisseltrofee Illustreren (Fiep Westendorp Illustration Trophy)**.

A special project was **Brieven aan Anne (Letters to Anne)**. Fifth-grade students received a letter at school from a person named Anne. The author asked in the letter why so many children are still being judged based on their faith or heritage. The pupils were invited to respond without knowing who Anne is. The best letters were translated under the supervision of professionals into stage productions in which the authors performed. The results brought surprising, intimate and often touching performances.

### International Copyright Symposium 'The Book in the Internet Era: copyright and the future for authors, publishers and libraries'

A unique project organized in cooperation with the Netherlands Publishers Association (NUV), the Dutch Writers Guild (VvL), the Dutch library organization FOBID and the Dutch copyright organization STAM, this symposium offered a view from each of these perspectives. At the close of the symposium, a Letter of Intent was signed regarding cooperation in the digitisation of collections held by libraries, archives and museums. The parties agreed to collectively explore the issues involved in digitisation and their solutions.

### 2008 IPA Freedom to Publish Prize

The annual award ceremony for the **IPA Freedom to Publish Prize** was in perfect keeping with the theme of the international symposium on neo-censorship. In the warm atmosphere of the Portuguese Synagogue, the prize was awarded by IPA President Ana Maria Cabanellas to the Turkish publisher Ragip Zarakolu. He was awarded the prize for his exceptional courage in defending the freedom of speech by producing publications considered controversial by the Turkish authorities.

### Boek van Belang (Book of Importance)

Based on this Book, students of the Amsterdam Hogeschool developed a **Les van Belang (Lesson of Importance)**. This lesson was made available to schools free of charge within the framework of the Global Campaign for Education week. Trainees in the teaching programme used this material for their lessons during this week. Many schools participated.

## Cultural Bazaar

During this two-day festival in the AWBC closing weekend, the best of AWBC was revisited, various results of the year were announced, and various new programmes from a variety of cultures were presented. The artists and the audience were therefore equally diverse: professionals attending the presentation of *Het Wereldboek*, youths listening to poems written by their contemporaries participating in *Y Poetry*, authors discussing their work, cooks from the *Vrouwenbazaar* and the finalists from *Telling Stories* from various city districts. A fitting compilation of this varied book year.

## - RESULTS -

The objective of AWBC was to provide a programme offering activities that would attract all of the city's inhabitants.

With its programme consisting of a large number and broad range of activities, AWBC has achieved that objective. Interesting activities were offered attracting both amateurs and professionals. The international symposiums offered professionals from the book industry opportunities to share new developments with international colleagues and to acquire new knowledge.

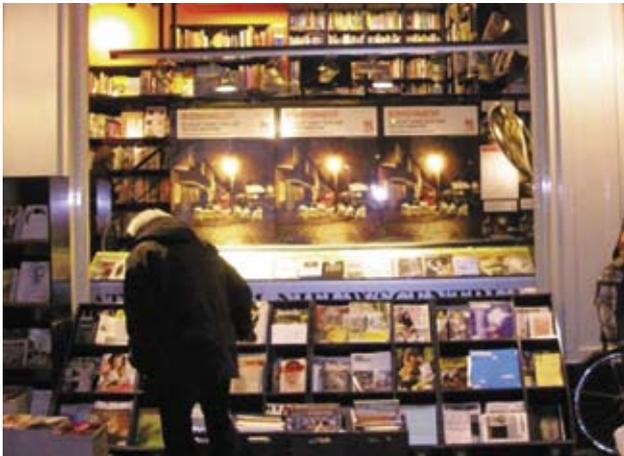
The importance of the freedom of speech was addressed in various ways on a variety of levels. By focusing on the fun of reading, children were stimulated to read and write. The *Poetry in the Park* and *Children's Book Capital* programmes succeeded in reaching the inhabitants of all the city's districts with their various cultural backgrounds. This is an important result because it demonstrates the ability to reach a new audience consisting of individuals who would otherwise never be introduced to 'culture'. It also requires a highly labour-intensive approach: going out to meet those individuals who utilize neither the regular cultural activities nor the regular channels of communication.

A number of extra projects of various types were also organized in the course of the year. Sadly, it was not possible to translate all of the ideas into projects: there was simply not enough time.

A summary of the activities and the participation figures is given in Appendix 3.









# COMMUNICATION

The project bureau effectuated an extensive communication campaign. The activities ranged from the usual billboards, flyers, posters and sandwich boards to programme booklets, special editions, ads and even guerrilla campaigning.

## — THE CAMPAIGN —

Advertising agency KesselsKramer was contracted to design and fill in the details of the communication campaign. Within the framework of this agency's policy of socially-responsible enterprise, KesselsKramer agreed to accept the project at a reduced rate.

A selection of well-known and less-known quotes by the icons and other authors related to the city and the event served as the core message. Following along the lines of this core concept, the city of Amsterdam itself was identified as the primary medium. At unexpected times and in unexpected places, the general public was surprised with quotes and words that came to life on everyday carriers. AWBC not only communicated that Amsterdam is filled with stories, but proved it, especially with this campaign. As a result, communication became a natural element of the event itself.

Billboards, ad frames and sandwich boards as well as advertising columns were used to display programme announcements. These announcements showed pictures of sites throughout Amsterdam in which everyday objects - garbage trucks, cars, swing sets and carrier bags - served as carriers for a word.

In addition to the usual channels of communication, possibilities were continuously sought for drawing attention to AWBC. Examples include:

- \* Seat cushions each bearing a different word during the official opening. Collectively, these words comprised the first 800 words of the book *Een stad vol verhalen, verborgen schatten in beeld*, a book on the many hidden treasures and stories of Amsterdam, written by Nelleke Noordervliet.
- \* Small signs with quotes containing the words OPEN or CLOSED, used on the doors of bookshops throughout the country.
- \* Text strips with poems, used as decorations for *Poetry in the Park* and as a free gift available at the nation's public libraries.
- \* AWBC book gift-card envelopes created in cooperation with the national booksellers association and distributed throughout the country.
- \* The trucks of the Centraal Boekhuis - the central book distribution point in the Netherlands - carried quotes with the AWBC logo, dates and website.
- \* Fifty different carrier bags, printed with a (different) word on each side. Large numbers of these bags were distributed to visitors to the *Amsterdam World Book Fair*.
- \* Beer coasters announcing the *Night of the Book* distributed by the hotel and catering establishments along the Spui.
- \* Bicycle seat covers announcing *The Finale* distributed at multiple locations in Amsterdam.
- \* Magnet bookmarks announcing *The Finale* distributed during a variety of AWBC activities.
- \* Various promo teams wearing AWBC shirts or sandwich boards drew attention to a variety of activities.

A summary of all communication efforts is given in Appendix 4.

The extensive website [www.amsterdamworldbookcapital.com](http://www.amsterdamworldbookcapital.com) provided a summary of the entire programme as well as a wealth of background information.

Detailed and current information about the various activities was available on the site. In a news section, visitors were informed of current developments. E-newsletters were sent on an average of once every two weeks to partners and other interested parties, and were also published on the website. These newsletters provided information on current developments and new activities as well as reviews of completed activities.

Daily newspaper Het Parool was an AWBC media partner. In cooperation with this newspaper, two programme booklets were made and distributed with the daily editions on 3 April and 13 September 2008. A total of 30,000 copies of the programme booklets were also made available at various city locations.

AWBC communicated its activities with programme columns and full-page ads in Het Parool.

During the AWBC closing week, the special **Boek en Stad** was published in cooperation with Het Parool. This special, written by national and international authors and poets, focused on Amsterdam. Each author brought his or her own literary perspective. The special was distributed with the daily edition on 18 April 2009 and made available free of charge at various locations.

## **- VISUALIZATION -**

An important element in the communication campaign was the visualization of AWBC in the city itself.

Banners screamed for attention throughout the city during the opening and closing weeks. These banners were hung in sets, with a different word on each banner.

Collectively, each set formed a quote by an author.

Sadly, leaving these banners up throughout the year was beyond our financial means.

On the opening day, a unique campaign drew attention to AWBC. A variety of vehicles were each equipped with a word, and vehicles riding in procession formed a sentence. This project was designed by **Traffic Talks**. The vehicles drove throughout the city for the entire day, providing a number of excellent photo opportunities.

From mid-December until the end of the AWBC year, the **Quotes Route** was open, consisting of more than fifty literary buildings displaying an author quote. To publicize the route, a special booklet was published that was pasted guerrilla-style at thousands of spots throughout the city centre. A short promo film was also made for this project.

The main OBA branch served as the public information site for AWBC. All of the campaign elements were shown in an eye-catching display in the library's hall. Een nieuw gedicht voor Amsterdam, a poem by Simon Vinkenoog, was presented on the stairs leading up to the library entrance. The poet personally unveiled the poem on his 80th birthday.

## **- FREE PUBLICITY -**

Through its active approach to the press and media, AWBC generated free publicity. Many websites, numerous professional journals and sector magazines, newsletters and other publications devoted attention to Amsterdam World Book Capital.

The value of publicity in the written press totalled € 2,522,178.40.<sup>3</sup> This total does not include the media attention from radio and television or on the Internet, and does not include the value of purchased ads.

Live broadcasts by Amsterdam FM in the OBA devoted at least thirty minutes to AWBC in the weekly Arts and Culture programme. For each broadcasting session, at least one guest was interviewed about one of the activities scheduled in the coming week. The final round of the **National Declamation Competition** was broadcast live from the Theatre of the Word in the OBA on 19 April 2009, in front of a live audience. All other attention devoted on radio and

## **- RESULTS -**

A survey among the partners<sup>4</sup> indicated a high level of satisfaction with the communication campaign:

65% of the partners were satisfied with the umbrella communication campaign.

They awarded the campaign an average score of 6.6.

A total of no less than 42% of the public was 'new'.

It is estimated that the communication campaign reached a total of four million people. This figure was calculated using information including the viewing ratings of news broadcasts and radio programmes that included an item on AWBC and the known reach of Internet sites.

<sup>3</sup> Source: Knipsel Info Service

<sup>4</sup> Amsterdam Wereldboekenstad, Een onderzoek naar de effecten van de overkoepelende communicatiecampagne', by Sandy Pieterse, University of Utrecht, Master degree Kunstbeleid en Management, April 2009







Launch National Declamation Competition, 29 January

# WHAT REMAINS

Many new activities were included in the programme. People who scarcely utilized the cultural facilities available in the city were present at AWBC activities.

For a variety of partners, AWBC was an opportunity to introduce themselves to a new audience by means of new activities.

Various projects will be followed up after AWBC. Now, however, the partners will bear full responsibility for the organization. Examples of projects that have been or will be followed up are listed in **Appendix 5**.

In addition to a new public, successful projects and cooperative platforms, what remains of AWBC also includes physical products: publications. One of those publications deserves special mention here. The book *Mijn Huis, Jouw Huis*, (*My House, Your House*) published by the Joods Historisch Museum in four languages, recently experienced its fourth printing. This book with stories, poems and recipes by authors including Annie M.G. Schmidt was presented during the closing ceremony by Amsterdam's Mayor Job Cohen to the Ambassador of Lebanon, therewith symbolically transferring the title of World Book Capital from Amsterdam to Beirut. A number of copies of the book were sent to Ramallah, where it was made available to teachers in Palestine. *Mijn huis, Jouw huis* is a special book because it contains texts not only in Dutch and English, but also in Arabic and Hebrew. Because the texts are devoid of any political meaning, it is hoped the book will find its way into the Arab world.

AWBC placed a spotlight on the Dutch capital's literary nature. In doing so, attention was devoted not only to the historical development of books but also to the role played by the book in the digital era. With the special *Boek en Stad*, (*Book and City*) presented by AWBC in the closing week in cooperation with Het Parool, Amsterdam was profiled as a literary city one last time.

The theme of freedom of speech was highlighted numerous times over the course of the AWBC year. When it compiled the bid book in 2005, the initiating group could never have suspected that the theme would prove to be such an important political issue during the actual Book Year. The international symposium devoted to this theme organized by AWBC will be continued, ensuring that the international discussion of this theme will also continue. And that is vitally important, especially in a time when *The Diary of Anne Frank* has been added to the list of forbidden publications in Lebanon: a sad event that took place shortly after the title World Book Capital was passed on from Amsterdam to Beirut.



# LESSONS LEARNED

During the annual IPA Steering Meeting in December 2008, AWBC was invited to present interim results regarding its progress and achievements. Clearly, the lessons learned during the year can be used by future World Book Capitals in developing their programmes. The organization of the annual awards ceremony for the **IPA Freedom to Publish Prize**, for example, is now considered a blueprint for future editions. At the request of the IPA and IBF - two of the three UNESCO partners in the World Book Capital programme - AWBC is pleased to discuss the lessons learned.

## - PROGRAMME -

Being awarded an international title like World Book Capital does not automatically lend an international allure to the programme. In any event, that is not the objective involved in this UNESCO title. Each year a city is awarded the title based on the objectives pre-defined in the submitted bid book with reference to stimulating literacy.

Considerable amounts of time and energy were devoted to organizing new large-scale events. Such events require multiple editions - certainly in a city with a rich cultural sector - in order to guarantee interest from the public.

The closing event **The Finale**, for example, drew fewer visitors to the Kop van Java island than expected.

AWBC demonstrated that a new audience can be reached. However, this requires considerable amounts of time, effort and money. If the yawning gap between the elite and the rest can be bridged, the investment is certainly worth the effort. Moreover, this should not be a one-off investment: it should serve to maintain the new cooperative platforms and the established network.

## - PRIVATE INITIATIVE -

Submissions for the title World Book Capital can only be made by cities. The mayor of the city is therefore officially considered the requesting party. In the case of Amsterdam, however, the initiative came from the book industry. Thanks to the involvement of representatives of every segment of the book industry and the fact that an independent foundation took responsibility for effectuation, broad support was created for the initiative. The large number of AWBC partners and the audience reached demonstrate this.

## - GOVERNMENT INVOLVEMENT -

The involvement of the government is extremely important in the realization of a large-scale event like World Book Capital. This does not solely apply to financial support.

Cooperation with the Ministries is essential in drawing attention to subjects affecting policy. Awareness of the issues involved in low-literacy is a relevant example. Without the support of the Ministries of Education, Culture & the Sciences and Foreign Affairs, this would have been much more difficult.

Involvement on the local level is even more essential. The broadness of the subject means that the programmed activities are relevant to a variety of policy areas: culture, education and cultural diversity. Because part of the funding came from Amsterdam's Top City budget, economic affairs became another relevant area. Although the combination of culture and economic affairs need not be problematic, it must be possible to satisfy the conditions applicable in each of the two policy areas. A programme that is intended both to reach the residents of the individual city districts and to draw international media attention, however, is a bridge too far. This dual objective has consequences not only for the necessary budget, but also on the time and effort required from the individuals involved. Thus it proved difficult to achieve new large-scale events based in initiatives taken in the course of the year because no additional budget had been earmarked for that purpose. Earlier and clearer involvement from Top City would therefore have proven beneficial.

Combinations with existing municipal programmes are highly recommended. Because promoting literacy is closely related to education, integration with the municipal programme is recommended.

The same applies to communication. Because the city is awarded the title, the municipal communications should be attuned accordingly. It costs little if anything to announce the city's title whenever possible. Moreover, the municipal staff should be made aware of the title. Staff members can then take the title into consideration in their policy and activities and utilize the title to help achieve their own objectives.

Policy with reference to permits was a troublesome area. For a single event - **Poetry in the Park**, for example - the applicable conditions proved to differ per city district, as did the applicable tariffs.

## **- FINANCES-**

Because the title World Book Capital is awarded to the city, it is important to ensure that the budget available from the city is clear at an early stage. Delays in this subsidy area have consequences on the recruitment of other types of subsidies, funds and sponsoring. The time available from the moment the title is awarded - in this case June 2006 - and the event's start date - 23 April 2008 - is desperately needed in order to develop and effectuate all aspects involved in the organization.

## **- SUBSEQUENT ACTIVITIES -**

A variety of the activities other than those being continued by other organizations merit follow-up. This holds particularly true to the programmes that proved successful in reaching a new audience. Responsibility for many of the small-scale activities can easily be assumed by the local organizations.

Moreover, successful activities of commercial interest - in this case the **Night of the Book**, for example - can be transformed into an annual event.

AWBC achieved all of its programmes in cooperation with third parties. Multiple parties were often involved that had never worked together before. These new cooperative platforms resulted in extraordinary activities that merit future follow-up. In essence, the AWBC served as a kind of test environment.

### **- COMMUNICATION CAMPAIGN -**

The umbrella communication campaign proved effective. Many partners benefited from that campaign. The simple message in a highly-visible campaign that appealed to a broad audience was widely applauded. Participating in AWBC, in any way, often rendered improved recognition, a (large) new public and a platform for new activities.

### **- LAST BUT NOT LEAST -**

One of the most important lessons learned is probably the fact that with a large-scale event like AWBC, it is impossible to guarantee that everyone is satisfied. Even in the preparatory phase, it was evident that the expectations of the various partners differed significantly. The book industry wanted a literary event that focused on reading and writing. But this sector was also eager to show the importance of books and the book industry, demonstrating the book in its socio-cultural context. Top City's expectations placed emphasis on international cultural tourism, therewith reinforcing the city's international cultural profile. By contrast, the city council wanted attention focused on children and activities for 'every inhabitant of Amsterdam'. Lastly, the AWBC perspective placed emphasis on a city celebration. In determining its positioning, all of these perspectives required consideration.

AWBC selected the central theme of 'Open Book, Open Mind', making it possible to devote attention to books in every aspect, to the pleasure and importance of reading and writing, and to the freedom of speech. Although not everyone got exactly what they expected, we feel justified in concluding that it was a successful year in which much was achieved. Our thanks to the parties that made financial contributions, to our many partners and, last but surely not least, the public!







# APPENDICES

1. Initiating Group / Recommendations Committee / Board / Project Bureau
2. Summary of publications
3. Summary of activities and visitor figures
4. Summary of communication messages
5. Projects to be continued after or with reference to AWBC
6. Our thanks



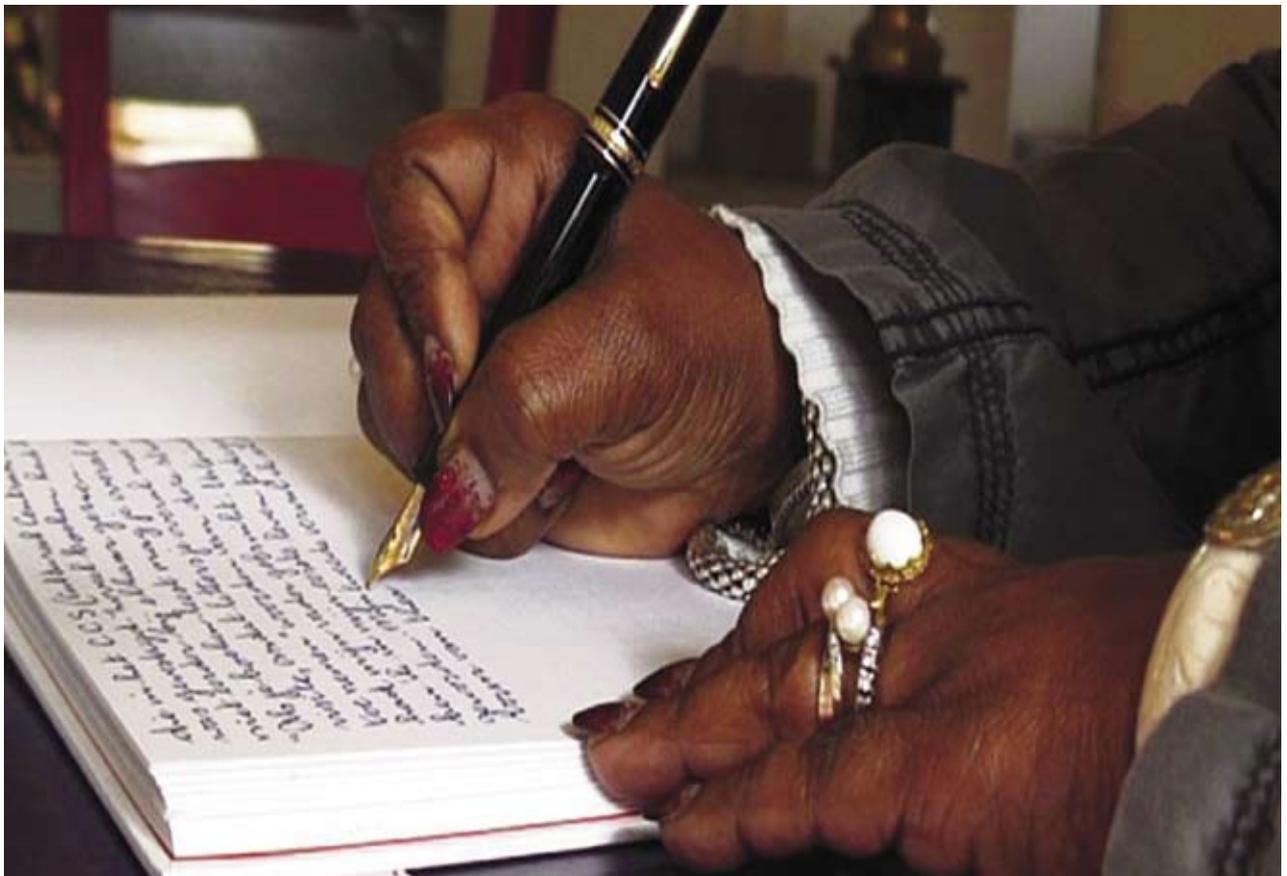
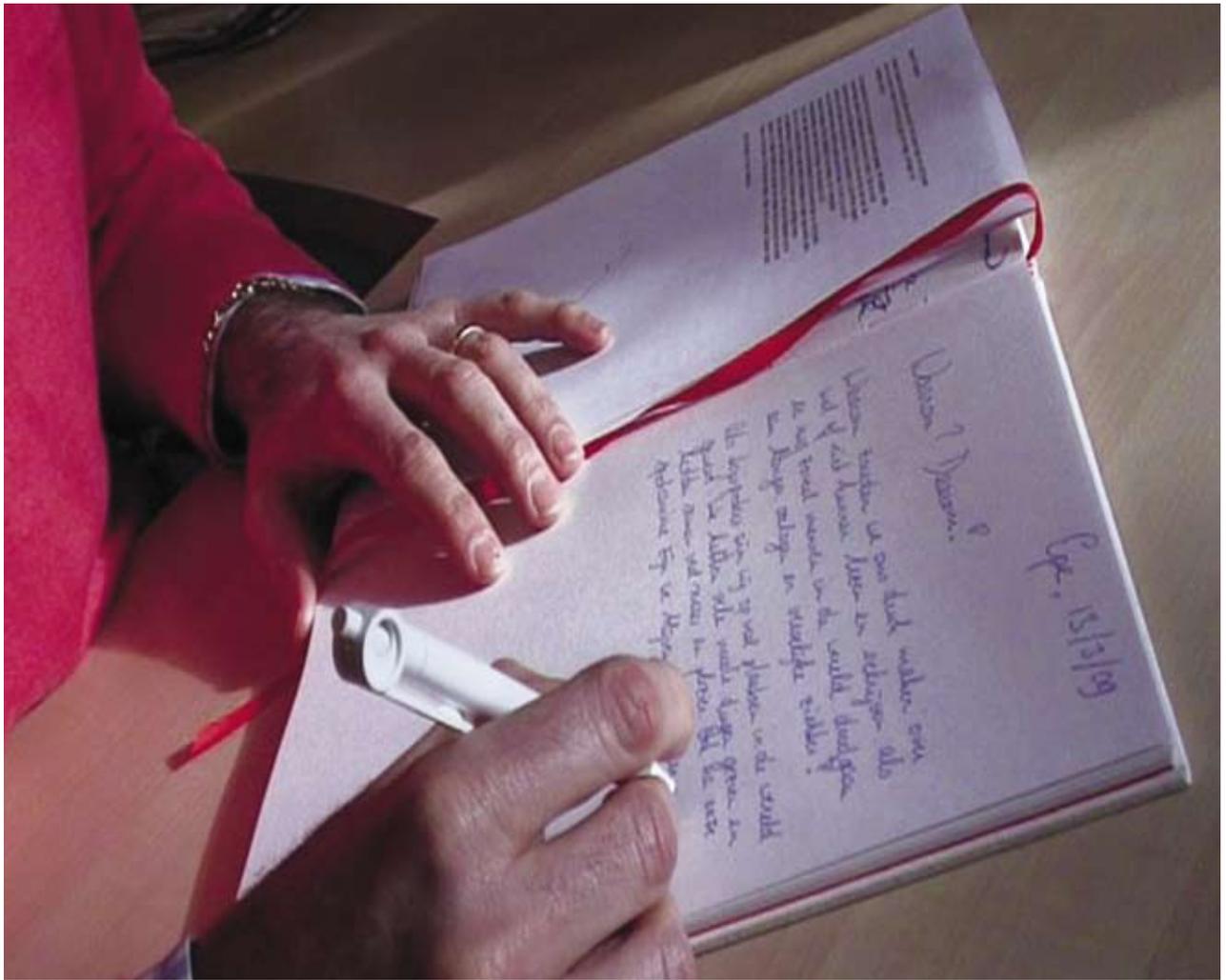
# APPENDIX 1.

## - RECOMMENDATIONS COMMITTEE -

- \* Hedy d'Ancona (journalist and former Minister for Welfare, Public Health and Culture)
- \* Abdelkader Benali (author)
- \* Elco Brinkman (Chair Bouwend Nederland)
- \* Job Cohen (Mayor of Amsterdam)
- \* Ferry Houterman (Chair VVV/ATCB Amsterdam)
- \* Eric Jurgens (Member of the Senate and Chair of the Association of Public Libraries)
- \* Dragan Klaić (former Director of the Netherlands Theatre Institute)
- \* Ronald de Leeuw (former Managing Director of the Rijksmuseum)
- \* Truze Lodder (Managing Director of the Netherlands National Opera)
- \* Geert Mak (author)
- \* Pieter de Meijer (former Rector Magnificus of the University of Amsterdam)
- \* Harry Mulisch (author)
- \* Sijbolt Noorda (Chair of the Association of Universities)
- \* Nelleke Noordervliet (author)
- \* Cees Nooteboom (author)
- \* Aad Nuis (former Chair of the Netherlands Association for the Book Industry and Junior Culture Minister) †
- \* Anil Ramdas (author)
- \* Gary Schwartz (art historian)
- \* Morris Tabaksblat (former Chair of the Supervisory Board of Reed Elsevier)
- \* Paul Fentener van Vlissingen †
- \* Nout Wellink (President of De Nederlandsche Bank)
- \* Arie van der Zwan (Chair of the VSB Poetry Award Foundation)

## - INITIATING GROUP -

- \* René Appel (Netherlands Association of Authors VvL)
- \* Judith Belinfante (Special Collections, University of Amsterdam)
- \* Anneke Jansen (Perdu Foundation)
- \* Laurens van Krevelen (Thiele Foundation)
- \* Willemijn Lamp (Perdu Foundation)
- \* Anja van Leeuwen (Literary Activities Amsterdam Foundation)
- \* Aad Meindert (Netherlands Reading Foundation)
- \* Paul Mosterd (CPNB)
- \* Guus Schut (Netherlands Booksellers Association)
- \* Björn Stenvers (Amsterdam Public Library)
- \* Hans van Velzen (Amsterdam Public Library)
- \* Connie Verberne (Netherlands Association for the Book Industry)
- \* Robbert Vrij (Netherlands Publishers Association)
- \* Barry Wiebenga (Netherlands Reading Foundation)



## **- BOARD -**

As per 31 April 2009, the board consisted of the following members:

- \* Judith Belinfante, Chair (former Directing Conservator Special Collections, University of Amsterdam)
- \* Barry Wiebenga, Treasurer (former Director of the Netherlands Reading Foundation)
- \* Rob Haans, secretary (Director /Publisher De Volkskrant)
- \* René Appel (former Chair Netherlands Association of Authors VvL)
- \* Aad Meinderts (Director of the Netherlands Literary Museum)
- \* Marieke Oomen (on behalf of the Netherlands Booksellers Association)
- \* Hans van Velzen (Director Amsterdam Public Library)
- \* Robbert Vrij (on behalf of the Netherlands Publishers Association)

Former board members:

- \* Guus Schut (on behalf of the Netherlands Booksellers Association)
- \* Connie Verberne (former Director Netherlands Association for the Book Industry)

## **- PROJECT BUREAU -**

As per the end of April 2009, the following staff members were employed by the Project Bureau:

- |                        |                                  |
|------------------------|----------------------------------|
| * Lidy klein Gunnewiek | director                         |
| * Willemijn Lamp       | programme coordinator            |
| * Inge Peters          | programme coordinator            |
| * Marieke van Dormolen | communications and PR            |
| * Jorien Klomp         | secretariat/project staff member |
| * Emma Hollander       | production staff                 |
| * Eefje Valkema        | production staff                 |

**Temporary personnel:**

- \* Anneke Jansen (Feb-Dec 2007)
- \* Quirine van de Linde (May 2007-March 2008)
- \* Maaïke van Geijn (Jan-Aug 2008)
- \* Babette Langeveld (April-May 2008)
- \* Rachella Kingswijk (Sep-Oct 2008)

**Free-lancers:**

- |                       |                                   |
|-----------------------|-----------------------------------|
| * Mick Witteveen      | Poetry in the Park                |
| * Karine Klappe       | Telling Stories                   |
| * Anneke Jansen       | Night of the Book/Cultural Bazaar |
| * Astrid ten Siethoff | communications                    |
| * Cathelijne Esser    | communications                    |

**Trainees:**

- \* Frederique Buchholz
- \* Eefje Valkema
- \* Sandy Pieterse



**DAG**

**GIRAF, ZEI**

**DIKKERTJE**

**DAP**

**NEK**

**KLONTJE**

**PAF**

# APPENDIX 2.

## - SUMMARY OF PUBLICATIONS -

### Amsterdam Wereldboekenstad

Special by Boekblad Magazine 6.2008, 3 April 2008

### Een stad vol boeken, verborgen schatten in beeld

Nelleke Noordervliet, April 2008, Nieuw Amsterdam

### Anne Frank, haar leven

Marian Hoefnagel, April 2008, Uitgeverij Eenvoudig Communiceren

### Poëzie in het Park, Een ode aan de Amsterdamse stadsparken

Compiled by Patrick Roubroeks (Xsaga) and Thomas Möhlmann, June 2008, Nieuw Amsterdam

### Amsterdam Wereldboekenstad

Special for De Parelduiker, literary historical magazine, April 2008, Uitgeverij Bas Lubberhuizen

### Het Amsterdamse Boekhandelsboek

Hans van der Klis, June 2008, Uitgeverij Bas Lubberhuizen

### Geluk, Lees- en schrijfcursisten reageren op Spinoza

Reading and writing course pupils, September 2008, Uitgeverij Eenvoudig Communiceren

### Dagboek van de Amsterdammer

Compiled by ten students of the Institute for Media and Information Management of the Amsterdam Hogeschool (MIM), September 2008, MIM Special Editions

### Amsterdam & zijn schrijvers

Compiled by Ko van Gemert, November 2008, Uitgeverij Bas Lubberhuizen

### Amsterdam is vol verhalen

Publication based on the Quotes Route, December 2008, Ex Ex Uitgevers

### International Copyright Symposium 'The Book in the Internet Era: Copyright and the future for authors, publishers and libraries'

Report of the Symposium organized on 21 and 22 April 2008, April 2009, Springer Uitgeverij

### Ik staar maar te staren, Reacties op Annie M.G. Schmidt

Annie M.G. Schmidt and reading and writing course pupils ROC Amsterdam (KAN), ROC Midden Nederland (Amersfoort department) and ROC Deltion College (Kampen department), April 2009, Uitgeverij Eenvoudig Communiceren

Het Beste van Poëzie in het Park

Compiled by Mick Witteveen, Jacques Brooijmans and Jos van Hest, April 2009, Ex Ex Uitgevers

Brieven aan Anne

Compiled by the Amsterdam Public Library, April 2009, Ex Ex Uitgevers

Boek van Belang

By some fifty prominent Dutch citizens, April 2009, Ex Ex Uitgevers

Boek en Stad, Amsterdam door de ogen van schrijvers

Special for Het Parool, 18 April 2009

Verhalen Vertellen

Compiled by Karine Klappe, expected in September 2009, Ex Ex Uitgevers



Children's Book Capital, 1 October to 19 April

# APPENDIX 3.

## - SUMMARY OF ACTIVITIES -

DATE	PROGRAMME	LOCATION
Jan	Zappelin en Nijntje: national kick-off	The Hague
21/22-04	The book in the Internet Era (internat.symposium)	OBA
21-04	Opening visualisation Boekenhart	The Spui
22-04	Amsterdam presentations: Laroui	Aula UvA
22-04	Presentation Digital World Iran	De Balie
22-04/31-05	Exposition Amsterdam in Words	OBA
22-04/31-05	Amsterdam in Words	Billb. city centre
22/26-04	Dear Kitty	Frascatie
23/27-04	Book bites	OBA
23-04	Reading marathon	Various city loc.
23-04	Traffic Talks	Various city loc.
23-04	Children's choir sings Annie M.G. Schmidt	OBA
23-04	Int. pressconf. Start Right to Read campaign	Aula UvA
23-04	Offical Opening	Westerkerk
24-/4	160/Nowhere	Odeon
24/25-04	Symposium Babble on the Amstel	Singelkerk
24/27-04	160 characters	OBA
24/27-04	Book in one minute	OBA
24/27-04	International Literature Festival	OBA
25-04	Presentation: Towards a standard e-reader	TNO
25-04	LiteSide/Wordweapon	OBA
25-04	Dichter bij Track	OBA
25-04/07-09	Exposition Lectori Salutem	UvA Special Coll.
26-04	Write & Float	Canals/'t IJ
26-04	Presentation of the book: Anne Frank, haar leven	Anne Frank Huis
26-04	Crimejazz	Bitterzoet
26/27-04	Preview Storytelling Festival	OBA/Noord
starting 27 Apr	Here is... Adriaan van Dis (5x dvd show)	UvA Special Coll.
1/31-05	Hidden Treasures: van Gogh Museum	Van Gogh Museum
10-05/22-06	Competition Storytelling, City Games	Various locations/ finals: the Dam
May - Dec	A Boekie with a Koekie	Lloyd Hotel
14-05	Fairy tale festival, children's books dinner	Cristofori
17-05	Sing along with Annie MG	Spui
18-05	Amsterdam World Book Fair	Old city centre
18-05	Author visit: Györgi Konrad	Felix Meritis
20-05	Author visit: Derek Walcott	Felix Meritis
23-05	Typo Day	UvA Special Coll.
23-05	Tiele Lente Academy: The Future of the Book	OBA

DATE	PROGRAMME	LOCATION
27-05	Amsterdam presentations: Noordervliet	Aula UvA
01/30-06	Hidden Treasures: Ons' Lieve heer op Solder	Mus. Ons' Lieve heer
01-06	Opening Poetry in the Park	Vondelpark
01-06/25-08	Poetry in the Park, interactive exposition	Vondelpark
07-06/06-09	Poetry in the Park, city districts	City district parks
10-06	Author visit: Paul Auster	John Adams Insti- tute
10-06	Amsterdam presentations: Van Beijnum	Aula UvA
11/14-06	European Booksellers Conference	Various locations including Lloyd Hotel
18-06/23-11	De Atlas Maior Exposition	UvA Special loc.
27-06	Spinoza Day	Westerkerk
Jul - Aug	Anne Frank, the author (exposition)	OBA
Jul - Oct	Books in the age of Rembrandt	Rijksmuseum Amsterdam Schiphol
01-07	Amsterdam presentations: Mulisch	Aula UvA
01/31-07	Hidden Treasures: Bibliotheca Phil. Hermetica	Bibl. Phil. Hermetica
22-07	Hotel Lullaby (Amsterdam Fashion Week)	Hotel Chic and Basic
01/31-08	Hidden Treasures: Cuypr's Library	Rijksmuseum
01/30-09	Hidden Treasures: Ets Haim Library	Library Ets Haim
03/08-09	International Fellowship Publishers	Various city loc./ Manuscripta
Sep - Dec	Anne Frank, the author	Tour city districts / schools
Sep - Apr	Hero City Exposition	Het Huis van Aristoteles
Sep - Apr	Book Work in Progress	Various city loc.
05-09/05-11	Spinoza exposition	OBA
05-09/05-11	Various presentations within the framework of the Spinoza exposition	OBA
11-09/09-11	Exposition Censure!	Press Museum
12-09	Presentation Geluk, Leeslicht	NS station Amersfoort
12-09	Start The World is Reading campaign	OBA
starting 14 Sep	8 Literary Introductions	OBA
18-09	IPA Freedom to Publish Prize award ceremony	Portugese Synagoge
19/20-09	Threats to the Open Book, international symposium	De Balie
27-09	Presentation: Diary of an Amsterdam resident	OBA
30-09	Storytelling Festival	Various city loc.
30-09/03-10	International Fellowship Children's Publishers	Various city loc.
01/31-10	Hidden Treasures: UvA Special Coll.	UvA Special Coll.
01/31-10	Hidden Treasures: Artis	Artis
01/31-10	Authors Caravan (every Sunday)	Various city loc.
01-10	Children's Books Festival	De Krakeling

DATE	PROGRAMME	LOCATION
02-10/02-11	Book presentation and exposition Amsterdam Bevalt	De Melkweg
05-10	Kliptown Stories	Afrovibes festival
11/26-10	Cameleon journeys (kick-off and canal tours)	canals
12/13-10	Dodo or Dog? International symposium	OBA
19/26-10	Cinekid-Films of children's books	Westergasfabriek
24-10/03-11	Bible reading marathon	OBA
26-10	Book presentation Mijn Huis, Jouw Huis	Joods Hist. Museum
Oct - Dec	Fiep Westendorp Illustration Trophy	Schools/ city district offices
Oct - Apr	Kamishibai	Various locations
Oct - Apr	Letters to Anne	Schools/various
Oct - Apr	Annie's Tea Party	Various loc.
Oct - Apr	Telling Stories	Various loc.
Nov	Amsterdam in Words	Mupis in city centre
01/30-11	Hidden Treasures: KIT Library	KIT
06/07-11	International conference Adaptive Content Processing	Beurs van Berlage
12-11/04-01	Stefan Zweig Exposition	OBA
23-11	Vrij zijn, hoe doe je dat? (How to be Free?) (Spinoza day)	Paradiso
30-11	Book in One Minute festival	Paradiso
01/31-12	Hidden Treasures: VU Special Collections	VU Special Coll.
10-12/08-03	Romeijn de Hooghe Exposition	VU Special Coll.
10-12/08-03	Romeijn de Hooghe Exposition	Allard Pierson Museum
13-12	Taalunie Theatre Prize award ceremony	De Brakke Grond
13-12/22-04	Quotes Route	Throughout the city
17-12	Fiep Westendorp Illustration Trophy Finals	Het Huis van Aristoteles
01/31-01	Hidden Treasures: Bible Museum	Bijbels Museum
01/31-01	Hidden Treasures: City Archives	City Archives
14-01/28-02	2000 x Dick Bruna Exposition	OBA
15-01	Kick-off Book of Importance	Parliament
23-01	Study day: Van oude boeken en de dingen die voorbij (old books and things that pass)	UvA
29-01	Kick-off National Declamation Competition	Dappermarkt/ Waterlooplein
starting 23 Jan	Anne and Zef	Huis aan de Amstel
starting 23 Jan	Spinoza [in exile]	Huis aan de Amstel
01/28-02	Hidden Treasures: Stedelijk Museum	Stedelijk Museum
02-02/27-03	Lecture Series Brief Cultural History of the Book	Illustere School UvA
03/07-02	Theatrical performance Het vuur, de zee (The fire, the sea)	Various city loc.
19-02/01-03	Children's Books & Films Festival	De Uitkijk
Feb - Mar	Spinoza Redux: 3 debates	Castrum Peregrini

DATE	PROGRAMME	LOCATION
starting 21 Feb 01/31-03	Annie; So never do what your mother says Hidden Treasures: Netherlands Institute for War Documentaiton	Huis aan de Amstel  NIOD
06-03/24-05	Annie MG Schmidt Exposition	OBA
08-03	Author visit: Judith Katzir	Israelian Embassy
20-03	AWBS Readers Club event	OBA
20-03	Night of the Book	On / around the Spui
30-03	Annie MG Schmidt song festival	OBA
Mar- Apr	Lecture Series Libraries and the Future of Knowledge	UvA
Apr 01/30-04	Amsterdam in Words Hidden Treasures: International Information Central Archives Women's Movement	Mupis in city centre  IIAF
04-04	Opening Poetry Week	OBA
15-04	Gimmick!	Paradiso
16-04	Presentation Fascimile Atlas van der Hem	Aula UvA
17-04	Y-Poetry	OBA
18/19-04	Cultural Bazar	Tolhuistuin, Noord
18/19-04	The Best of Children's Book Capital	Het Huis van Aristoteles
19-04	Finals National Declamation Competition	OBA
19-04	Catalan Book Festival Sant Jordi	A'dams Hist. Museum
21-04	Schutttingtaal (Fence Language)	Dappermarkt/ Waterlooplein
21-04	Presentation: Ik sta maar te staren, Leeslicht	Waterlooplein
22-04	Offical Conclusion	PTA
22-04	The Finale	Kop van Java-eiland
Entire year	Visiting authors	OBA
Entire year	Montly Book Salon	UvA Special Coll.
Entire year	Various tours and presentations	UvA Special Coll.
Entire year UvA	Appraisal sessions	Illustere School
Entire year UvA	Demonstration Manual Press	Illustere School
Entire year UvA	De Canon Vandaag	Illustere School
Entire year	Lecture series Censorship in the Netherlands	Illustere School UvA
Entire year	Versus series	Goethe-Instituut
Entire year	Read my Lips / Women Inc.	Pakhuis de Zwijger
Entire year	Spinoza tour: Mee in Mokum (Het Gilde)	City centre
Entire year	Presentation series Writing Europe	Spui 25

**- SUMMARY OF PARTICIPANT NUMBERS -**

	Number of participants•	Number of activities••
Opening Week	62.820	23
Hidden Treasures, a closer look at special collections	169.410	39
Amsterdam World Book Fair	100.000	1
Expositions (including relevant presentations)	95.070	28
Expositions in public spaces	500.000	3
Poetry in the Park, city districts	4.682	9
Sumposiums and conferences	985	6
Children's Book Capital	5.341	34
Closing Week	14.202	13
Other activities	35.816	142
<b>Total</b>	<b>988.326</b>	<b>298</b>

- based on figures submitted by partners, counts or estimates
- repeated activities are listed as 1 activity; for activities lasting multiple day, the number of days is shown



# APPENDIX 4.

## - SUMMARY OF COMMUNICATION MESSAGES AMSTERDAM WORLD BOOK CAPITAL -

A0 posters (118,9 x 84,1 cm):

1. AWBC general: 'De leugen doodt de liefde' (Love is killed by lying)
2. **Book Fair**
3. 'Uit niets, komt niets' (From nothing comes nothing), **Spinoza Day**
4. **Night of the Book**
5. **Cultural Bazaar**
6. **The Finale**

MUPI's (118,5 x 175 cm):

1. AWBC general: 'Uit niets, komt niets'  
(From nothing comes nothing)
2. AWBC general: 'De leugen doodt de liefde'  
(Love is killed by lying)
3. **Poetry in the Park**
4. **The Finale**

A2 posters (59,4 x 42 cm):

1. **Poetry in the Park**
2. **Vrij zijn, hoe doe je dat?** (How to be Free?)  
(**Spinoza Day**)
3. **Night of the Book**
4. **Cultural Bazaar**
5. **Children's Book Capital**
6. **The Finale**

A3 posters (42 x 29 cm):

1. AWBC general: 'Uit niets, komt niets'  
(From nothing comes nothing)
2. **Reading marathon**
3. **Book Fair**
4. **Children's Book Capital**
5. **The Best of Children's Book Capital**
6. **National Declamation Competition**
7. **Night of the Book**

A5 flyers:

1. **Book Fair**
2. 'Uit niets, komt niets' (From nothing comes nothing) / **Spinoza Day**
3. **Poetry in the Park** (10 editions, including invitation)
4. **Children's Book Capital** (Opening celebration, **Telling Stories**, **Letters to Anne/Annie's Tea Party**, **Kamishibai**, **The best of Children's Book Capital**).
5. **National Declamation Competition**
6. **Cultural Bazaar**
7. **The Finale**

A6 cards:

1. 5 different postcards
2. Card *Spinoza Day: Vrij zijn, hoe doe je dat?*  
[How to be Free?]

A7 flyers:

1. *Night of the Book*
2. *The Finale*

Advertisements:

Het Parool:

1. programme columns
2. full-page programme *Night of the Book*
3. full-page programme *Closing week*
4. 1/1 pages [*Amsterdam World Book Capital has commenced; Poetry in the Park; Love is killed by lying; Children's Book Capital; How to be free?; Amsterdam is filled with stories; Start National Declamation Competition; Boekennacht image; closing /the Best of Children's Book Capital/Cultural Bazaar*]
5. Ad giving thanks

Other advertisements:

Groene Amsterdammer [*Poetry in the Park, Love is killed by lying*]

Uitkrant [including *Closing Week*]

OBA-Journaal [*Opening and Closing Week*]

NL20 [including *Poetry in the Park*]

Boekdelen [Love is killed by lying]

Programme booklets A4:

1. Programme booklets as special in Het Parool (PS van de Week): 2 editions
2. *International Literature Festival* booklet

Specials:

1. Boekblad special
2. *Boek en Stad*, Amsterdam door de ogen van schrijvers  
[special in cooperation with Het Parool]

Small-size programme booklets (15 x 15 cm):

1. *Een stad vol boeken, verborgen schatten in beeld*
2. *Children's Book Capital*
3. *Night of the Book*
4. *Closing Week*

Invitations/Admission tickets:

1. Invitation Copyright *Symposium*; also served as programme
2. Ticket for Paris UNESCO: *The Amsterdam Initiative against low literacy*
3. *Official opening*: invitation
4. *Official opening*: admission ticket
5. Invitation *Freedom to Publish Prize*
6. Programme *Neo-Censorship Symposium, Threats to the Open Book*

7. Symposium **Dodo or Dog?**
8. Invitation closing ceremony
9. Admission ticket closing ceremony

Miscellaneous:

1. Press folder Symposium **Dodo or Dog?**
2. Open/Closed booksellers door sign
3. Magnetic bookmark ‘...en ze leefden nog lang en gelukkig’  
[...and they lived happily ever after]
4. Bicycle seat cover ‘...en ze leefden nog lang en gelukkig’  
[...and they lived happily ever after]
5. **Night of the Book** beer coaster
6. 50 different carrier bags, each with a different word on each side
7. T-shirts ‘These were the most blissful moments’ for the **Night of the Book** promo team
8. 800 cushions for the **Official Opening** in the Westerkerk (1st 800 words of the book ‘**Een stad vol boeken**’ by Nelleke Noordervliet
9. Bundle ‘**Amsterdam is vol verhalen**’ in plastic jacket with red sticker (Neem mij mee (Take me with you)), used for guerrilla campaign for **Quotes Route**
10. Triangular flags with quotes by three icons
11. Book covers made especially for the **Book Fair** (stand decorations)
12. Bundle ‘**Brieven aan Anne**’ (Presented on 18 April 2009), ‘**Het beste van Poëzie in het Park**’ (Presented on 18 April 2009) and ‘**Verhalen Vertellen**’ (Presentation September/October 2009)
13. **Boek van Belang / Les van Belang** (Book of Importance / Lesson of Importance)
14. T-shirts ‘Open Book, Open Mind’ to stimulate visibility of staff at AWBC events.
15. T-shirts ‘En ze leefden nog lang en gelukkig’ (And they lived happily ever after) for the choir/students and catering personnel during the official closing.
16. Text strips for public libraries, **Poetry in the Park** and **Official Closing**.
17. Quotes on project boards during **The Finale**.





# APPENDIX 5.

## - PROJECTS TO BE CONTINUED AFTER OR WITH REFERENCE TO AWBC -

- \* **Poetry in the Park**: a variety of poetry activities have already been organized (including poems by residents hung in the windows of De Baarsjes) or in progress (including permanent art and poetry route in the Rembrandtpark)
- \* **Night of the Book**: Bookshops on and around the Spui, 23 April 2010
- \* **International fellowship**: NLPVF, Sept 2009
- \* **Children's books fellowship**: Linda Kohn agency, Oct 2009
- \* **National Declamation Competition**: AVRO broadcasting company
- \* **Letters to Anne**: OBA, 2009-2010 school year
- \* **Children's Book festival as opening of the Children's Book Week**: Krakeling, Helden&Boeven and Nieuw Amsterdam, October 2009
- \* **Cultural Bazaar**: Cultuur aan het IJ Foundation
- \* **Boek van Belang**:  
Foreign Affairs, Junior Minister Timmermans, European Commission December 2009  
Original to be on display in Scription, Sept-Dec 2009  
Award ceremony best personal story submitted for Book of Importanceg, HvA, World Literacy Day 8 Sept 2009
- \* **Fence language**:  
various presentations during fairs, including one already organized in Amsterdam North, ROC Amsterdam, May-June 2009  
already presented at the close of the academic year ROC Amsterdam, Netherlands Reading and Writing Foundation in cooperation with ROC Amsterdam, July 2009  
original to be on display in Scription, Sept-Dec 2009  
booklet based on project by artists who participated earlier in the AWBC project, 2009
- \* **Fiep Westendorp Illustration Trophy**: Fiep Westendorp Foundation, 2009
- \* **Book Salon**: Special Collections UvA, monthly starting in Sept 2009
- \* **Book club events**: NBD Biblion in cooperation with OBA and KNBb, 2010
- \* **Top Ten Tips Book clubs**: NBD Biblion in cooperation with KNBb, 2010
- \* **Children's Books & Films Festival**: De Uitkijk, 2010

- \* **'My House, Your House'**: Joods Historisch Museum; the book has experienced its second printing, which included mention of the fact that the book was presented to the Ambassador of Lebanon, symbolically transferring the title World Book Capital from Amsterdam to Beirut.
  
- \* Game for the low-literate: under development; negotiations with potential distributor on-going
  
- \* With reference to the International Copyright Symposium, cooperation is to follow based on the Letter of Intent
  
- \* A variety of international activities with reference to the international symposium on neo-censorship



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# APPENDIX 6.

## - AMSTERDAM WORLD BOOK CAPITAL EXPRESSES ITS THANKS TO -

### (IN RANDOM ORDER)

UNESCO - H.K.H. Prinses Laurentien der Nederlanden - Club Ambras - De Familie - De Nederlandse Opera - Fund for Central & East European Book Projects Amsterdam - Ferry Houterman - Algemene Onderwijsbond - Norman Bonink - De Melkweg - Job Cohen - Groep Educatieve Uitgeverijen - CNV Onderwijs - Letterenhuis - Chris Keulemans - CrimeJazz - Klaas van der Hoek - Amsterdams Historisch Museum - Nelleke Noordervliet - De Kan - Goethe Instituut - Jacques Vriens - AIDA - School der Poëzie - Bijbels Museum - Castrum Peregrini - Bibliotheek Ets Haim/Livrararia Montezinos - IBBY-Nederland - Holland International Rondvaart - PEN Nederland - Jean-Marc van Tol - Athenaeum - John Adams Institute - Menno van der Veen - Nederlands Instituut voor Mediakunst - De Woordensmederij - Edukans - Anita Witzier - Centraal Boekhuis - Joke Smit afdeling ROC - Internationaal Instituut voor Sociale Geschiedenis - Frits van Oostrom - Spui 25 - IDFA - Cinekid - Coolpolitics - Elco Brinkman - Vereniging voor Letterkundigen - Annelies de Hommel - ICCO/Kerk in Actie - Filmtheater De Uitkijk - Connie Verberne - Stichting Lezen - Felix Meritis - Groep Uitgevers voor Vak en Wetenschap - Henk Pröpffer - Kunstfactor Schrijven - Literalinea - Persmuseum - NBD Biblion - Fonds voor de Letteren - Waterstone's - KesselsKramer - Gemeente Amsterdam - Femke Halsema - AVRO De Sandwich - Monique Samuel - Plan Nederland - Fiep Westendorp Foundation - Arnold Vanderlyde - Mee in Mokum - Stichting Leidsepleintheaters - Eenvoudig Communiceren - EUNIC - Allard Pierson Museum Amsterdam - Hagar Peeters - Drukwerk in de Marge - Karine Klappe - Save the Children Nederland - Chris Tates - FOBID - On File - Openbare Bibliotheek Amsterdam en alle filialen - Paradiso - NS - Anne Frank Stichting - Anil Ramdas - Anti-quarische Boekenbeurs - Farah Karimi - Kunstenaars & Co - Literaire Uitgevers Groep - Naema Tahir - Maison Descartes - Amsterdam Topstad - Ted van Lieshout - Italiaans Cultureel Instituut in Amsterdam - Kees de Jong - Jeugdtheater De Krakeling - Margot Dijkgraaf - Podium Mozaïek - RAI Hotel & Travel Service - Peter Groenendaal - Grafische Cultuurstichting - Judith Uyterlinde - Artis Bibliotheek - Kinderboekwinkel Helden & Boeven - Pieter de Meijer - Koninklijke Vereniging voor het Boekenvak - Stedelijk Museum - Rob Seveke - Amsterdamse Stadsdelen - Aziz Bekkaoui - Teepe Producties - Groep Algemene Uitgevers - Marga Kuperus - Hogeschool van Amsterdam - Abdelkader Benali - Joods Historisch Museum - Guus Schut - Bibliotheca Philosophica Hermetica - Anja van Leeuwen - Huis aan de Amstel - Gerdi Verbeet - Kameleon Avontuur - Bert Meerstadt - Nederlands Uitgeversverbond - Frans Timmermans - Stichting Delevante - Elsbeth Etty - Perdu - Xsaga - Sijbolt Noorda - Stichting Lezen & Schrijven - Visser's Latijn - Joost van der Does de Willebois - Het Huis van Aristoteles - llustere School - Koninklijke Boekverkopersbond - Hans Münstermann - Universiteit van Amsterdam - Ronald Plasterk - Museum Ons' Lieve Heer op Solder - Vincent Bijlo - Stichting Democratie en Media - Dragan Klaić - Stadsarchief Amsterdam - Harmen Siezen - Biblionef Nederland - Gerda Havertong - Boekwinkeltjes.nl - Wintertuin - Paul Mosterd - Fouad Laroui - IBF - Kinderboekwinkel - Ministerie van OCW- Westerkerk - Amnesty International - Krater Theater - Guus Bauer - Krater Theater - Morris Tabaksblat - LOC7000 - Giovanca Ostiana - Koninklijke Bibliotheek - Rode Hoed - Joop Braakhekke - IPA - ROC van Amsterdam - Harry Mulisch - Internationaal Informatiecentrum en Archief voor de Vrouwenbeweging - Laurens van Krevelen - Rietveld Academie - Paul Alberts - American Book Center - Pia Dijkstra - Rijksmuseum - Geert Mak - Passengers Terminal Amsterdam - Resa Aprianengsih

- Prins Bernhard Cultuurfonds, Mr. C.R.C. Wijckerheld Bisdom Fonds - Uitgeverij en Boekhandel Bas Lubberhuizen - Bijzondere Collecties UB - ATCB - Hedy d'Ancona - Vrije Universiteit Amsterdam - Herman P. Spruijt - Amsterdamse Spinoza Kring - MIM - Marjan Berk - Vereniging van Openbare Bibliotheken - Mick Witteveen - Stichting Gilde Amsterdam - Hank Gronheid - Stichting Cultuur aan het IJ - Flip van Duijn - Kwakoe - Stichting Schrijvers School en Samenleving - Elly de Galan - Stichting Lira - Dappermarkt - Mirella van Markus - SNS REAAL Fonds - Koninklijke Academie voor Wetenschappen - Eymert van Manen - Tiele-Stichting - Stichting Literaire Activiteiten Amsterdam - Eric Jurgens - deelnemende locaties voor de diverse programma's - Roos Rebergen - Portugese Synagoge - Dragan Klaic - LINGO - Literaire Reisboekwinkel Evenaar - Frank Groothof - Weerwoord - Cees Nooteboom - Tell Amsterdam - Arctic Paper - Maarten Asscher - Werkgroep Kinderboekenuitgevers - Sandberg Instituut - Catherine Keyl - De Werkstudent - Stichting Multimediaproductanten - Arie van der Zwan - Nederlandse Taalunie - Lieke van Lexmond - IFLA - Monkee Films - StadsSpelen - Nederlands Instituut voor Oorlogsdocumentatie - Women Inc. - Bookalicious - Elmer van de Marel - Fontys Hogeschool Eindhoven - deelnemende basisscholen Kinderboekenstadprogramma - Week van de Poëzie - Floris Jan Bovenlander - Stichting Auteursrecht Manifestaties - Marko Koers - VSBfonds - ROC Amersfoort - Maureen Healy - ABC Treehouse - Ronald de Leeuw - Selexyz Scheltema - Waterlooplein - Nout Wellink - Amsterdam University Press - Archis - De Balie - Fiep Westendorp Foundation - Amsterdam FM - Truze Lodder - Nederlands Literair Productie- en Vertalingenfonds - Loek Hermans - Antiquariaat Brinkman - De Vries Producties - Nederlandsche Vereeniging van Antiquaren - Jacco Eltingh & Paul Haarhuis - Nederlandse Vereniging van Journalisten - CPNB - Menno Hartman - Stichting Weerdruk - Van Goghmuseum - Surinaams Dichters en Schrijversgenootschap - Alexander Rinnooy Kan - all volunteers - Het Parool - Uitgeverij Nieuw Amsterdam - ROC Kampen - Doekle Terpstra - Koninklijk Instituut voor de Tropen - (personal of) Universiteitsbibliotheek Amsterdam - Andries Mulder - Uitgeverij en Boekhandel Pegasus - Index on Censorship - Neelie Kroes - Z@ppelin - participants Citatenroute - Lucille Werner - Uitgever Kapstok - IDtv - Springer - Rob Post - Querido - Shell - Björn Stenvers - Hogeschool van Amsterdam - Gary Schwartz - read and write ambassadors - Amsterdams Fonds voor de Kunst - Boekenmarkt op het Spui **and all other people, organisations and business partners who made Amsterdam World Book Capital unforgettable!**





...EN ZE

LEEFDEN NOG LANG

EN GELUK KIG

