

**Barcelona
Ciutat de la
Literatura
UNESCO
2016-2019**

**MONITORING
REPORT**





INDEX

	Page
1. EXECUTIVE SUMMARY	2
2. GENERAL INFORMATION	4
3. CONTRIBUTION TO THE NETWORK'S GENERAL MANAGEMENT	5
4. MAJOR INITIATIVES IMPLEMENTED AT THE LOCAL LEVEL TO ACHIEVE THE OBJECTIVES OF THE UCCN	6
5. MAJOR INITIATIVES IMPLEMENTED THROUGH INTER-CITY COOPERATION TO ACHIEVE THE OBJECTIVES OF THE UCCN	27
6. PROPOSED ACTION PLAN FOR THE FORTHCOMING MID-TERM PERIOD OF FOUR YEARS	30
7. BARCELONA, A CITY OF LITERATURE IN FIGURES	32

1

INTRODUCTION / EXECUTIVE SUMMARY

Barcelona has a thriving literary scene that goes back a long way, cultivated by writers from the city and around the world. It also has a powerful publishing sector embracing Catalan, Spanish and, by extension, Latin American markets, that ranges from large publishing groups to a hotbed of independent publishers. The city boasts a good network of bookshops too, which come in various sizes and cater for different interests, plus an excellent network of 40 public libraries. It has been, and is, home to numerous writers born in the city or who have settled there, a magnet in the past for authors who wanted to experience some of the critical moments in history and today for persecuted writers who find refuge there. It is the venue for a dozen literary festivals and the most important prizes in Catalan and Spanish literature are awarded there. Authors write in at least two languages, Catalan and Spanish, but also in French, English, Arabic and Amazigh. And every year, on 23 April, the city celebrates “Sant Jordi”, a popular festival that marks World Book Day with sales of a million books and three million roses.

Over the course of 2015, Barcelona City Council set in motion a bid to join the **Unesco Cities of Literature Network**, one of the seven creative fields that make up the **Creative Cities Network** (UCCN). The bid was led by a team from the Barcelona Institute of Culture (ICUB) and endorsed by a promotion council comprising more than 70 literary entities and agents from the city. It also had the backing and collaboration of the Catalan government (Generalitat) through the Institute of Catalan Letters and the Ramon Llull Institute (IRL). Barcelona was designated a Unesco **City of Literature** in December 2015 and Marina Espasa was chosen as the programme curator in February 2016. Since then, work has been carried out on defining a project to make Barcelona a real city of literature, in other words, a city with a critical capacity, a memory, culture and imagination; a project that shows literature can become a tool for improving people’s quality of life if it is placed at the heart of the city’s cultural policies.

LINES OF ACTION

This programme is divided into **four main lines of action**, identified in this document with the following colors:

1	DISSEMINATING LITERARY HERITAGE	
<p>Many of the points that constitute the city's literary heritage have been located and systematised in the Literary Map of Barcelona. In addition to identifying the actual places where writers lived or worked, along with the main bookshops, libraries and other literary spaces, it also includes some of those that have been turned into literature over the course of history and thus constructs, over the real city, the city imagined in its works. Furthermore, it sketches out a series of literary routes and itineraries that invite you to discover the city as you stroll around. In fact, the map is no more than the starting point and the conceptual basis for a series of actions that will leave a physical mark on the city that should enable locals and visitors to identify this immaterial heritage with ease. Memorial plaques, literary tracks and poetic intercoms are some of the tools planned to achieve this.</p>		
2	PROMOTING READING	
<p>At school, at home or outdoors, reading must be conceived as the best tool for raising and turning citizens into responsible human beings with a critical attitude to their surroundings. The activities organised by Barcelona Libraries to promote reading, over 1,500 a year, reach nearly 50,000 people, while the reading action programmes run since 2017 and include more than 12 projects targeted at sectors, age bands and neighbourhoods that are not always taken into account in these kinds of programmes. For example, Literapolisbcn, an educational project based on a mobile app that geolocalises novels in the city, has enabled over 1,000 (3rd-4th year) secondary school students in the city to work on literature from an innovative angle, in and out of school.</p>		
3	SUPPORTING THE SECTOR	
<p>Financial help has been given to those structures that needed it, such as independent bookshops (specific line of subsidies) and tools have been created to give direct support to authors, the first link in the creative chain, in terms of providing them with the best material conditions for carrying out their work (the Montserrat Roig and Carme Montoriol grants). Barcelona is a city alive with literary activity that needed systematising and highlighting, so the Barcelona City of Literature website and the work done through social media have provided a reference point for publicising the workshops, book clubs, talks, dialogues and festivals held in the city as well as bringing literature closer to the public.</p>		
4	PROJECCIÓ EXTERIOR DE LA LITERATURA "FETA A BARCELONA"	
<p>Participation in international fairs and festivals, along with exchanges with the other cities in the Unesco Cities of Literature Network, have provided an open window for exporting Barcelona's talent and ways of working to the rest of the world, as well as a way of getting to know other realities and ways of working. For example, Barcelona has been invited to the Edinburgh Festival and the Prague Fair, as well as being the Guest City of Honour at the Buenos Aires Book Fair in 2019.</p>		

2

GENERAL INFORMATION

Name of the city	BARCELONA
Country	SPAIN
Designated field	LITERATURE
Date of designation	DECEMBER 2015
Date this report presented	30 September 2019
Body responsible for the report	ICUB – Barcelona City Council
Preliminary reports	NO
Contact persons	Esteve Caramés (ecarames@bcn.cat) Jaume Muñoz (jmunozj@bcn.cat) Òscar Carreño (ocarreno@bcn.cat)

3

CONTRIBUTION TO MANAGING THE GLOBAL NETWORK

3.1.	Has attended Creative Cities meetings	Östersund 2016 Enghien-les-Bains 2017 Krakowice 2018
	Has attended Creative Cities meetings	Dublín 2016 Barcelona 2017 Nottwich 2019
3.2.	Has held UCCN meetings	NO
3.3.	Has held meetings on one of the Creative Cities' fields	Barcelona 2017 – Annual Meeting of Creative Cities
3.4.	Has held international meetings on issues related to one of the Creative Cities' fields and participated in one of the network member cities	NO
3.5.	Has financially helped the Unesco Secretariat to ensure its development and communication	NO
3.6.	Belongs to the Creative Cities Coordinating Group	NO
3.7.	Has participated in assessing city applications	2017, 13 applications 2019, 18 applications

4

MAIN LOCAL INITIATIVES FOR CONTRIBUTING TO ACHIEVING THE UNESCO CREATIVE CITIES NETWORK GOALS

SUSTAINABLE DEVELOPMENT GOALS

1	No poverty
2	Zero hunger
3	Good health and well-being
4	Quality education
5	Gender equality
6	Clean water and sanitation
7	Affordable and clean energy
8	Decent work and economic growth.
9	Industry, innovation and infrastructure
10	Reduced inequalities
11	Sustainable cities and communities
12	Responsible production and consumption
13	Climate action
14	Life below water
15	Life on land
16	Peace, justice and strong institutions
17	Partnerships for the goals

UCCN NETWORK GOALS

1	Make creativity an essential element in urban development, based above all on partnerships that include the public and private sectors and civil society.
2	Strengthen the creation, production, distribution and use of cultural goods and services, and promote the creative economy.
3	Improve access to and participation in cultural life, as well as the use of cultural goods and services, especially for marginalised or vulnerable individuals and groups, which include women and young people.
4	Develop creativity and innovation hubs and broaden the opportunities for creators and professionals in the cultural sector.
5	Integrate culture and creativity into local development plans and strategies.
6	Increase awareness of the network and the role of culture and creativity in sustainable urban development, and support research and analysis in this field.

MAIN LOCAL INITIATIVES

4.1.1. READING ACTION PROGRAMMES

SDGs	4	5	9	10
UCCN GOALS	3		6	
BCN LITERATURE ACTION LINE	2			

The reading action programmes, launched in 2018 and comprising 12 initiatives, will continue with the aim of making Barcelona a city that reads more and better during 2019-2020. The 12 initiatives are intended to cover every part of the city and all age ranges, and have the most impact on those parts with special needs with regard to encouraging reading, or among those groups that do not enjoy the most favourable conditions for cultivating and subsequently consolidating good reading habits.

This project has been developed in collaboration with 37 stakeholders, both public (the library and education consortia, museums and theatres, and so on) and private (publishers and bookshops).

1 ET CONEC D'OÏDES

“Et conec d'oïdes” (I’ve heard of you) is a programme that use audiobooks at municipal homes for the elderly to explore the possibilities this support offers people with various degrees of dependency and for whom it is not easy to access traditional reading supports.



2**ET CONEC DE VISTA**

“Et conec de vista” (I know you by sight) is a programme targeted at centres for elderly people with the aim of encouraging reading through new e-book formats. The project’s dynamics is those of the book club. Each participant has a tablet on loan and the public libraries’ portal eBiblio is used for borrowing e-books.

**3****READING AT THE STADIUM**

The aim of this programme, backed by FC Barcelona, is to link reading with sport and decontextualise football spaces from their primary function to show young people that Barça’s stadium, the Camp Nou, can become a place for discussing and talking about books and reading.



4**EXPLOSIVE READING. AUGMENTED BOOK CLUBS**

Augmented book clubs are intended to be a tool for encouraging reading by sowing the idea among young people that reading can become a memorable experience and, therefore, a retrievable one. So, suggestions for augmented reading is added to the usual dynamics of book clubs (reading a book and commenting on it in class): a visit to, or activity based on, a setting or something that represents the book read, and meetings with authors.

**5****EN NOM PROPI**

In the suggestive reading programme “En nom propi” (In their name) , two writers are each invited to talk about the other’s work and convince the people attending of their reasons for saying it would be more rewarding to read the books of the other person invited than their own. An exercise of generosity. A framework for offering reading tips which, in their name, seeks to praise peers, discover the other and encourage enthusiastic reading of both authors.



6 EN NOM DE...

The programme **“En nom de ...”** (In the name of...) invites participating authors to choose a work they think is particularly important, one of those books that has always stayed with them, that has had a special influence on their own work or which they would have liked to have written, and invites them to take part in a conversation where, adapting the dynamics of book presentations, they are invited to speak on behalf of the author of the selected work. This is a suggestive reading initiative that introduces readers to the chosen work and, at the same time, encourages them to read the work of the person who is speaking on behalf of another writer.

7 20 PUBLISHERS - 20 BOOK CLUBS

Twenty publishers with their head offices in Barcelona will sponsor 20 book clubs at city libraries. Four of the eight sessions each year will be devoted to books published by the sponsoring publishers, and the authors, publishers and translators will be present at those sessions.

8 READING AT WORK: READING BEFORE CURING

“Reading at work” is a programme designed to influence reading habits and encourage reading at workplaces. It has started with health service staff in an effort to increase their capacity for empathy through training and dissemination that could establish a network of book clubs in their workplaces (public healthcare centres). A website with tools and resources has been set up so health service staff can lead the reading club sessions themselves: <https://llegirabansdecurar.cat/>. In collaboration with the Catalan Bioethics Society (SCB) and the Catalan Open University (UOC).

9 READING IN THE SUPERBLOCKS

“Reading in the superblocks” is intended to make reading outdoors, or, more specifically, in these spaces reclaimed for public use, a normal activity. This takes the form of urban furniture and freely accessible and usable books on the streets of the Sant Antoni and El Poblenou superblocks. Another goal of this programme is to encourage local residents to manage this furniture and these books themselves, and to turn these spaces into places of cultural activity based on books.



4.1.2. LITERARY FESTIVALS

SDGs	4	9	10	
UCCN GOALS	3	4	6	
BCN LITERATURE ACTION LINE	2	3		

For decades now the city’s literary festivals have made an enormous effort to highlight the work of authors, link it to the city and create a map of public places that have made it possible to connect those writers with the people who read them. These festivals play a decisive role in supporting and disseminating writers’ work as well as providing a collaborative framework for the city’s cultural agents.

Since 2017, the *Barcelona City of Literature* logo has featured on all literary festival communications produced directly by the ICUB.

BARCELONA UNESCO CITY OF LITERATURE’S MAIN CONTRIBUTIONS TO THE CITY’S LITERARY FESTIVALS

1	BCNegra 2018: Created game for the Literapolisbcn app on the novel <i>Tatuaje</i> by M. Vázquez Montalbán
2	Món Llibre 2016: Writer invited from Reykjavik, Unesco City of Literature
3	Barcelona Poesia 2018: Programmers invited from other countries (in collaboration with the IRL) 2019: Head of Granada, Unesco City of Literature invited
4	Barcelona Novel·la Històrica 2018: Game created for the Literapolisbcn app on the novel <i>La merla blava</i> by Maria Carme Roca. 2019: Literary route “ Writers of 36 ” created



From 2017 onwards, *Barcelona Ciutat de la Literatura*’s logo is included in all the communications of the literary festivals organized by the Barcelona’s Institute of Culture.



BCNegra



Literapolisbcn App



Món Llibre



Barcelona Poesia festival session at the UNESCO Heritage Building Palau de la Música



Barcelona Novel·la Històrica

The *Barcelona City of Literature* label is also applied to other festivals that receive support and financial help through subsidies, the use of spaces or any other form of collaboration.

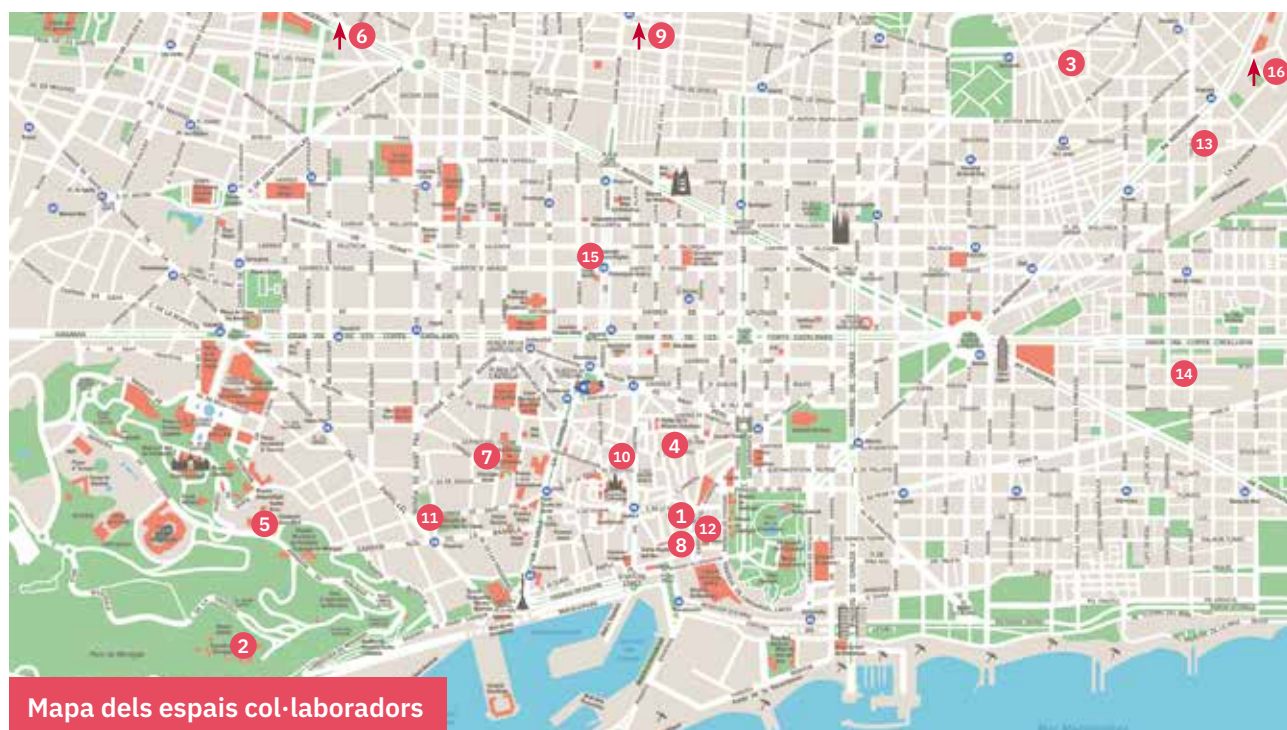
1	Barcelona Còmic. Comic festival
2	Saló del Manga. Manga festival
3	Liternatura. Literature and nature festival (at Vil·la Joana)
4	Literal. Book and radical ideas fair
5	FLIC. Children's literature festival
6	Munt de mots. Storytelling festival
7	Kosmopolis. Amplified literature festival
8	Primera persona. Literature and music festival
9	Arts Libris. Art book festival
10	Setmana de l'Àlbum Il·lustrat. Children's books

4.1.3. MONTSERRAT ROIG AND CARME MONTORIOL WRITING GRANTS. DIRECT SUPPORT FOR LITERARY CREATION

SDGs	8	9
UCCN GOALS	2	4
BCN LITERATURE ACTION LINE	3	

These creation grants **have helped to consolidate the projects of authors** linked to the city. From an average of 250 projects submitted each year, **20** have been selected in two lots, one in spring and the other in autumn. Each author **has received €3,000 and the right to use** a unique city building – from museums to historical buildings, libraries and creation factories – as a workspace for two months.

At the end of that period, evaluation sessions open to the public have been held with the authors in city libraries or bookshops, attended by representatives of publishers and literary agencies interested in new projects being written on the city.



1 Picasso Museum	9 MUHBA Vil·la Joana - Verdaguer House of Literature
2 Montjuïc Castell	10 Barcelona Historical Archives (Ca l'Àrdiaca)
3 Nou Barris Library	11 Tantarantana
4 Francesca Bonnemaison Library	12 Escenari Joan Brossa
5 Miró Foundation	13 Nau Ivanow
6 Pedralbes Monestary	14 Sala Beckett
7 Library of Catalonia	15 Tàpies Foundation
8 Reial Acadèmia de Bones Lletres	16 Fabra i Coats

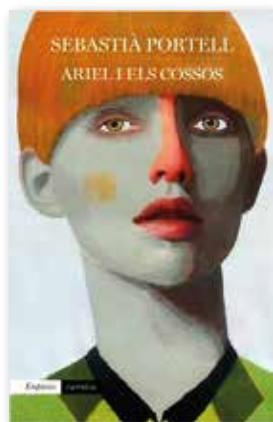
In the first years these grants have been available, 850 applications have been received (741 for the Montserrat Roig grant and 109 for the Carme Montoriol grant) and a total of 64 grants have been awarded. The average age of the applicants is 39.25 and the proportion of men to women is 28 women and 36 men. As regards languages, 37 grants have so far been given for projects in Catalan, 25 in Spanish, 1 in English and 1 in German.



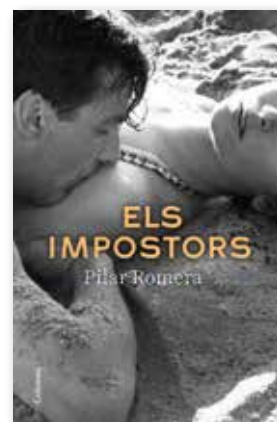
Francesc Meseguer,
*Un pi, dos lledoners,
una olivera*
(Edicions Tremendes,
2018)



Cristina Morales,
Lectura fácil
(Anagrama, **Premio
Herralde 2018**)



Sebastià Portell,
Ariel i els cossos
(Empúries, 2019)



Pilar Romera,
Els impostors
(Columna, 2019)

4.1.4. LITERARY MAP.

THE CITY'S FIRST LITERARY MAP

SDGs	11		
UCCN GOALS	2	3	6
BCN LITERATURE ACTION LINE	1		

Every city has its **literary cartography**: streets, passages, buildings, nooks and crannies that have been inhabited, frequented or immortalised by writers of every era and background. **Barcelona** has many places with a literary significance. Some are already signposted with signs or plaques on façades, sculptures or street names, but many are not, so one of the aims of the **Barcelona, Unesco City of Literature** programme has been to contribute to the work of cataloguing, identifying and marking the city.

In fact, it is for that purpose that the **Barcelona Literary Map** has been drawn up, in two formats: **paper** and **digital**.

Various collaborators and a design team worked on the **paper versions of the Literary Map (Catalan, Spanish and English)** throughout 2018 and it was presented on **Wednesday, 3 April, 2019**.

They have the typical fold-up format of a tourist map and are two-sided. On the front, over a map of the city, various writers, books, monuments, bars, restaurants and other points of literary interest can be identified by means of a legend. On the back, there is more information on these, five literary quotes on the city from world authors (Mercè Rodoreda, Víctor Català, Manuel Vázquez Montalbán, Francisco Casavella and Federico García Lorca) plus illustrations.



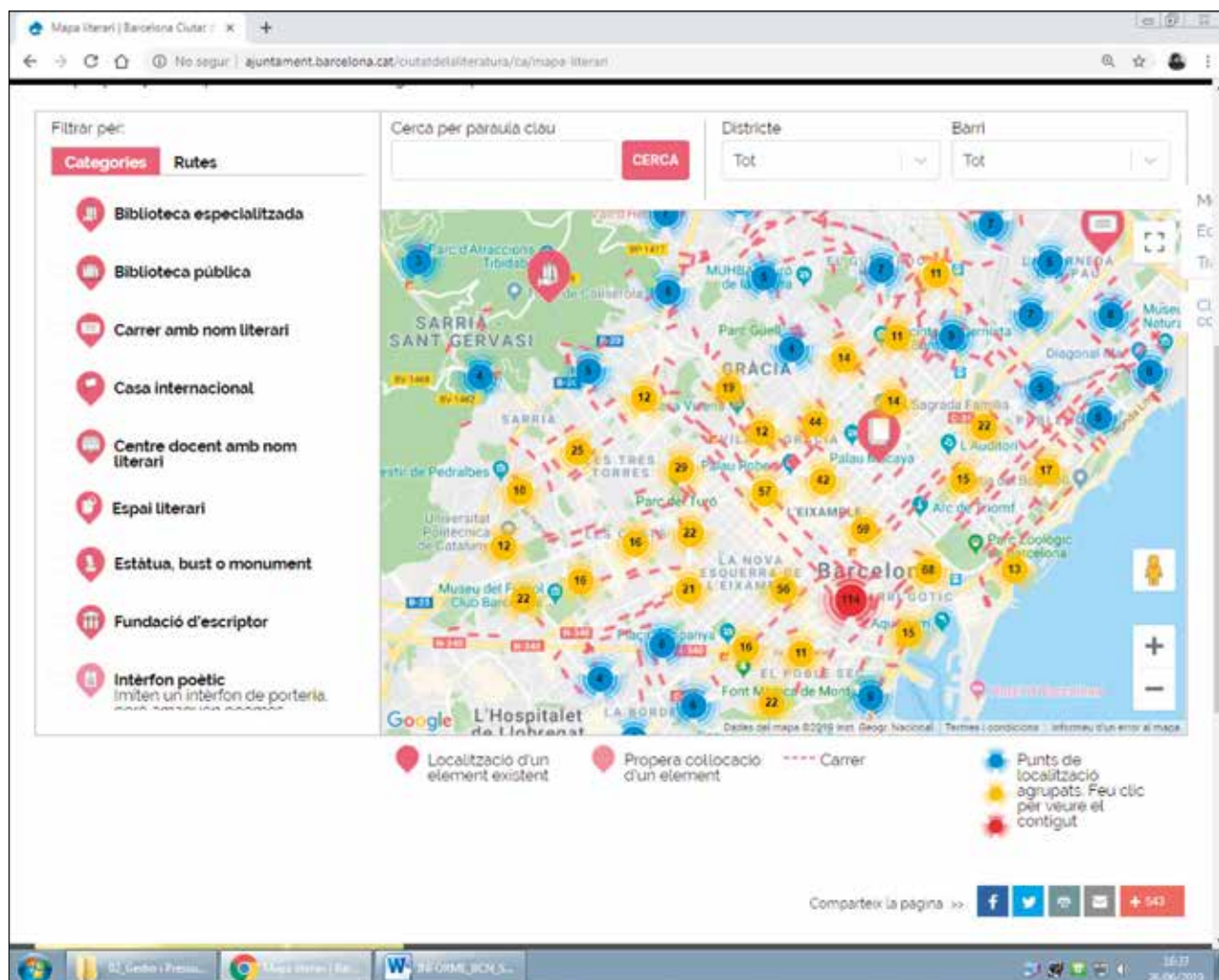
Barcelona Literary Map

BARCELONA LITERARY MAP LEGEND CATEGORIES:

Number		Number	
68	WRITERS that have a strong link with the city, situated where they were born, or where they lived, died or worked.	4	WRITER'S FOUNDATIONS
25	BARCELONA BOOKS a selection of books that are particularly significant and have a close relationship with the city, situated where most of the action takes place.	16	BARS, RESTAURANTS AND HOTELS much frequented by writers, or the venue for literary awards.
9	STATUES notable monuments or busts dedicated to writers.	8	THEATRES closely related with literature.
4	CEMETERIES list of writers and the cemeteries where they are buried.	11	INTERNATIONAL CENTRES Casa América, Goethe Institute, Institut Français, British, American, Russian, Nordic and other institutes.
11	LITERARY SPACES unique city buildings or areas that have strong ties with literature, such as the Pedralbes Monastery or the "comic triangle", around the Arc de Triomf.	40	PUBLIC LIBRARIES
		3	SPECIALIST LIBRARIES
		65	BOOKSHOPS general, children and young adults, old books and second-hand markets.
		10	READING CORNERS very quiet, cosy spots, recommended for reading awhile.

The **paper Literary Map** (distributed through the city's 40 public libraries and municipal facilities) has proved a hit with the public so expanded new editions are now being prepared.

The **digital Literary Map** (<http://ajuntament.barcelona.cat/ciutatdelaliteratura/ca/mapa-literari>) is an even more complete repository of the same categories plus others that add up to a total of 1,269 points identified. It enables the content to be **continually updated with** new bookshops, acclaimed writers, new novels and so on.



PHYSICAL TOOLS FOR LITERARY SIGNS AND MARKINGS: PLAQUES, TRACES, INTERCOMS AND ROUTES

The points that the **Literary Map** has identified are those capable of being physically marked with a variety of urban signs or markings.

1 **Literary traces:** Sign or marking in public spaces that recall passages from world literature on the spot that inspired the work. It includes a reference to the author, the title of the work and a quote taken from it. Thanks to geolocation by means of a mobile phone, it also gives access to more information in digital format: a longer fragment that illustrates the place, its place on a literary route and more information on the author.

2 **Poetry intercoms:** Following a visit to Krakow, Unesco City of Literature, we decided to adapt one of the initiatives we discovered there: devices simulating intercoms fixed to doors or the entrances to libraries, bookshops or cultural centres in the city. When each of the buttons are pressed, a voice starts reading a poem, the title and author of which feature in the window next to the button.

3 **Literary routes:** Taking a stroll round literary settings, apart from being very pleasant, allows you to explore the places mentioned or evoked by writers and confirm they are still there. Written by specialists or city authors, they are available in PDF format and can be downloaded from the “Literary Map” section of the website, so a person walking round the routes can check the itinerary and read the quotes they contain at any time. There are nine literary routes. Downloadable in Catalan, Spanish and English at:

<http://ajuntament.barcelona.cat/ciutatdelaliteratura/ca/mapa-literari>

Literary traces:



Grey plaques placed in the public space in order to commemorate a literary work inspired by this very space.

Poetry intercoms:



Memory plaques:



Blue plaques placed in the façade of a building where a remarkable writer has lived a significant amount of time.

4.1.5. LITERAPOLISBCN.

AN INNOVATIVE EDUCATIONAL PROJECT FOR WORKING ON LITERATURE IN AND OUT OF THE CLASSROOM

SDGs	3	4	9	10
UCCN GOALS	3			
BCN LITERATURE ACTION LINE	2	3		

Literapolisbcn is a mobile phone game that encourages 14 to 18-year-olds to read and get to know the city. A literary knowledge hunt, where players have to locate real places in the city where a novel's action takes place and solve tests or enigmas that show their knowledge of the novel and the city.

But, above all, it is an **innovative educational tool** for working on **literature** in and out of the classroom (3rd-4th year secondary school).

During the 2018-2019 school year, **11 secondary schools** have used it in their literature and technology classes with very good results: three new routes, produced exclusively by students of some of these schools, are now available for everyone to use. **Eleven** schools will also use this tool in their literature classes in 2019-2020: six repeating and five new.



NUMBER OF APP DOWNLOADS 2017-2019: 3.970.

4.1.6. BARCELONA CITY OF LITERATURE WEBSITE.

WHAT'S HAPPENING IN LITERARY BARCELONA

UCCN GOALS	3	6
BCN LITERATURE ACTION LINE	3	

The website publicises projects, calls for grant applications and exchanges with the **Cities of Literature Network**: writing residences and other opportunities. It produces **the city's literary diary**, the place where any local book lovers can find out what literary activities are coming up in the city, and also publishes news items and articles on the book world.



More specifically, it prepares:

	Number
News items a week	3
Entries for the city's literary diary each week	3
items or articles a week with the latest news on the literary scene	6
A monthly newsletter	1

It is also a repository of directories and literary archives on the city: awards, festivals, libraries, bookshops, publishers and so on.

4.1.7. BARCELONA BOOKS

HAND OFFERED TO THE CITY'S PUBLISHING SECTOR, A WINDOW FOR DISPLAYING LITERARY HERITAGE

SDGs	4	8	9
UCCN GOALS	3	6	
BCN LITERATURE ACTION LINE	1	3	4

Since **Barcelona** was designated a **Unesco City of Literature**, various books published by the Barcelona City Council Publications Service have had the "BCL" seal to show they are the result of intermediation between the Unesco Office and some of the city's publishers, or because of their clearly literary character.

In 2019 a set of **criteria and guidelines** were established to ensure closer collaboration between **Barcelona City of Literature** and the City Council **Publications Service**, as a way of turning Barcelona City of Literature into a tool for strengthening the city's publishing sector or directly supporting scholars and essayists who work around literature.

Based on **Barcelona Books'** commitment to publishing **between four and six books a year**, and the initial condition that the project was backed by a publishing house linked to the city that had an interest in it, various **types of projects** were defined that would receive preferential support from **Barcelona City Of Literature**:



Raül Montilla,
Barcelona de novela / Barcelona de novel·la
(Diéresis, 2016)



Sergio Vila-Sanjuán i
Sergi Dòria,
Paseos literarios por Barcelona / Literary Walks through Barcelona
(Península, 2005.
Reedició ampliada,
2017)



Narcís Garolera,
Jacint Verdaguer.
Una biografia
(Quaderns Crema, 2016)



Betsabé Garcia,
Amb uns altres ulls. La biografia de Montserrat Roig
(Roca Editorial, 2016)



Women writers in Catalan
(Raig Verd, 2017)
[Catàleg d'autores en català]



Isabel Segura,
Barcelona, city of books (Ajuntament de Barcelona, 2016)
[Traducció a l'anglès]



Dídac Rocher i
Marta Huertas,
Generació (H)original
(LaBreu Edicions, 2017)

1	<p>Studies on the city's literary heritage: essays or reports that highlight, systematise, track or photograph both the material or immaterial heritages (anthologies of literary texts, catalogues of emblematic buildings, histories of publishers, bookshops, newspapers or magazines that have disappeared, the current situation of the various players in the city's literary scene: routes, bookshops, libraries, publishers, and so on).</p>
2	<p>Biographies on writers closely and directly linked to the city of Barcelona to mark a special date (birth, death, publication of an emblematic book).</p>
3	<p>Essays on literature and Barcelona: studies on literature written from the city or which talk about the city, in any period from a very broad perspective, and which range from the more academic to the more personal. In particular, studies of literary criticism: authors, movements and schools that have a strong and clear link with Barcelona and writers who have lived or worked in the city for some time.</p>
4	<p>Reprints of classics to rescue and revive important, emblematic works by authors very closely linked to Barcelona which, for various publishing reasons, are not available to the public or reprinting them is in the hands of small publishers with little financial muscle.</p>
5	<p>Catalan or Spanish translations of works written in languages with significant demographic weight in the city (Urdu, Farsi, Arabic, Chinese, etc.) and which could give a voice to the various communities of newcomers.</p>

CROSS-CUTTING CRITERIA

Cross-cutting criteria for all lines:

GENDER BIAS

Priority is given to projects that focus on or pay special attention to women writers, translators or intellectuals that have played an important role in the city's literary history or are doing so now.

GENERATIONAL BIAS

Priority is given to projects by authors under 45.

LANGUAGE BIAS

Priority is given to projects written in **Catalan**, given the Catalan language market is smaller than the Spanish market. Care will also be given to providing an outlet for projects written in languages of foreign national communities that have an important demographic weight in the city.

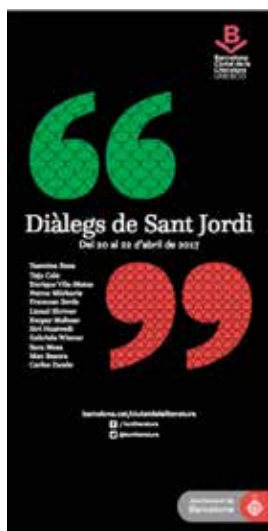
4.1.8. DIALOGUES FOR SANT JORDI.

BRINGING AUTHORS AND READERS CLOSER TOGETHER: THE SEED FOR A BARCELONA LITERATURE FESTIVAL

SDGs	4	10
UCCN GOALS	3	6
BCN LITERATURE ACTION LINE	2	3

The **Sant Jordi Dialogues**, which began in 2017 as a collaborative initiative between Barcelona Libraries and Barcelona City of Literature, are based on a very clear philosophy and objective: to bring writers and their readers together in the run-up to World Book Day, given the presence of international figures in the city, as well as local ones. The Reading Lecture, held annually in the Saló de Cent at City Hall, is the starting signal, and this is supplemented by two days of conversations between international and local writers. In all, some 20 figures (9 women and 11 men) have been invited, notably Amélie Nothomb, Teju Cole, Philip Pullman and Siri Hustvedt.

THE VARIOUS SESSIONS HELD IN 2017 AND 2018 ATTRACTED 1,589 people.



4.1.9. OTHER MEASURES

4.1.9.1. SUBSIDY LINE FOR BOOKSHOPS

SDGs	8	9	11	12
UCCN GOALS	2	4	5	
BCN LITERATURE ACTION LINE	2		3	

In 2016, as a result of the work done by a working group comprising booksellers and ICUB technical staff, the conditions were drawn up for a subsidy specifically for bookshop activities and alterations in order to strengthen the independent bookshops that had arisen in the city following the outbreak of the economic crisis and have continued to do so since. This subsidy enables them to get established as the cultural centres they are, especially in the neighbourhoods furthest from the city centre.



4.1.9.2. EDITA BARCELONA FORUM

SDGs	8	9	11	
UCCN GOALS	2	3	4	
BCN LITERATURE ACTION LINE	3		4	

As a publishing capital for books in Catalan and Spanish, the city needed a meeting point for publishers from around the world to discuss issues of a cross-cutting and general nature that affect the sector. So, driven by the **Catalan Publishers Guild**, the **Edita Forum** was set up in 2016. Following its fourth meeting at the Pompeu Fabra University in 2019, we can genuinely say this is now an established project in which the ICUB collaborates with a subsidy.



4.1.9.3. LAAB PROJECT: TOWARDS A RIGHTS MARKET

SDGs	8	9	11	
UCCN GOALS	2	4		
BCN LITERATURE ACTION LINE	3		4	

The **LAAB** (Barcelona Audiovisual Adaptations Laboratory) project aims to create a framework for promoting and acquiring the audiovisual adaptation rights to reference literary works for Barcelona.

The objective is to foster links between the audiovisual and book industries and contact between publishers and audiovisual producers in order to promote the acquisition of adaptation rights and thus facilitate new ways of disseminating literary works.

LAAD. Laboratori
LAAB: d'Adaptacions
LAAD. Audiovisuals
LAAD. de Barcelona



Project LAAB activity

5

MAIN INITIATIVES CARRIED OUT ON AN INTERNATIONAL LEVEL BETWEEN CITIES TO CONTRIBUTE TOWARDS ACHIEVING

THE AIMS OF THE CREATIVE CITIES NETWORK

1 Barcelona, City of Honour FIL BBAA 2019

Barcelona, City of Honour FIL BBAA 2019. Barcelona was the guest city of honour at the **45th Buenos Aires International Book Fair, held in Argentina's** capital from 25 April to 12 May. Every year the **Buenos Aires International Book Fair** (FIL Buenos Aires) holds more than 1,000 activities and attracts a million visitors. With more than 45,000 square metres of exhibition space and 480 exhibitors, it invites over 12,000 professionals in the course of three weeks.

This year's programme sought to promote **Barcelona writers** in the Argentine capital, improve the **presence** of Catalan literature in Latin America and strengthen the cultural exchange ties between Barcelona and Buenos Aires. Barcelona took a total of **78 guest figures**, including **56 authors (in Catalan and Spanish) and illustrators, 8 specialists** (booksellers, literary critics and journalists, among others) and 14 artists. They showed the city's literary richness and the wealth of Catalan literature, in a big programme comprising **120 activities**. The literary programme accounted for 80 of those, the fair's own professional programme around 20, and the rest were either activities in the city or institutional events.

Under the slogan "**Barcelona, city of literature**", the city introduced itself at the fair with a 200 square-metre stand that included a small auditorium and a large shop with **10,000 copies of up to 700 books by over 350 authors on display and for sale**. Part of the stand was also set aside for professional meetings which, during the professional days, accommodated as many as **37 Catalan and Barcelona publishers**.

So, in **professional** terms, Barcelona's participation in the **Buenos Aires fair** enabled the city **to promote translations** of Catalan authors into Spanish and enhance the distribution mechanisms for Barcelona publishers. In collaboration with the Buenos Aires City Government, Barcelona organised "**Fair Night**" on 27 April, when access was free and the Book Fair was open to the general public.

An opportunity for Barcelona residents to enjoy a **big outdoor concert featuring singer Sílvia Pérez Cruz** and a line-up of artists from both sides of the Atlantic. Part of the programme included **two exhibitions** on the trade-fair site and **a third** in the city. Curated by Glòria Gorchs and Pep Molist, from the Clijcat council, "**Visit Barcelona in 32 Illustrations**" offered visitors the chance to travel to Barcelona through the pages of illustrated books. For their part, the Ramon Llull Foundation and Julià Guillamon, organised an exhibition

entitled **“Catalan Literature in the World”**. And, with the help of the same curator, the Buenos Aires Library Service and the Barcelona Libraries Consortium organised **“Llibreria Catalònia, Editorial Sudamericana and Editorial Edhasa. Books there and back”**. Barcelona’s intervention in Buenos Aires included **11 events and activities in various parts of the city**, such as literary and artistic activities in parks and literary spaces, literary graffiti, concerts in libraries with the Tricle choir and several events at the Casal Català in Buenos Aires. The city’s participation in the **45th Buenos Aires International Book Fair** was organised by Barcelona City Council, the Ramon Llull Institute, the Catalan Ministry of Culture and the El Libro Foundation, with the backing of the governments of the Balearic Islands, the Valencia Region and Andorra, the Ramon Llull Foundation, Acci3n Cultural Espa1ola (AC/E), the Buenos Aires City Government, the Catalan Publishers Guild and Editors.cat.

2

“Barcelona Night” at the Edinburgh Book Festival in 2018



Barcelona, Guest City of Honour to the Buenos Aires Book Fair 2019

As part of the Edinburgh International Book Festival, which took place between 11 and 27 August, 2018, Barcelona was invited to organise “Barcelona Night” in “**Unbound**”, a festival fringe event in the form of a literary cabaret. This was held at **9 pm** on Saturday, **25 August**, and offered a panoramic view of Barcelona poetry in which the poets **Mireia Calafell**, **Enric Casasses** and **Maria Cabrera** recited poetry, accompanied by the group **El Pèsol Feréstec**, who put music to their poems and those of other Catalan poets.

3

Participation in the 2016 Warsaw Book Fair and visit to Krakow

Participation in the **2016 Warsaw Book Fair and visit to Krakow**. Marina Espasa, in coordination with the Ramon Llull Institute, took advantage of the fact that Barcelona was the special guest at the Warsaw Book Fair to take part in a round table discussion with a Krakow city representative on the perspectives and impact of being designated Unesco cities. In addition, she visited Krakow and met representatives of the Unesco Office there. They gave her a detailed explanation of its internal organisation and future Unesco projects in that city.

6

ACTION PLAN FOR THE NEXT FOUR YEARS

6.1. LOCAL INITIATIVES

1	<p>Opening a writers' residence in the historic Vil·la Joanna building. Alterations to the third floor to accommodate up to three people at a time (three rooms with a work table, a kitchen-office and communal spaces) and drawing up plans for managing the residency programme. Inauguration planned for April 2020. This project will be targeted at international as well as local writers.</p>
2	<p>Literary mark-up of the city. This comprehensive project includes putting up new markings, signs, plaques and poetry intercoms (already made) besides intervening in a series of dividing walls to highlight the literary city. This will be accompanied by an expanded and revised edition of the Barcelona Literary Map, which will be distributed in April 2020.</p>
3	<p>Reading action programmes to be continued. Among other initiatives, this will revolve around the following programmes:</p> <p>3.1. "Reading at museums". Nearly 40 book club sessions will be held in 10 museums. Each book and museum will be integrated so participants will be able to talk about the books linked to the museums.</p> <p>3.2. "Reading at adult education centres". Some 40 adult education centres will be taking part in this project which, like the "Explosive reading" project, aims to try out introducing book-club dynamics into the classroom. It is divided into three action frameworks: an instrumental training cycle, a secondary cycle and an English language cycle.</p> <p>3.3. "Reading at the stadium". Extension of the project carried out this year with FC Barcelona to involve five of the city's oldest clubs: Europa, UE Sants, UE Sant Andreu, Martinenc and Júpiter. Various groups of students from nearby schools will read, work on and prepare a reading to meet at the club grounds with the authors and people linked with the clubs to talk about the books they have read. The idea behind this project is to bring sports clubs and schools together in an activity to promote reading.</p>

6.2. INTERNATIONAL INITIATIVES

1	Presence at international literary fairs as a guest city or as part of the promotion of Catalan culture.
2	International Conference of European Translators Associations , 2020, in Barcelona. Help in organising the event and (possible) invitation for an internationally renowned author.
3	Unesco Cities Network : Participation in the process of evaluating new city-of-literature candidatures (September-October 2019).

6.3. ESTIMATED ANNUAL BUDGET*

Human resources and travel	17.480 €
Activities and programmes	31.000 €
Literapolisbcn	25.575 €
Reading action programmes	134.150 €
Communication	90.000 €
TOTAL	298.205 €

* This estimate does not include expenses for city literature festivals nor the Barcelona Libraries Consortium programmes.

6.4. COMMUNICATION PLAN

1	Continuation of all the communication policies that have allowed us to put Barcelona on the international literary map and encourage public participation in the initiatives developed from the Barcelona Unesco City of Literature office.
2	Creation of a new website . The content of the current one will be reorganised and we will seek to get various literary actors in the city more directly involved. One of the new features visitors to this website will find is a rotating “Guest signature” section of city writers, etc.
3	Designing communication strategies for attracting new audiences so we can continue broadening the impact of the policies developed by the programme.

7

BARCELONA, A CITY OF LITERATURE IN FIGURES

64 WRITERS AWARDED GRANTS
3,970 DOWNLOADS OF THE LITERAPOLISBCN APP
22 SECONDARY SCHOOLS AND OVER 1,000 PUPILS PARTICIPATING IN THE LITERAPOLISBCN EDUCATIONAL PROJECT
10,000 COPIES OF THE LITERARY MAP OF BARCELONA GIVEN OUT: 274 LITERARY POINTS OF INTEREST IDENTIFIED
15 MEMORIAL PLAQUES IN TRIBUTE TO WRITERS
9 LITERARY MARKERS
3 POETRY INTERCOMS
9 LITERARY ROUTES
633 ACTIVITIES UNDER READING-INITIATIVE PROGRAMMES AND 15,248 PARTICIPANTS
OVER 30 COLLABORATION INITIATIVES WITH THE SECTOR
15 PARTICIPATIONS IN INTERNATIONAL FAIRS AND FESTIVALS
6 INTERNATIONAL UNESCO MEETINGS, 1 ORGANISED IN BARCELONA

