

CITY OF ATHENS



Athens 2018  
World  
Book  
Capital





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## SUMMARY

The City of Athens held the UNESCO title of World Book Capital from April 23<sup>rd</sup> 2018 to April 22<sup>nd</sup> 2019. In the last 9 years, under the leadership of mayor G. Kaminis, and especially after Athens co-hosted the international art exhibition *documenta14*, Athens has been gradually evolving into a dynamic, creative scene as well as an open field for expression and inclusive dialogue. UNESCO's decision of honoring Athens with the title of World Book Capital, reflects upon our common aim of establishing the city as a destination for modern culture infused by our unique ancient heritage. A city open and inclusive, in which Culture is utilized as a pillar of sustainability and resilience.

For a whole year Athens celebrated reading with the intention of making books accessible to all socio-economic classes, of promoting knowledge, of inspiring, creating and offering incentives for reading, learning and for cultural expression.

The main theme of Athens World Book Capital (AWBC) was "Books Everywhere" and the programme was developed under 8 pillars: Celebrating Reading – Discovering Reading Treasures, A World of Writers, Greek Writers, Athenian Book Itineraries, Open Collections and Archives, Educational Activities, Book and the Arts, Contemporary Narratives. Each of these pillars contributed in achieving the main goal of the project: making books and culture accessible and available to everyone, residents or visitors, in every neighborhood of the city.

A total of **615** events and activities were organized throughout this year of celebrating reading in a program that was both innovative and inclusive, aiming to promoting synergies among cultural organisations and civic groups, while contributing in the diffusion of Culture across the city. Building upon **Athens Culture Net** network and belief that collaboration is the key to the long-term success of any - cultural- community, AWBC cooperated with **212** different cultural institutions, museums, civil-society groups, non-governmental organizations, embassies and foreign institutes, international organizations and municipal programmes.

For an entire year Athens brimmed with Narration in its every form, with the implementation of a program that brought open, inclusive, free of admission events in public and private spaces across the seven municipal districts. Moving libraries, books on wheels, pop-up libraries, festivals, talks, conferences, performances, esteemed authors from around the world, poetry readings, installations and exhibitions, provided a literary scenery for all tastes, ages and nationalities.

At a time when the country was going through social and financial hardships, the City of Athens managed to secure the necessary funds in order to organize a program



that reached about **450.000** residents and visitors of all backgrounds, spreading culture, books and a love for learning.

Athens World Book Capital leaves behind a city diffused with books, the culture of reading, networking and cooperating. A culture that melted with art and creativity, focused on learning and exhibited that Literature and Narration can bring joy and pleasure, can increase the self-esteem and can contribute to social integration and coherence. It also leaves behind the certainty about the possibilities that partnerships and networking bring, the emergence of an impressive scale of creative expression in the local society, a cultural extroversion that strengthens society.

The results of AWBC will continue to be visible, in the legacy that the city of Athens gained but also in the multiple projects that will continue, some of which within the structural framework of Athens Culture Net City of Athens and the municipal Organization of Sports, Culture and Youth (*OPANDA*), and last but not least, in a new way of thinking and doing.

Overall, we can look back to this year's adventure with pride and honor.

Athens passed the torch to Sharjah but kept the values of World Book Capital as a stable, long-standing guide. Our city will carry on speaking openly and dynamically about the arts, culture, social issues and social inclusion, promoting our great history and merging the present with envisions for an open, creative future.

**Erifili Maroniti**

Athens 2018 World Book Capital Project Manager

Athens Culture Net Initiator Coordinator

Culture Advisor to the Mayor of Athens, G. Kaminis





## GENERAL INFORMATION

**Name of the City:** Athens

**Country:** Greece

**Date of Designation:** 23.4.2018 - 22.4.2019

**Mottos of the year:**

- Athens reads - Books in the city
- Books Everywhere
- The city reads
- Athens 2018 World Book Capital - Stories to Live

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23.04.18 - 22.04.19

Αθήνα 2018 Παγκόσμια Πρωτεύουσα Βιβλίου  
Δήμος Αθηναίων



\αναγνώσεις\  
\εκθέσεις\  
\το βιβλίο και οι τέχνες\  
\φεστιβάλ /εκδηλώσεις\  
\συνέδρια & ομιλίες\  
\Ελληνες και ξένοι συγγραφείς\  
\εκπαιδευτικές δραστηριότητες\

Athens is reading **books in the city**  
η πόλη διαβάζει **βιβλία παντού**

\readings\  
\exhibitions\  
\books and the arts\  
\festivals & events\  
\conferences & talks\  
\writers from around the world\  
\educational activities\

www.athens2018.gr @athens2018worldbookcapital

#ipolidivazei #athens2018 #vivliapantou





## MAIN OBJECTIVES

The Municipality of Athens, under the leadership of mayor George Kaminis (2011 – 2019) developed the necessary tools and strategy in order to adapt to the many changes and challenges the city was faced with in the years of the austerity crisis, providing a new way of thinking on how to expand the city's robustness, flexibility and inclusiveness. Culture was, and still is, acknowledged as a pillar of urban sustainability and resilience, and the linkages between culture and development, job creation, tourism and social inclusion were high on the Municipality's agenda.

Athens's nomination for UNESCO's World Book Capital 2018 was closely aligned with the priorities of the Municipal Authority as part of its 10-year strategic plan to identify and answer to the needs of the city. Promoting a culture of reading and facilitating access to knowledge, information and cultural goods by a larger part of the population, was one of the main goals set by the Municipality, that was addressed also through the city's application to become World Book Capital.

More specifically, the main objectives of AWBC were:

- to strengthen Athens's book-friendly profile, especially amidst the economic crisis and prolonged recession that has severely affected the publishing industry and the capital's bookstores
- to promote and improve access to knowledge and information, by also using the electronic media and taking into account the multicultural character of many areas
- to support and enrich Lifelong Learning so that its programs would reach out to a wider audience, without discrimination and exclusion
- to intensify actions that combat illiteracy, discrimination and racism
- to further initiate, strengthen, and enrich synergies between the public and private sector, Universities, NGO's, civil society, educational, cultural and scientific institutions
- to strengthen an active cultural and arts framework for the people living in the city, the visitors, the artists and the institutions

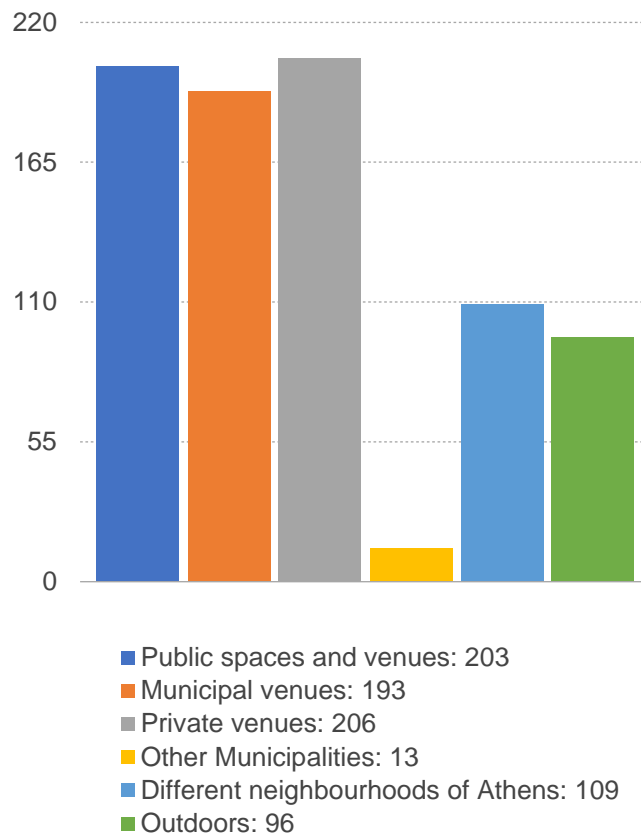
-to establish Athens as a destination of both inherited and contemporary culture

Athens 2018 World Book Capital combined a dynamic creative expression with the plurality of a unique cultural combination. Innovative and socially inclusive in its core, based on Athens Culture Net's structure and framework, AWBC brought together all major institutions and stakeholders of Athens along with selected civic groups, creative initiatives and emerging businesses. Via a vivid program of events and activities, the Organization implemented its motto "*Books everywhere*" and created a ground of open dialogue - not only for the creators, stakeholders and intellectual elites but, most importantly, for all its citizens. Through concerted efforts and serving the goals of the project, Athens became an even more creative and collaborative city.

One main goal of Athens 2018 World Book Capital was to be inclusive, reaching out to all sectors of society, including habitants and visitors, the disadvantaged, the disabled people and minorities. It secured the events to be free of admission while placing particular emphasis on two population groups: children and adolescents on one hand, migrants and refugees on the other. 85 events were conducted in other languages than Greek (including English, French, Arabic and Farsi), 81 initiatives had an educational scope and 11 year-long cycles were dedicated to disadvantaged groups of people.



Number of events and activities per type of space



Furthermore, the vast majority of all the actions and events implemented during this year were open and free to the public and were distributed to the seven districts of Athens. Even in the few cases that the organizing party required an admission fee, AWBC team ensured free access to the public via competitions and/or by coming to an agreement with the third parties securing free admission for all on certain days.

In order finally to ensure the diffusion of Culture in every district across Athens, thus reaching all the different communities, activities and events were organized in a manner that utilized public, municipal, private spaces and venues, while a number of events were designed to travel across the neighbourhoods of Athens, making use of the public open space.



## PREPARATIONS and STRATEGY

In alliance with the priorities of the Municipal Authority, set and implemented by mayor G. Kaminis, which included the growth of the city through Civilization and Culture, Athens initiated the procedures for claiming the title of World Book Capital for 2018.

In order to submit the necessary bidding documents required by UNESCO, Athens began the preparations of planning a proposal that would promote books and foster reading, while providing new impetus to the City's efforts, infrastructure and services, as mandated in the Municipality's Social Development agenda. Building upon the municipality strategy of promoting networking, co-operations and synergies, while investing in a culture of extroversion and engaging with the city as a coherent network, the bidding project started to take shape.

The proposal was prepared by the City of Athens, the Organisation for Culture, Sports & Youth (OPANDA) of City of Athens, the Athens Development and Destination Management Agency (EATA), in cooperation with the Vice-Mayor for the Child, the Vice-Mayor for the Immigrants-Refugees and the vice mayor for civil society and innovation. The working group that submitted the proposal, had formed a plan of the objectives and the key issues of the project, which was presented to the primary stakeholders (the Hellenic National Commission for UNESCO, the Hellenic Foundation for Culture, the National Library of Greece) and to the major national professional associations (the Association of Greek Librarians and Information Scientists, the Association of Greek Publishers and Booksellers, the Hellenic Authors' Society, the Greek section of International Board on Books for Young People (IBBY)), while consultations took place with academics and experts from the areas of publishing, writing, culture, media and education.

Many of the recommendations, comments and suggestions of the agencies, professional associations and experts, were weaved into the final plan taking into



account the infrastructure and facilities available as well as the wider budgetary framework.

This effort resulted in the development of a concrete program proposal that set the main objectives and goals, described the general outline of expenses, the degree of municipal, regional and national involvement, as well as the general outline of implementing the proposed program.

On September 2016, Irina Bokova, Director-General of UNESCO, named Athens as World Book Capital for 2018, following the recommendation of the program's Advisory Committee. The city was selected based on the quality and versatility of the bidding program and the programmatic aim of hosting a celebration of books and reading that would spread throughout the city, making books accessible to Athens entire population, including migrants and refugees. Athens cultural infrastructure and expertise in organizing international events were also taken into account.

Following the city's nomination with the title of WBC for 2018, Athens started working even more intensively in finalizing the draft program and securing the necessary funds.

In addition to the preliminary discussions that led to the submitted program, and in order to better serve the goal of hosting an open and inclusive program, the City of Athens addressed an open call of participation to the civic society, to collectives and organizations, depicting the main axes of the program. The submission of proposals with a strong interdisciplinary element (theatre, music, cinema etc) was particularly encouraged in order to attract the interest of those not familiar with book and reading.

At the same time, the City of Athens established an Organizing Committee, chaired by the mayor of Athens, at the time, Georgios Kaminis that included representatives of the municipality's institutions and programs on culture, immigration, civil society and the child.

In March 2018 a Programmatic Agreement (*protocol number 094489/12.04.2018*) was signed between the Ministry of Culture and Sports, the Attica Region, the Municipality of Athens, the Organization for Culture, Sports and Youth of the City of Athens (OPADNA) and the Athens Development and Destination Management Agency (EATA).

One of the main goals of the Programmatic Agreement was to ensure that the nomination of Athens as World Book Capital for 2018 would be an important asset, such that would contribute significantly to the advancement of the intellectual and cultural life of Athens while promoting social inclusion of the vulnerable groups.

The agreement ensured the engagement of the national government with the project and depicted the Municipalities' plan of action in order to implement and coordinate the project as a whole, as well as the responsibilities and jurisdictions assigned to the various municipal infrastructures. The agreement also described in detail the special events and activities that the Municipality and OPANDA would organize, under the close cooperation with AWBC's project manager, and under the surveillance of all the parties that signed the Agreement.<sup>1</sup> Furthermore, it described the necessary steps undertaken in order to design and implement the communication strategy of AWBC project, ensuring the visibility and promotion of the program to everyone, including both citizens and visitors of Athens. Similarly, it outlined the approved funds and the cost analysis, that the Municipality of Athens would bound from its total budget.

For the monitoring of the implementation of the Programmatic Agreement, a **Monitoring Committee** was established, consisted by representatives from all the

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<sup>1</sup> For the events produced by OPANDA within the framework of the Programmatic Agreement see also p.55

signing parties, chaired by the Vice-mayor, of the time, for the Child Maria Iliopoulou.

In addition, during the preparation period, and as part of the specially designed sponsorship plan, funds from leading international, private Greek philanthropic organizations, as well as businesses in the tourism sector, were secured.

Frequent meetings and discussions took place with all the parties involved and with every potential partner, bigger or smaller, from public or from private sector as well as the civil society, in an attempt to finalize every detail of the program on time.

In March 2018, ascertaining Athens Culture Net's crucial role during the preparation period, whose networking and experience was fully utilized and the mobilization of its Members was defining for the shaping of the program, the mayor of Athens decided to further expand its jurisdiction and placed it responsible for the Coordination and Implementation of the program. Furthermore, the Management Team was established and offices in Athens City Hall were set, used as the headquarters of the Organization.

**The final composition of the team was:**

**Erifili Maroniti** | Project Manager, **Fivos Sakalis** | Program Coordinator, **Ioannis Trohopoulos** | Organisation Coordinator, **Athens Culture Net** | Planning and Coordination of project, **Fiona Andrikopoulou** | Public Relations, **Giorgos Foutas** | OPANDA Program Coordinator, **Panina Karydi** | Office Management, **Maria Lambri** | Communications, **Polyxeni Papanikolaou** | Production, **Elina Pechlivanidi** | Production-Assistant & Communication, **Dionissis Potsolakis** | Production Manager, **Anna Routsis** | Press

Erifili Maroniti is one of the two initiators and coordinators of Athens Culture Net (2016 – present) and served as Culture Advisor to the Mayor of Athens G. Kaminis and Chief Speechwriter, from 2013 to 2019. Prior to her engagement with the



Municipality, she worked as producer, chief editor and journalist (since 1989) specialising in Culture and Arts, while further engaging with the world of books as an awarded translator. During her service as an Advisor to the Mayor, she was a member in various committees considering the City's cultural management and communication. Among others, she served as the Mayor's Executive Representative for the co-hosting of documenta14, for the cooperation of the Municipality with the 5<sup>th</sup> Athens Biennale and she supervised the integration of the municipal Digital Museum of Plato's Academy and the Park for Children and Culture, a unique venue in Athens where the first library for toddlers was also established. In addition, she was a member of the committees responsible for the opening of Theotokopoulou and Serafio municipal spaces of Culture and Innovation.

Under Erifili Maroniti's guidance and management, the team met on a regular basis to ensure that the aims and goals of the project were met via monitoring the quality of the deliverables.

The ongoing challenge that was faced during the preparation and implementation period, was linked to the fact that for Athens, hosting and organizing a year-long program especially of such complexity and plurality, was unprecedented. Even building upon Athens Culture Net's mentality of collaboration and networking, ensuring synergies at large, promoting cultural diffusion in the seven districts of the city while motivating and activating the whole cultural and educational sector, proved to be a difficult task. The bodies that organized events under the umbrella of AWBC had different levels of organization, ranging from large cultural institutions to small and grass-root creative groups, thus leading to different level of needs and practices in the field of organization, production and communication. Programming, updating, contracting, implementation and communication was a challenge that the relatively small AWBC team met on an everyday basis, but managed to achieve successfully. Furthermore, the strategic decision to allow to different stakeholders to engage with the program during its implementation, made the process open until the end, a challenging but truly creative procedure at the same time.

## MAJOR ACTIVITIES THROUGHOUT THE YEAR

Athens 2018 World Book Capital program consisted of more than 600 events and activities, open to the public and free of admission in their vast majority. Everyone living in or visiting Athens was invited to be part of this immense celebration.

A plethora of organisations, embassies and foreign institutes, programmes of the Municipality of Athens, publishing houses, creative teams and individuals collaborated in developing the program of events. The aim of the program with the main slogan “The city reads – Books everywhere!” was to spread the delight of reading, to encourage creative expression and to spotlight the significance of stories and narratives for the life in modern-day metropolises like Athens.

The program included events and activities of all sizes, occurring in public, municipal, private venues and libraries, both indoors and outdoors, often activating surprising spaces around Athens. A considerable part of the program consisted of activities specifically designed for the purposes of AWBC and at the same time books and reading were successfully incorporated in the permanent cultural events of the city, receiving support and assistance in order to acquire a nature aligned with the program.

The program was interdisciplinary and highlighted the affiliation of books and literature with Culture and the Arts in general, including architecture, visual arts, music, dance, theatre and performance, fashion and new media.

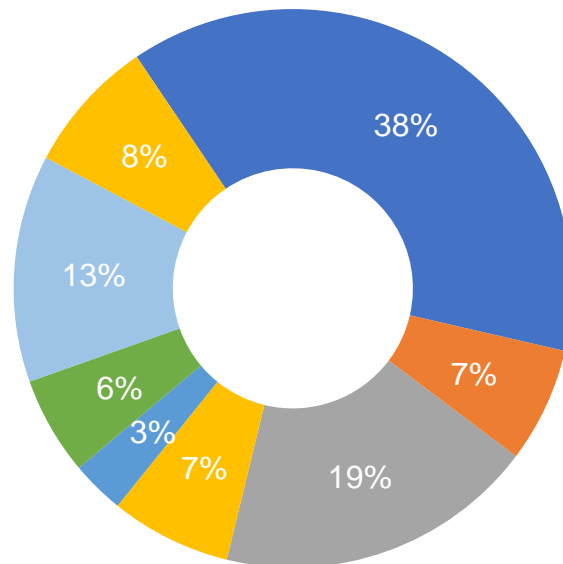
The program that was submitted to UNESCO featured more than 250 activities. As AWBC began to form and actualize, new ideas and new partners approached the project, leading to the multiplication of the program, in agreement with the scope and framework that Athens had originally proposed.

Among others, the types of events that the AWBC project initiated were: sessions and circles of events with the participation of Greek authors and visiting International writers, festivals, exhibitions, performances, lectures, conferences and

round tables, original libraries, educational activities, Athenian itineraries, moving libraries, art workshops, book clubs, book fairs, reading marathons, publications, pop up readings, outdoors board games, outdoors educational activities for immigrant children, storytelling, music concerts, theatrical performances, movie screenings, educational workshops, book donations and distributions, intervening activities on public transportation.

The program was developed around the thematic pillars approved by UNESCO: Celebrating Reading – Discovering Reading Treasures, A World of Writers, Greek Writers, Athenian Book Itineraries, Open Collections and Archives, Educational Activities, Book and the Arts, Contemporary Narratives. Actions and events were produced monthly promoting each pillar’s specific goals and targeting different groups.

Number of events and activities per thematic pillar



- Celebrating Reading: 234
- A world of writers (international writers): 41
- The Book and the Arts: 114
- Open Collections: 43
- Greek writers (a world of writers): 19
- Contemporary Narratives: 35
- Educational Activities: 81
- Athenian Book Itineraries: 48



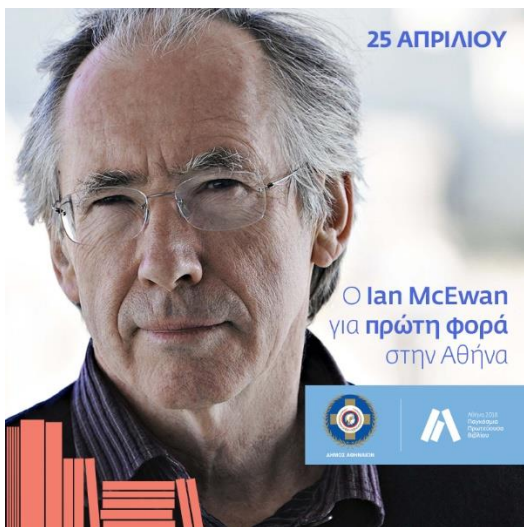
During the **opening week**, AWBC initiated a total of **36** events gaining attention and visibility, including: art exhibitions, mobile and peripatetic events, educational workshops, the inauguration of #Fluffy\_Library project, film screenings, pop-up readings and happenings, conferences, the inauguration of Open Collections pillar, a meeting with international writer Ian McEwan (Man Booker Prize for Fiction, 1998).

On Monday 23 April 2018, the mayor of Athens, at the time, Georgios Kaminis, opened the official ceremony, held in the premises of the Acropolis Museum, in the presence of the President of the Hellenic Republic Prokopis Pavlopoulos. The Hellenic Parliament was represented by Nikos Filis, the government was represented by the (now former) Minister of Culture Lydia Koniordou. UNESCO's Coordinator for Book Issues Ian Denison, the Chair of UNESCO's Greek National Committee Aikaterini Tzitzikosta and representatives from Conakry (WBC 2017), also attended.

Representatives from major bodies related to books such as IFLA, IPA, the President of the National Library, the president of the Association of Greek Publishers and Booksellers (ENELVI), the president of the International Board on Books for Young People (IBBY), and the president of the Writers' Association, among others.

Representatives from the Municipality, Athens 2018 World Book Capital Donors, and event partners were present as well. Parallel events and happenings took place on Dionysiou Areopagitou Street, on the slopes of Acropolis.

Like the opening week, the **closing week** boasted an extensive program with activities for all, hosting special closing events for the cycles of events that were organised through the year -such as the final *Literary Relay, Reading to the Others* closing event in Athens Syntagma Metro Station, open days in special venues, peripatetic events around Athens, pop up events in the public transportation network, on-board guided tours, special guided tours in the ongoing exhibitions, theater performances, conferences and workshops that highlighted the significance of copyrights and new media and the closing ceremony in the *Olympia Municipal Theater* that included a music performance with music and poetry.



## THEMATIC PILLARS AND PROGRAM HIGHLIGHTS

### 1. Celebrating Reading – Discovering Reading Treasures

Aiming to advocate that reading is both an important life tool, indispensable in today's knowledge and information society, and a celebration, a joyful experience, an enjoyable activity for all ages, this program section was developed in a series of events -annual, monthly and one-off- addressing the general public, engaging with different communities. At the same time, in order to make reading more attractive to Athenians and visitors alike and to increase its visibility in the city, beside libraries, this pillar aimed to shine a spotlight in different areas, spots and landmarks around Athens, inviting the public to detect and explore them. Overall, this central thematic pillar realised AWBC's slogan "Books Everywhere" proving that stories can be found all around and be told by anyone.

A total of **234** events were organised under this thematic umbrella, that included **mobile and itinerant libraries, thematic festivals, workshops** and various reading **activities, pop-up events** both **indoors** and **outdoors, conferences** and **symposiums, storytelling sessions** in different languages, series of events in the city's different **libraries** etc.

## HIGHLIGHTS

### The Mobile Library

*A collaboration between the City of Athens, the municipal Organization of Sports Culture and Youth (OPANDA) and the support of the Central Public Library of Veria*  
**June 2018 – April 2019**

The Athens 2018 Mobile Library made books accessible to the seven municipal districts of the city through an itinerant library - the first in Athens of such impact and resonance. Moving through the city in specific locations, such as public squares and parks, the library brought a selection of more than 3000 books in different languages (Greek, English and French) in different areas, promoting the love of reading everywhere. One could easily search for the books available for lending online ([mobilelibrary.opanda.gr](http://mobilelibrary.opanda.gr)) and the route was published on a monthly basis over AWBC and OPANDA websites.



### **ECHO (Education, Community, Hope, Opportunity) Refugee Library –**

*A collaboration between AWBC, ECHO Library, We Need Books! initiative. With the support of ACCMR (Athens Coordination Center for Migrants and Refugees, City of Athens) **October 2018 – January 2019***

An initiative that launched a **mobile** multi-cultural library featuring books in Arabic, Farsi, Kurmanji, Greek, French and English, in distinct municipal districts of Athens. Each visit of the library included a series of parallel events, such as narrations, workshops, teaching for children and practicing Greek for adults. The mobile library van became a space of collaboration, dialogue and exchange.

### **The Itinerant Library of the Network for Children’s Rights**

*A collaboration between AWBC and the Network for Children’s Rights. With the support of the Embassy of the Federal Republic of Germany in Greece. **Annual***

The Itinerant Library is a temporary space that operates for a few hours to a full day and brings books, puzzle games and experiential activities right to the children of different ages and nationalities. Operating in the framework of AWBC the Library occupied different public spaces around the city bringing books and activities telling the story of diversity in animals, plants, giants, dwarves, fairies and witches.

### **Books on Wheels for very young readers**

*A collaboration between AWBC and “PYRNA”-cultural nonprofit corporation. **June 2018 – April 2019***

Through this innovative program, **13 suitcases** full of new books traveled in the public infant Daycare centers (a total of 75) of the City of Athens. The suitcases contained illustrated, musical, tactile books, books for refugee infants whose mother tongue is Arabic or Farsi, as well as parenting books. In the context of the program, educational seminars for parents and pedagogues were also initiated.

### **Poetry on the road...Young Poets read & discuss about their era**

*A collaboration between AWBC and the Piraeus Municipal Theatre. With the support of STASY (Urban Rail Transports S.A.). **October 2018 – March 2019***

Poets, both budding and established, took the lead in this series of happenings and discussions. Public readings took place on the first day of each month, on public transportation and at unique landmarks of Athens, giving to the public the opportunity to gain access, to “taste” and enjoy the art of poetry. Every first Friday

of each month, the poets participated in open discussions in the foyer of the Piraeus Municipal Theatre, aiming to decipher and unravel different conundrums of our times.



## **FESTIVALS & AWARDS**

The city of Athens, true to its cultural and intellectual heritage and profile, has incorporated in its permanent cultural events books and reading. The title of World Book Capital provided the opportunity to further strengthen Athens's book- friendly profile by enhancing and upgrading the various commemorations.

### **47<sup>th</sup> Book Festival, 31st August – 16th September 2018**

The festival run by the Greek Publishers Association, co-organized this year's events and activities with AWBC, and brought together different stakeholders, managing to offer to the public **17 days** of festivities. The festival was organized by the Association of Book Publishers, the Organization of Culture, Sport and Youth of the Municipality of Athens (OPANDA) and the Zappeion Megaron (OLYMPIA 2016-2018, Committee of Olympias & Bequests), in collaboration with ERT, the National Theater, the National Theater of Northern Greece, the Karolos Koun Art Theater and the Athenian Culture Network. It was under the auspices of the Ministry of Culture and Sports, the Municipality of Athens and the Hellenic Foundation for Culture.

The collaboration with AWBC renewed the image and the prestige of the festival and offered to the majority of Greek publishers the possibility to participate. This year's two-week festival was dedicated to "Poetry Set to Music" and aimed to highlight the relationship between writing and the arts, with different tributes to authors, composers, lyricists, singers, musicians and actors.

Furthermore, AWBC's pavilion, located in the very center of the facilities around Zappeion, offered the public the chance to get informed about the program and to participate in special workshops and activities.

### **23<sup>rd</sup> Book Fair**

*A collaboration between AWBC and the Association of Book Publishers (SEKB), the Association of Greek Publishers and Booksellers (ENELVI) and the Association of Book Publishers of Athens (SEBA), under the auspice of the Municipality of Athens and the support of OPANDA. **January 18<sup>th</sup> – February 10<sup>th</sup> 2019***

For almost a **month** Kotzia Square, in front of Athens City Hall, became home for more than 9.000 book titles offered in special discounts (starting from the symbolic price of 1 EUR). This year's fair moto was "Book is your Power" and the collaboration with AWBC enlarged the bazaar with special events, such as **pop up readings, literature special games and concerts.**

#### **The 4<sup>th</sup> Athens International Poetry Festival**

*A collaboration between AWBC and the Poets' Circle organization, with the support of the Greek Collecting Society for Literary Works (OSDEL) and the Urban Rail Transports S.A. (STASY).* **October 1<sup>st</sup> – 7<sup>th</sup>**

For a week, the city was transformed into a large poetic canvas, with the participation of 53 Greek and 20 foreign poets from 18 countries in various events in 16 different parts of Athens and its suburbs. These included public readings in Greek, English and other languages, conferences and meetings, open to the public conversations, music and theatrical shows and art exhibitions. Artistic performances also took place at selected subway stations brining the message of the festival to a bigger audience.

#### **LEA (Literatura en Atenas) Festival, June 8 – 18<sup>th</sup> 2018**

A well-established ten-day festival dedicated to the promotion of Iberian and South American literature in Greece. With the support of AWBC the festival managed to enhance its agenda, to spread in 15 different spots around Athens and include a rich program of events including meeting with authors, award nominations, theatrical and dance performances, pop-up reading.

#### **Literature.gr Phrase of the Year Prize**

*A collaboration between AWBC and literature.gr.* **November 27<sup>th</sup> 2018**

Literature.gr Phrase of the year Prize was established in December 2015. The prize was greeted with enthusiasm by readers, publishers and writers. The ultimate goal of the prize is to promote aphorisms, those who continue to stand alone to mark this mobilization even after the end of the reading process. The collaboration with AWBC aimed to strengthen the initiative and establish it as one of the city's awards connected with books and reading.



## Athens Prize for Literature

*A collaboration between AWBC and (de)kata literary journal. December 14<sup>th</sup> 2018*

The Athens Prize for Literature, comprising both Greek Novels and Foreign Novels (translated into Greek) sections, is the first award ever designated in Greece for foreign works. The (De)kata literary journal has modelled some aspects of the Athens Prize after other noted awards such as the Booker Prize in Great Britain and the National Book Circle Award in the U.S. Through the collaboration of AWBC a special ceremony was held in Athens City Hall and -for the first time- the writer awarded for the Foreign novel was able to attend the nomination event and meet the Greek public.



## **CONFERENCES & SYMPOSIUMS**

Plenty of conferences, round tables and symposiums with the participation of greek and international guests were organized though out the year, addressing topics regarding the love for reading, issues on translation and on copyright in the current digital era and the new European guidelines, issues on the status of the public libraries and on whether the television series have become “the new literature” etc.

### **Panhellenic Conference: Education in the 21st century, searching for innovation, culture and creativity**

*A collaboration of The School Life and Education Museum of the National Centre of Research & Preservation of School Material, together with the Hellenic Educational Society. April 20 – 22<sup>nd</sup> 2018*

A conference including special workshops and seminars that aimed to emphasize to the importance of innovation and culture in the learning procedure.

### **36th IBBY Conference**

*A collaboration between AWBC and the Greek department of International Board on Books for Young People (IBBY). August 30<sup>th</sup> – September 1<sup>st</sup>*

This year’s conference was titled “East meets West around children’s books and fairy tales” and gave to more than 400 delegates from more than 70 different countries the opportunity to attend a rich scientific program with distinguished speakers. The conference became the vehicle for studying the way stories and fairy tales mix, mingle and interact through different peoples’ visions

### **Why Read? The Role of Writers & Books in the 21<sup>st</sup> Century**

*Conference of the Hellenic Authors Society. 18 & 19 October 2018*

Why read? Why write? Why translate? Aspects of these questions were addressed by writers and scholars in an international symposium open to the public organized by The Hellenic Authors’ Society in cooperation with the Institute of Comparative Literature & Society of Columbia University and the Department of English Language & Literature of the National & Kapodistrian University of Athens.

## The Present and Future of Greek Literature Abroad.

*A collaboration of AWBC and literature.gr. March 8<sup>th</sup> 2018*

A one-day conference that aimed to investigate the position of Greek literature abroad, how well known and acceptable it is by the foreign readership and on what obstacles its spread impinges. The goal of the conference was not only to highlight findings that may prove useful to those involved in the book sector, but to be the starting point for many fruitful engagements among cultural organizations for the next step in the right direction of extroversion. With the participation of Greek writers, Hellenists (publishers, academics, executives from cultural institutions) and translators from 21 countries via live transmissions



## **SPECIAL EVENTS**

### **Athens Culture Net Culture Night: Arts & Narrative, October 5<sup>th</sup> 2018**

Athens Culture Net, with the valuable contribution of its members, organized a night of celebrating narration. This one-night circle of events portrayed the relation between the Book and the Arts. From 20.00 to midnight music concerts, performances, open rehearsals, outdoor games, art exhibitions, movie screenings, and others, created a route of events from the city centre to Faliron Delta and Piraeus.

### **Dangerous Words**

*A collaboration between AWBC, the Municipal Theater of Piraeus and 30 different bookstores. December 21<sup>st</sup> 2018*

Writers, critics and readers participated in an event that evolved simultaneously into 30 bookstores around the city and the greater Attica region. The event consisted of readings of censored texts from different genres of literature, varying from erotic to politics, in order to highlight the -always critical- issue of freedom of speech and freedom of expression.

### **The Book Affair project**

*A collaboration between Goethe – Institut & Radio Athènes Institute for the advancement of Contemporary Visual Culture, with the support of the British Council, the French Institute of Greece and the Benaki Museum. May – November 2018*

A book affair is a term used to describe a situation in which one, during the same period of time, is reading a short casual fun book, while attempting to read a much longer and more complex one. In that spirit Goethe Institut Athen created a temporary library/ book club inviting international publishers, writers and artists to present their work. The “affair” consisted of lectures, visual interventions, discussions, book presentations, readings, live music performances, exhibitions and more, driven from the areas of art, history, fashion, literature, architecture and design.



### **Translation Month**

*A collaboration between AWBC and the Panhellenic Association of Professional Translators Graduates of the Ionian University (PEEMPIP). **September–November 2018***

Series of events that, for the first time, turned the spotlight on the translation as a multifaceted process -but also on the translators themselves. The events included translation slams, activities for children, meet ups and panel discussions with experts from the publishing world, renowned scientists and academics talking about the different aspects of the translation process. Topics varied from intellectual property rights for translators, to audio-visual translation, literature for young adults and the promotion of Greek literature abroad and more.

### **The Nordic Narrative in Athens**

*A collaboration of the Nordic Embassies and Institutes in Athens, the Nordic Library in Athens and the Embassy of Iceland in Oslo (accredited to Greece). **April 2018 – April 2019***

Series of events presented by #TheNordics all related to books and literature. The narrative included the following thematics:

#### **Nordic Crime: A look into the Nordic society?**

Series of events that built up towards a round table discussion (October 31<sup>st</sup>) with the participation of authors, experts and journalists that aimed to analyse the contemporary Nordic society and explore the reasons why the specific literature genre has become so popular in Greece. Prior and after the discussion, presentations of Nordic crime authors took place, in collaboration with AWBC and Greek publishers.

#### **Role and values of public libraries: The Nordic Paradigm, November 30<sup>th</sup>**

In Collaboration with the National Library of Greece, experts from the Nordic countries were invited to present “best practices” from their countries and to organize interactive workshops for librarians and information professionals. The workshops focused mainly on children and teenagers but also on adults, through the application of innovative practices.

**Greece through the eyes of the travellers from the North, February 19<sup>th</sup> – May 31<sup>st</sup> 2019**

Exhibition featuring the rare testimonials from both the times of war and peace that span the last three centuries described through the words of travellers from Denmark, Norway, Sweden, and Finland while they made their journey through Greece.

**Short Re-readings: Nicolas Calas's documents at the Nordic Library, February 19<sup>th</sup> – May 31<sup>st</sup> 2019**

Exhibition that included a small but important fragment of the Nicolas and Elena Calas's valuable archive curated at the Nordic Library. Apart from the 'hidden treasures' of the archive, the exhibition also included two works by the artist Nina Papakonstantinou, the product of her artistic interaction with the Calas Archive at the Nordic Library.

**#TextMe\_Fluffy Library**

*Atopos Center of Visual Culture. April 2018 – April 2019*

Project that inaugurated a year of actions and events around the book and text in media arts. A special library was designed as a work in progress project described as a participatory installation, a collective fairy tale, that merged imaginary and real worlds, childhood memories and adult life, influenced by feminist and queer theories. #TextMe\_FluffyLibrary occupied the rooms of Atopos CVC, incorporating in the main artwork the rich book collection of the organisation, which consists of more than 2.500 art and visual culture books. The project inaugurated an age-and-gender fluid cuddly environment that created another worldly reading and playing area for both young and old. Throughout the year seminars, performances, exhibitions, poetry slams, workshops and residencies were organised on a monthly basis.



## 2. A World of Writers

Every month throughout the year, one (or more than one) internationally acclaimed authors visited Athens and addressed their audience in a series of events curated by their Greek publishers in cooperation with AWBC and with the support of National Embassies and Institutes.

The audience had the chance of meeting with award winning and renowned authors from around the world, who participated in intriguing conversations with Greek journalists, writers, poets and translators, discussing issues around their work and on contemporary society. **The challenge was to represent different literature genres and to host writers from many different countries.** At the same time, series of round table events took place with the participation of both Greek writers and writers from all over the world, who brought with them reflections on the literature of their countries, in the context of analytical thematic discussions that highlighted the special bond that literature can enhance, building bridges among the people (*The Nordic Narrative in Athens, International Dialogues in Jewish Literature, International Day of Portuguese Language, The British Literary Saturday Mornings, Tribute to French Noir Literature, Iberian and South American literature Festival in Athens etc*)

The authors that visited Athens in the context of AWBC were among others (*in alphabetical order*):

A.B. Yehoshua, Alexander Gatalica, Andri Snær Magnason, Arne Dahl, Bodo Kirchhoff, Caryl Férey, Claudio Magris, Dulce Maria Cardoso, Eshkol Nevo, Esty Hayim, George Saunders (Man Booker 2017), Hans Olav Lahlum, Hanya Yanagihara, Herta Müller (Nobel Prize in Literature 2009), Hervé Le Corre, Ian McEwan (Man Booker 1998), Ilan Sheinfeld, Iris Eliya Cohen, Javier Cercas, Jean-Bernard Pouy, Jeffrey Eugenides (Pulitzer 2003), John Conolly, Jorge Carrion, Jørn Lier Horst, Joseph Knobel Freud, Judith Katzir, Jürgen Banscheraus, Leonardo Padura Fuentes, Michael Katsch Krefel, N.M. Browne, Norman Ohler, Patrick Deville, Paul McVeigh and John Man, Rudiger Schaper, Sinead Keagan, Siobhan Campbell, Suzy Joinson, Yrsa Sigurdardottir, Thodoris Kallifatidis *and many more*



### 3. Greek Writers

AWBC in collaboration with Greek Publishing Houses and The Hellenic Authors' Society produced a series of events (one off and year-round) that highlighted the work, inspiration and speculation of the current generation of Greek writers and book creators. Part of this thematic pillar was the **Literary Relay**, an annual cycle that connected different text types and genres (Poetry, History, Biography, Memoires, Journals, Novel, Science, Theater, Children's Literature, Philosophy, Monographies, Critique etc.). Each month of the year one writer chose his favorite book written by a living Greek and engaged to a lively open discussion with its writer, the audiences and the coordinators, passing on the baton. During these meetings the different text types and writing styles were compared, but at the same time unexpected affinities emerged, common influences, loves and preferences. From Poetry and the great greek poet Titos Patrikios, as its representative, the baton passed on to Pantelis Boukalas, Rea Galanaki, Dimitris Daskalopoulos and Maria Stasinopoulou, Nikos Vatopoulos, Thodoris Gkonis, Makes Tsitas, Christoforos Charalambakis, Soloúp (graphic novelist Antonis Nikolopoulos), Dimos Avdeliodis, Stamatis Krimizis and Theodoros Papaggelis. In addition, plenty of activities and events were organized with the participation of individual writers and interdisciplinary round table discussions.





Λέξεις & Σκέψεις  
 Στέγη Ιδρύματος Ανάση  
 04.06.2018  
 19:00



# HANYA YANAGIHARA

Σε μια συζήτηση με τον Γιώργο-Ικάρο Μπαμπασάκη



Η νέα star του αμερικανικού μυθιστορήματος  
 συστήνεται στο αθηναϊκό κοινό.



**Ο ΑΝΤΡΙ ΣΝΕΡ**  
**ΜΑΓΚΝΑΣΟΝ**  
 στην Αθήνα

Στο πλαίσιο της «Αθήνα 2018  
 Παγκόσμια Πρωτεύουσα Βιβλίου»  
 του Δήμου Αθηναίων

**Παρασκευή 30 Νοεμβρίου 2018, 19.00**  
 Μέγαρο Μουσικής (αίθουσα Δ. Μητρόπουλος)

«Γράφοντας για τα παιδιά και τους νέους του ταλαιπωρου πλανήτη μας.  
 Ένα σεναίο του χρόνου στον μιλε πλανήτη».

Συνομιλεί με τη **Σοφία Βγεννοπούλου** και τον **Φίλιππο Μανδηλαρά**

Πλούσιος βιβλιοπωλείο: Αγνή με ταυτόχρονη μετάφραση  
 Εισόδος: Ελεύθερη με δέλεαρ προπράξεις τα οποία θα δεικνύονται από τις 17:30

Διοργάνωση:



#### 4. Athenian Book Itineraries

*In collaboration with Greek Publishing Houses*

A popular Athens 2018 World Book Capital section was the Athenian Book Itineraries that were designed by taking as a reference a book about Athens or following a writer's traces through his/her texts. **48 different walking routes** were created via the Athenian Book Itineraries program and Athenians re-discovered their city and its secrets through books. Writers, book professionals and literary scientists toured the participants through the neighborhoods of Athens showing them the hidden treasures of the city (historical and literary landmarks, cafes, bookstores and publishing houses, among others) and the places from which writers -of the past and present- drew their inspiration, highlighting the influence of the urban scene, culture and lifestyle.

#### HIGHLIGHTS

**28/4 & 19/5** “Walking in Athens with Nikos Vatopoulos”, **29/4** “Athens Trilogy: Helen Priovolou follows the steps of her heroes”, **10-11 & 14-15/5** “Poems and Crimes: guided tour in the Gavriilidis Publication House”, **09/6** “Types of dwelling in Athens in the end of the 19th century – Architectural space and literature: Rhoides, Kondilakes, Mitsakis, Papadiamantis & Spandonis etc” with writer Alice Spyropoulou, **01/7** “On the streets of Aeolou and Athens: Historic and Literary Moments” with writer Tonia Kafetzaki, **22/9** “Athens through the eyes of writer & academic Tasos Athanasiades, with Thanasis Yohalas, **06/10** “Athens...a city for fearless girls” with Katerina Schina, **03/11** “Through the lives of others” with Kostia Kontoleon, **02/12** “Athens of the Great Famine. Winter 1941-42” with writer Panos Amyras, **12/01** “The city under the city” with Konstantinos Kyrimis, **16/02** “Walk in Athens at War through the books of Loti Petrovic-Androutsopoulou”, **03/3** “From Syntagma to Gazi” with professor Alexandra Tranda, inspired by the books of Menis Koumantareas, **12/04** “Fokionos Negri Street, as it is blossoming into spring, awakens true stories -as well as myths” with Marina Papageorgiou







## 5. Open Collections and Archives

Every fortnight for a full year one or more of Athens' leading cultural organizations, museums and libraries opened up to the public, showcasing for the first-time rare material from their archives and collections, and offered to the public different kinds of narratives and readings. At the same time, during these open days, they organized special events (guided tours, book presentations, lectures, projections etc) thus giving prominence their collection and attracting more people to their facilities.

Overall, in the program were involved more than 40 different organizations, museums, libraries, Institutes and Foundations, such as the Goethe-Institut Athen, the Athens Conservatory, Gennadius Library, the Hellenic American Union, Athens Archaeological Society, the French School of Athens, the National Archaeological Museum, the Yannis Tsarouchis Foundation, the Piraeus Group Cultural Foundation history archive (PIOP), the Friends of Music Association and the Eugenides Foundation.

## 6. Educational Activities

One of AWBC main goals was to bolster children's and young adults' motivation to read. Numerous events addressing that target group were included in the *Celebrating Reading* thematic pillar, like the special events held by the National Library in collaboration with the regional libraries (*e.g. Summer Reading and Creativity Campaigns*) and the annual cycles of events in the Municipal Libraries for Children and Adolescents held by the Organisation for Culture, Sports & Youth (OPANDA) of the City of Athens. In addition to those, special projects were initiated, focusing on children and young adults of all ages and nationalities. Numerous workshops, educational programs, games and activities related to books and reading were designed and implemented for children and their families, in collaboration with institutions and organizations, both public and private, municipal programs, NGO's and civil society. Furthermore, the children were provided with the chance of meeting renowned authors and book illustrators in person, Greek and international, like Jurgen Banserus, Christopher Hudson and Ellen Weinstein. The activities comprised of annual cycles, six-month cycles, fortnight and one-off programs and

events, allowing the new generation to be suffused with the culture of reading and to become reading ambassadors. Workshops for adults and professionals were also initiated, such as creative writing programs, held by OPANDA, and Playwriting for young audiences with the renowned British playwright and tutor *Jemma Kennedy*, held by the British Council and the National Theatre of Greece. Overall **81** different series of events and activities were organised throughout the year.

## **HIGHLIGHTS**

### **National Students Painting Competition by the Children’s Art Gallery of Greece: “Children and Books: I Read, I am Inspired and I create”!**

Children’s Art Gallery of Greece, on the occasion of the proclamation of Athens as the World Book Capital 2018 invited the young artists to travel with their brushes to the magical world of books, through a painting competition (23/4/18 until 4/3/19). The winning artworks featured in a 4-day exhibition organised in Athens, with a variety of parallel activities, such as storytelling, artistic workshops, choirs, theatrical events.

### **3<sup>rd</sup> Panhellenic Student Competition “Child and Cinema”**

*AWBC In collaboration with MoMa New York, Athens Film Society, Children’s Museum Thessaloniki, OPUS organisation and Melissa Publishing house*

This competition aimed to give students 5-12 years old the opportunity to become researchers themselves, to develop their creativity and to cultivate an aesthetic consciousness as well as a culture of multiculturalism. In the context of AWBC, the competition’s starting point was the famous dots of Yayoi Kusama and the goal was to create a short animation film, after completing a literary review on the work of the famous artist. The competition ran from January until March, under the auspices of the Greek Ministry of Education and the Japanese Embassy. During the Award Ceremony (April 6, 2019) MoMa’s publisher Chris Hudson and artist Ellen Weinstein were present and addressed the children.

## **Cities and literature**

*Piraeus Bank Group Cultural Foundation. April 2018 – April 2019*

Educational Program for Secondary School pupils that aimed to cultivating a reader's culture among its participants and to acquaint them with aspects of specific towns and cities at different periods in time, from the perspective of protagonists of different ages, but also of different social and economic backgrounds. Through creative activities based on narrative and literary texts (prose and poetry), the pupils familiarised themselves with the written word and its possibilities and produced their own literary texts.

## **Open Schools - Open Neighborhoods**

Through this Municipal program initiative, twenty five of the city's school premises have turned into meeting places and centres of action where the local community is invited to take part in recreational, cultural, educational and sports activities for all ages and backgrounds. During AWBC program, a full agenda of workshops, talks and book related events took place in the "open schools" of Athens seven districts.

## **Museum educational programs in cultural spaces**

*OPANDA. April 2018 – April 2019*

-Plato's Myth: Plato's "Republic" produces an array of myths that were presented in a "edu-training" fashion, on selected Saturdays throughout the year in the Digital Museum in Academy of Plato area.

-The city reads...books about museums: Books about museum for children and young adults have earned their rightful place in Literature. Through this cycle of events held in the Museum of Folk Art and Tradition "Aggeliki Chatzimichali", students, teachers and parents had the opportunity of going inside and behind-the-scenes of major Athenian Museums, like the National Archaeological Museum and the Museum of Cycladic Art, while enjoying the act of reading and participating in related educational programs.

- With a book, I see the world differently: Children's Museum of Athens, October

2018 – March 2019: Educational program for children 5 – 10 years old, aiming to develop their creativity and imagination through reading. The program invited the children to travel to faraway and exotic lands, to travel without a ticket through time, to meet people and cultures, to identify themselves with heroes and fictional characters, to experience the most crazy and funny adventures, to imagine, dream, learn, have fun and finally ...to see the world differently!!!





## 7. Book and the Arts

Exhibitions, talks, screenings, workshops, performances etc. composed the ground for the “Book and the Arts” theme, illustrating the emergent connections between the books, literature, reading and the arts (painting, photography, theatre, music, cinema, comics, street art, etc.). This special section very soon proved to be **one of the most dynamic** thematic pillars of the program, because it widened with an unexpected and original way the culture of reading and through various events book and narrative wandered around Athens and its neighborhoods combined with arts and sciences. A total of **114** events were organized as a product of collaboration between AWBC and different stakeholders (*public, private, major, minor and grass-roots groups*) aiming to portray and establish Athens as a book friendly multicultural city.

### HIGHLIGHTS

#### **So, what are you saying now? The life and work of Manolis Anagnostakis**

*Hellenic Parliament Foundation for Parliamentarism and Democracy. February 2018 – October 2018*

An exhibition focusing on the life and work of Manolis Anagnostakis, featuring books from the poet’s childhood library, post-war literary magazines, verses, poetry collections and critiques. The visitors had the chance to explore Greek history-Second World War foreign occupation, the civil war, the first post war years, the military dictatorship of 1967 and the restoration of democracy- through the thought and words of Manolis Anagnostakis.

#### **Nikos Hadjikyriakos-Ghika. Painting for books**

*Benaki Museum/Ghika Gallery. April – July 2018*

Nikos Hadjikyriakos – Ghika, a leading Greek painter, sculptor, engraver, writer and academic, worked closely with esteemed Greek writers and poets and created illustrations that accompanied texts from 1937 until 1992. He designed many book covers and front pieces and he illustrated mainly works of poetry. Many of his works decorated the cover or the front piece of literary magazines, such as *Nea Estia*,

*Morfes* and *Aixoni*. Ghika illustrated fully the *Poems* by Kavafi, *The Odyssey* by Kazantzakis, *Daphnis and Chloe* by Longus and *Amorgos* by Nikos Gatsos. Meanwhile, he created many individual covers and front pieces for books and poetic collections by the Nobelist Odysseus Elytis, Lito Katakouzenos, Margarita Liberaki and others. The exhibition, combining painting and literature, offered to the public a great chance to admire older publications and to discover Ghika's art of illustration. Part of the exhibition was also showcased in Athens International Airport (**June – December 2018**)

### **School Mural Program – Bookmurals**

*In collaboration with Urban Act. April – July 2018*

City murals acclaimed collective *Urban Act* gave their work a literary twist with big-scale paintings and murals dedicated to the World Book Capital, set in different schools around Athens with the participation of international and Greek artists.

### **Athens & Epidaurus Festival, June & July 2018**

Among the biggest cultural productions in Greece, the Athens and Epidaurus Festival dedicated a section of its program to the World Book Capital with several plays and performances. From June until September 2018, different venues all across Athens (*from the neighbourhood of Kypseli to Syntagma Square, from Piraios street to Acropolis area*) the city flourished with performances highlighting the fundamental values of literature and other forms of art.

The installation & performance “Agathofron/the Collector’s Atlas” revealed the story of *Konstantinos Agathofron Nikolopoulos*, an expat Greek who decides to grant his hometown, Andritsaina, with one of the rarest book collections of his era, while the performance “Failing to Levitate in My Studio” was inspired by the Beckettian universe. Thomas Moschopoulos, one of the most formidable contemporary Greek directors, presented Ray Bradbury’s *Fahrenheit 451*, as adapted by Bradbury himself, a play set in a dystopian totalitarian regime, where books are routinely destroyed. Konstantinos Rigos, director of the Greek National Opera Ballet, joined forces with Elena Penga, and brought to the stage the latest new play *Pornstar – The Invisible*

*Sex Industry*, inspired by two short stories by Roberto Bolaño. Among the highlights of the collaboration with the festival was the presentation of a fascinating crossover of music and literature by two great masters, actor Bill Murray and cellist Jan Volger, and their joint project *New Worlds*, a performance bridging the artistic legacy of America and Europe. The superstar comedian performed pieces by Foster, Gershwin and Bernstein, in addition to reading excerpts from classic American poets and writers (Whitman, Hemingway, Twain) to the sounds of Vogler's Stradivarius cello.

**Monica Bose: Footprint, storytelling with Saris,**

*Washington DC Commission on the Arts and Humanities. July 2018*

The exhibition showcased wood engravings and a series of indian sari installations and was backed up with a performance/projection. The work of Monica Bose – an assemblage of paintings, performances and installations- is characterized by a symbolic narrative, touching different themes – from science to politics- in a way that complex social matters, involving a wide range of observers, are explored.

**The Unwritten Library**

*in collaboration with Annex M & Megaron – the Athens Concert Hall*

The newly established Annex M, a visual arts centre in Athens Concert Hall, organised a trilogy of exhibitions focusing on Books/Readers/Writers, with the participation of acclaimed international and Greek artists. Revolving around this threefold theme, these three exhibitions aimed to explore the complex networks of relations and interconnections emerging at the intersection of textuality and orality, book/text and body, private and public space. The project included:

***The Last Reader***, exhibition on the topic of reading and the dialogic relationship between the reader and the book/text **(July – September 2018)**

***After Babel***, the second part of the trilogy focused on books and texts through their physical, hybrid or intangible reality. **(November 2018 – February 2019, upon demand the exhibition extended until May 2019)**

***A Room of One's Own (future exhibition)***, the last part of the trilogy will be dedicated to writing, inspired by the metaphorical meaning of space that Virginia Woolf utilized in her 1929 essay. It will include paintings, sculptures, installations and video installations, artists' books and web art.

The exhibitions were accompanied by bilingual (Greek-English) catalogues and screening programmes, readings, talks with artists and theorists as part of Megaron Plus, school programmes, and public tours.

## **2<sup>nd</sup> Athens Multimation: Ilissos, the riverbanks of a utopia**

*AWBC in collaboration with art / European Animation Center. September 2018*

A polymorphic festival about the utopias, mythologies and the realities of Athens with an open-air interactive approach. Participants had the chance to discover, comprehend and re-construct a part of the living history and myths of Athens through the representation of works of Plato and Sapho

## **EDO (HERE): Theatre and music educational workshop**

*AWBC with the collaboration of Greek National Opera, SHEDIA street magazine and KYADA (Solidarity Centre of the Municipality of Athens). October – December 2018*

A 3-month theater and music workshop that lead to an open performance, inspired by Italo Calvino's "Invisible Cities", aiming to engage with homeless people living in Athens. Calvino's approach of fantastic cities, in relation to the participants-experienced but invisible to the rest of us city of Athens, was the baseline for a fruitful interaction of speech and sound, stories and songs, theatre and music.

## **Leisure Time**

*AWBC in collaboration with UrbanDig project. October – November 2018*

Site-specific public performances that linked works of Greek and international literature with landmarks and literary venues of the city. Inspired by the works of Rodokanakis, Lapatiotis, Pikros and Alexandrou



## **Ruby Tuesdays**

*AWBC in collaboration with Athens Voice Radio 102,5. January – April 2019*

8 thematic Tuesday nights, in 8 bars/venues in Athens, where 8 books of Greek publishing houses dedicated to world music legends (David Bowie, Leonard Cohen, Miles Davis, Bob Dylan, Moby, Patti Smith etc.), were discussed, analysed and celebrated until the early morning. 8 mobile “book parties” inviting all residents who love reading, music, chatting and sharing conversations and views to attend. Special guests -journalists, writers, translators and musicians- presented each different *Ruby Tuesday*.

## **Soloup: The Collector, Six Stories for a Bad Wolf**

*AWBC in collaboration with Benaki Museum and Icaros Publication. January – March 2019*

Exhibition on the occasion of the new graphic novel by greek artist Soloup. The exhibition included storyboards, drafts, and pencil sketches, black-white and colored pages, constructions, illustrations and paintings that animated the six narratives of the book, offering to visitors a unique visual experience. Main aspiration was the reinterpretation of the “Little Red Riding Hood” combined with the characters from Lewis Carroll’s “Alice in Wonderland”. The exhibition included workshops, concerts and conferences around the topic of parental alienation

## **8. Contemporary Narratives**

This thematic pillar sought to highlight great issues of our time, contemporary reflections, and readings of the past. With special circles of actions and individual events, topics such as the History of Modern Greek Nation, the refugee issue, modern and intertemporal, the relation between Literature and History and the position of the woman in society were presented. This section was born from a tangible need to know our past in order to better realise where we stand today, using both academic knowledge and artistic creation. As this theme emphasized in the importance of Scientific Logic and its relationship with Literature, collaborations with Universities, Historical Archives and other scientific institutions proved to be particularly

important. A total of **35** different actions and events were inaugurated in the context of this pillar.

## **HIGHLIGHTS**

### **200 Years from the Greek Revolution: the Identity of Modern Greece**

*AWBC in collaboration with the Hellenic Theatre Company – Greek Art Theatre, the University of Athens and the Research Centre for the Humanities. January – April 2019*

Series of events on Arts and Sciences, on the occasion of the 200th Anniversary of the Greek Revolution, to be celebrated in Greece in 2021. Discussions with the public, lectures, round tables, literary readings, contests for new theatrical works, dramatical readings, performances, concerts, etc. took place in the Greek Art Theatre.

Specifically, the scientific program included history lessons discussing the Revolution and the complex social, diplomatic, moral, ideological and political issues that surround it, and round-tables events that explored the significance of historical archives, the international historic framework of that era and also mapped the course of Greek poetry from the time of the Revolution up to the present, while examining the utilization of the Revolution, its events and people, as fictional material of contemporary literature.

The artistic program aimed to highlight texts and individuals from the era of the Greek War of Independence, utilizing the unique contemporary perspectives of distinguished artists across generations, guided by the phrase: “200 years after the Revolution, what is Greece today?”. The participating artists, each with their own singular point of view, were called upon to raise crucial questions on the connection between Greece’s historical past and the contemporary Hellenic identity. In this context, different performances were created, different approaches of eminent male and female figures of the time. Most of the artists, using original texts from the Revolution era, used the theatrical stage as a set to their artistic approach (dramatized readings, live music etc.), “addressing” and bringing to life the historical figure of their choosing. Furthermore, a unique Literary Itinerary was created, in the streets around the Acropolis, reviving the second siege of the Acropolis by the Ottomans (1826) based on the texts of General Makrygiannis.

## **History and Literature. A relation both ambivalent and complementary**

*The Welfare Foundation for Social and Cultural Affairs (KIKPE) in collaboration with the City of Athens Culture, Sports and Youth Organization (OPANDA). January – April 2019*

Series of lectures focusing on literary works which decisively influenced the historical consciousness of the Greek society, raising issues with regard to the relation between history and literature, the relation between historical narration and literary representation, the ongoing dialogue among the different disciplines and forms of written word which are conversing with the past. Each lecture was realized with the participation of two scientists, one historian and one philologist.

## **Refugees and Immigration through Literature**

*OPANDA. January – March 2019*

Series of events based on highly esteemed Greek literary works, with the participation of modern-day writers and scientists, illuminating the refugee theme throughout the Greek history.

## **12 October 1944. Free Athens**

*Hellenic Parliament Foundation for Parliamentarism and Democracy, Attica Region – Central Section, Municipality of Athens, General State Archives, ERT. With the support of AWBC. October 2018*

For a whole month Athens was overflowed with events that aimed at illustrating the woes the country underwent during the Second World War -especially during the years of Occupation- but also emphasizing at the struggle of the people against Fascism and Nazism. Through exhibitions, speech events, historical tours, concerts and theatrical performances, films, educational programs and workshops the scientific historical research became public, forming an ambitious and forceful program of Public History that aspires to fill the gap of the officially established narration on the Occupation era, emphasizing to the ideal of freedom through the movement of resistance.











## COLLABORATIONS AND PARTNERSHIPS

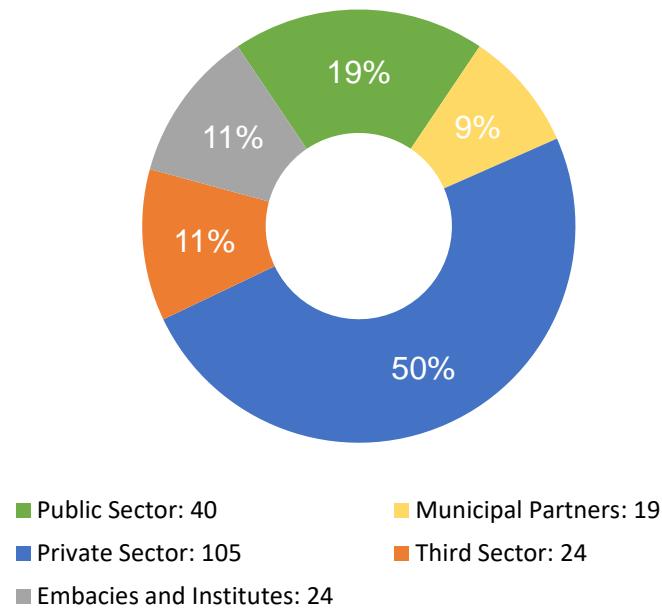
From the stage of preparing the proposal that led to Athens becoming World Book Capital for 2018, the municipality of Athens tried and managed to secure broad partnerships and synergies, both from the public and private sectors, as well as from civil society. The aim was to ensure broad consensus and participation in the program, in order to successfully organize a year of events and activities making books accessible to the city's entire population, ensuring the inclusion and participation of all social groups. Similarly, and in relevance with the spirit of Athens Municipality leadership, the intention was to infuse this legacy of creative collaborations thereafter.

AWBC worked with the following:

- partners from the book industry, writers, publishing houses, bookstores, libraries and institutions, such as the Hellenic Authors Society, the Association of Greek Publishers and Booksellers, the Association of Greek Librarians and Information Scientists, the Greek section of International Board on Books for Young People
- Athens Municipality Programs and Institutions as well as other Municipalities of Attica region
- partners from the seven districts of Athens
- cultural institutions and organizations, both public and private
- embassies and foreign institutes
- organizations and groups from civil society
- media partners

For the organization, production and implementation of the program, AWBC collaborated with a total of **212** different partners, each of them holding a different but significant role:

Distribution of the partnerships



### Athens Municipality

Cooperation with all the structures, programs and services of the municipality of Athens was extremely crucial. After all, the title was awarded to the city itself and the municipality was responsible for the preparation, organization and implementation of the program.

Following and building upon the mentality and legacy of synergies that the city of Athens gained from hosting **documenta14** (2017), with the careful leadership of **Athens Culture Net**, the municipal structures and services rallied and collaborated horizontally for the implementation of a 12-month program.

Major municipal contributors were:

-Athens Culture Net, City of Athens Culture, Sports & Youth Organization (OPANDA), Athens Development and Destination Management Agency, City of Athens Technopolis, Office of the Vice-Mayor for the Child with Open Schools – Open Neighborhoods programme and Athens Municipal Day Care Center, Office of Vice Mayor for Refugees and Immigrants with Coordination Center for Immigrants and Refugees and the Reception and Solidarity Center, the Historical Archives of the City of Athens, “Athens 9.84” municipal radio station, the Technical Services of the



Municipality of Athens.

Due to its nature, a special reference must be made to the collaboration with the City of Athens Culture, Sports & Youth Organization.

### **Collaboration with City of Athens Culture, Sports & Youth Organization, OPANDA**

As stated already, OPANDA, being one of the Municipal Organisations promoting arts, literature and sports, was one of the key players during this year of Celebrating Reading. The collaboration with OPANDA was organised around 2 axes: the events described in the Programmatic Agreement and all the relevant additional events that were supported or implemented by the Organization throughout the year. Furthermore, OPANDA, working closely with Athens Culture Net, provided the necessary technical & technological equipment, buildings (libraries, galleries, museums, cultural centres), technical personnel, staff (artists, experts, skilled workers) as well as its musical ensembles (Symphony Orchestra, Big Band, Concert Band, Greek Music Workshop, Athens Municipality Choir).

#### **A. Programmatic Agreement**

A total of **40** different actions and events that varied from one-off to annual, were implemented in the context of the Programmatic Agreement, related to special dedications, exhibitions, concerts and creative learning programs for minors and adults. These events were respectively distributed in the different thematic pillars of AWBC program.

### **HIGHLIGHTS**

#### **Poetry set on music, May – September 2018**

Circle of concerts dedicated to great poets and lyricists (L. Papadopoulos, M. Eleftheriou, N. Gatsos, G. Seferis, O. Elytis etc) who were a never-ending source of inspirations for Greek musicians, set on various locations around Athens with the

participation of the Hellenic Music Workshop.

**Federico Garcia Lorca: the tree, January 2019**

Musical performance featuring works by the famous Spanish poet, unfolding the latest versatile creativity through compositions of his own and also of Greek composers. The concert was presented at *Olympia Municipal Music Theatre Maria Callas*.

**Creative Writing Workshop, October 2018 – June 2019**

Weekly Creative Writing Workshop for adults that aimed at those who love literature and wanted to approach it from the point of view of the author-creator, experimenting with writing and text. The course moved around the axis “Introduction to Basic Concepts and History of Literature”, outlining literary movements from the 18<sup>th</sup> century until today.

**Exhibitions:**

**Stories of Alexis Akrithakis, Athens Municipality Arts Centre, March – June 2018**

An exhibition that shed light on more and less known moments of the acclaimed artist Alexis Akrithakis. A notable visual artist, not only because his relationship with books, writing and other important writers and poets was direct, but also for the many drawings and books like stories and stories like one-page image he created for his daughter, throughout his life.

**The Book as a work of Art – artists books from the 60s, Athens Municipal Gallery – Building A’, July 2018 – January 2019**

From the 1960s to date numerous artists have referred to the book as a work of art and not as a plain means of illustration. The exhibition revealed a diverse collection of renowned artworks by esteemed artists, from Marcel Duchamp to *arte povera*.

**The Greek Artists and the Book, 1910-1967, Athens Municipal Gallery – Building B’, July 2018 – January 2019**

An exhibition that presented the collaborations between major Greek visual artists, poets and writers and portrayed the way that the artistic and literary discourse often

coexisted becoming a single project.

**Manuscripts, letters and publications from the life and work of Angeliki Chatzimichali**, Museum of Folk Art and Tradition "Aggeliki Chatzimichali", October 2018 – January 2019

An exhibition focusing on Angeliki Chatzimichali's manuscripts on her life and folk art, including her own letters to and from eminent figures of the spiritual life of that times, publications from the daily and periodical press with reference to her work, both during her life and after her death.

**Japan and the Book»: Ukiyo-e (Images of a Flowing World), Manga of Hokusai (Random or Strange images) and the books by Lefkadio Hearn**, Athens Municipal Gallery, March 2019 – June 2019

A unique exhibition that featured the works from one of the richest and most important world collections of Japanese art of the Asian Art Museum of Corfu, such as the 19th century fine works of art, the rare editions of Lefkadio Hearn , and illustrations in fantastic stories, as well as Hokusai manga.

***All the exhibitions that were organised featured workshops, educational activities for school groups and families and pedagogic guided tours.***

### **Special Dedications**

Important events and circles of events took place in municipal libraries: the Central Library, the Children's and Adolescent Library, the Infantile-Nursery Library and the Children's Library.

At the Athens Central Library particularly, a new section was inaugurated during AWBC the "Athenian Library". The section is dedicated to the city of Athens and it contains rare material from the 19<sup>th</sup> century to date, covering the fields of History, Architecture, Archaeology, Environment, Society, Folklore and Culture. Furthermore, series of special cycles of events were organised, aiming to highlight this new section:

- Athens: the history of a city
- Travellers in Athens of Yesterday
- The Greek History through Literature
- History and Literature
- Refugees and Immigration through Literature

The above presented weekly lectures and literary presentations consistent to the topic of each cycle, monthly from November 2018 to March 2019, thus creating a new meeting place for Athenians with their city and their history through and with books.

## B. Other Activities

Apart from the events, activities and special cycles staged by OPANDA in the context of the Programmatic Agreement, the organization lined up with the spirit, aims and goals of AWBC in general. During this year of Celebrating Reading, OPANDA launched or supported -by providing its facilities and infrastructures- dozens of different activities related to books and reading. In addition to the aforementioned (*Mobile Library, Book Festivals, Educational Activities, Exhibitions etc*) **highlights** of activities were:

### **Events in the Municipal Libraries across Athens**

One of AWBC's goal was to enhance the role of the Municipal Libraries by improving their programming and functionality. In this context, OPANDA realized a series of different thematic events in the Municipal Galleries, in many cases, also in collaboration with the Vice Office of the Vice-Mayor for the Child. Special series of events included:

#### **-Destination: Library, 23 April – 3 May 2018**

27 different acts and events organised in the Municipal Libraries across Athens, that included educational programs, art workshops, narratives, music and theatrical performances for all ages. This special series celebrated the launching of AWBC



**-Summer Campaign for Reading and Creativity, June – September 2018**

The Children's Libraries of the City of Athens formed an active part of the Summer Campaign organized by the National Library of Greece. For the summer period they hosted daily workshops and creative sessions for children aging from 6-14 years old, devoted to reinforcing the significance of libraries as institution that promote knowledge, creativity and interaction.

**-At Home, Municipal Children's and Adolescent Library, October – December 2018**

In the context of the international book illustration exhibition in the theme and meaning of "home" that was staged by *Myrtillo* with the support of AWBC, a similar book exhibition was held in the Municipal Library, featuring meetups with authors and illustrators, both Greek and international

**-Athens...a city of tales, March 2019**

A multi-day storytelling festival around Athens, inspired from and dedicated to the World Storytelling Day. The events had a focus on narratives for children and adults (folk tales, Myths) but were also enriched by parallel actions (Narratives, Narratives Marathon, artistic exhibitions, workshops, honorary events, music, film screenings etc)

**Events hosted by OPANDA in venues around Athens:**

**Ex libris exhibition, Chamber of Fine Arts of Greece, April – May 2018**

Ex libris exhibition that included small-size original prints, which traditionally define the owner of the book and comprise a special and very important class of engravings in the world history of the art of engraving. OPANDA hosted the exhibition in the Cultural Center "Melina Merkouri".

**Fantasy Labyrinth, Embassy of the Slovak Republic in Athens, June 2018**

Exhibition showcasing artworks from illustrated Children's books by Slovak & Greek book illustrators who were awarded during the "Illustrations Biennale" in Bratislava from 1967 to 2017 (Grand Prix, Golden Apples, Award of Mayor of Bratislava).

OPANDA hosted the exhibition in the Cultural Center “Melina Merkouri”.

### **Athens Open Air Film Festival, June – September 2018**

The 8<sup>th</sup> Athens Open Air Film Festival, organised by Athens Film Society, featured a special filming section of book-related cinematography and was realised with the support of OPANDA, in various locations across the 7 districts of Athens.

### **The Children Look. 20 artists illustrate, Athens 2018 World Book Capital, e-Anagnostis, February – March 2019**

Children’s book illustration exhibition that developed the theme of renovation in illustration. Twenty talented and daring illustrators illuminated today’s books displaying the incomparable wealth of this extremely demanding artistic creation. OPANDA hosted the exhibition at Athens Municipality Arts Centre

### **Voyage Around my Room, AWBC & OPANDA, March – May 2019**

The exhibition embarked from Virginia Woolf’s legendary essay “A Room of One’s Own”, and its relevance to newly introduced sociological and political concepts like digital feminism and the #metoo movement. The room (ma chamber), as well as concepts such as privacy, autonomy and self-expression were key points of reference to the exhibition works created by international contemporary artists and writers. In the context of the exhibition, educational programs were launched, reading nights and the *presentation of a limited-edition publication (Greek and English) with original texts from Sam Albatros, Jeanne Graff, Philomena Epps, Dimitra Ioannou, Antony Katsouris, Sharon Kivland, Kika Kyriakakou and more.*




Ο Οργανισμός Πολιτισμού, Αθλητισμού και Νεολογίας του Δήμου Αθηναίων, στο πλαίσιο της έναρξης λειτουργίας της Αθηναϊκής Βιβλιοθήκης, του νέου τμήματος της Κεντρικής Βιβλιοθήκης Δήμου Αθηναίων αφιερωμένο στην Αθήνα, σας προσκαλεί στην εκδήλωση

**«ΜΗΝΕΣ ΑΠΟ ΤΗΝ ΑΘΗΝΑ ΤΟΥ ΧΘΕΣ»**  
**Η ιστορία μιας πόλης με την Άρτεμη Σκουμπούρη**  
**Τετάρτη 28 Νοεμβρίου 2018, ώρα 18:30**  
**Κεντρική Βιβλιοθήκη Δήμου Αθηναίων**  
 Δωροκού 2, Στάθμος Λαρίσης

Η εκδήλωση εντάσσεται στη δράση της Αθηναϊκής Βιβλιοθήκης «Αθήνα: Η ιστορία μιας πόλης» που πραγματοποιείται στο πλαίσιο της διοργάνωσης «Αθήνα 2018 - Παγκόσμια Πρωτεύουσα Βιβλίου».

Την εκδήλωση θα πλαισιώσει έκθεση με καρτ-ποστάλ της Αθήνας από τη Συλλογή της Βιβλιοθήκης.

Διάρκεια έκθεσης: 28 Νοεμβρίου - 4 Δεκεμβρίου 2018

Εκδήλωση στο πλαίσιο της Διοργάνωσης




Ο Οργανισμός Πολιτισμού, Αθλητισμού και Νεολογίας του Δήμου Αθηναίων, στο πλαίσιο της έναρξης λειτουργίας της Αθηναϊκής Βιβλιοθήκης, του νέου τμήματος της Κεντρικής Βιβλιοθήκης Δήμου Αθηναίων αφιερωμένο στην Αθήνα, σας προσκαλεί στην εκδήλωση

**30 Χρόνια Αθηναϊκά Ημερολόγια: Αφιέρωμα στον Στρατή Φυλιππίτη**  
**Τετάρτη 5 Δεκεμβρίου 2018, ώρα 18:30**  
**Κεντρική Βιβλιοθήκη Δήμου Αθηναίων**  
 Δωροκού 2, Στάθμος Λαρίσης

Η εκδήλωση εντάσσεται στη δράση της Αθηναϊκής Βιβλιοθήκης «Αθήνα: Η ιστορία μιας πόλης» που πραγματοποιείται στο πλαίσιο της διοργάνωσης «Αθήνα 2018 - Παγκόσμια Πρωτεύουσα Βιβλίου».

Παρουσιάζουν: Ασκήσιος Κοιφής, Πετρούλα Παναγοπούλου και Φίλιππος Την εκδήλωση θα πλαισιώσει έκθεση βιβλίων για την Αθήνα του εθνικού αιώνα «Εθνεγέρση».

Διάρκεια έκθεσης: 5 - 18 Δεκεμβρίου 2018

Εκδήλωση στο πλαίσιο της Διοργάνωσης




Ο Οργανισμός Πολιτισμού, Αθλητισμού και Νεολογίας του Δήμου Αθηναίων, στο πλαίσιο της λειτουργίας της Αθηναϊκής Βιβλιοθήκης, του νέου τμήματος της Κεντρικής Βιβλιοθήκης Δήμου Αθηναίων αφιερωμένο στην Αθήνα, σας προσκαλεί στην εκδήλωση

**ΥΠΑΙΘΡΙΑ ΚΑΙ ΧΕΙΜΕΡΙΝΑ ΘΕΑΤΡΑ ΤΗΣ ΑΘΗΝΑΣ 1870-1913**  
 Εισηγητής: Ελένη Φασού Εμμανουήλ, ιστορικός της αρχαιολογίας και ομότιμη καθηγήτρια του Παιδαγωγικού Ινστιτούτου Αθηνών

**ΙΣΤΟΡΙΑ ΤΟΥ ΘΕΑΤΡΟΥ ΣΤΗΝ ΑΘΗΝΑ 1840-1940**  
 Εισηγητής: Κωνσταντίνος Γεωργιάδης, αναπληρωτής καθηγητήρα του Τμήματος Θεατρικών Σπουδών Πανεπιστημίου Αθηνών

**Τετάρτη 19 Δεκεμβρίου 2018, ώρα 18:30**  
**Κεντρική Βιβλιοθήκη Δήμου Αθηναίων**  
 Δωροκού 2, Στάθμος Λαρίσης

Οι εκδηλώσεις εντάσσονται στη δράση της Αθηναϊκής Βιβλιοθήκης «Αθήνα: Η ιστορία μιας πόλης» που πραγματοποιείται στο πλαίσιο της διοργάνωσης «Αθήνα 2018 - Παγκόσμια Πρωτεύουσα Βιβλίου».

Κατά την ημέρα της εκδήλωσης θα εκτελεστεί θεατρική προγράμματα των πρώτων 50 χρόνων του Εθνικού Θεάτρου, σχεδόν παραμορφωμένα από το αρχείο του Οργανισμού.









## COLLABORATION WITH (OTHER) LOCAL AND NATIONAL STAKEHOLDERS

This cooperative culture that governed the organization was also evident in the collaboration with other parties of governance, both local and national.

As stated before, in the context of the Programmatic Agreement, the City of Athens ensured the involvement and consensus of the National Government, particularly of the Ministry of Culture and Sports and the Attica Region. Representatives from both governmental bodies were present in the Committees that took place regularly and gave their valuable insight considering the implementation of the program.

AWBC collaboration with other municipalities also played a vital role in the implementation of the program, ensuring that the activities were not only distributed across the seven districts of the City of Athens but in Athens region as a whole, in what is called the Metropolitan Athens.

A total of **13** different actions and cycles of events were organized in and with the collaboration of other Municipalities. In addition to the special events or series of events that have already been mentioned (*Athens Culture net Culture Night, Dangerous Worlds, 12 October 1944. Free Athens*) and engaged with the city in total, special mention should be made at the cooperation with Piraeus Municipality and the Municipal Theatre of Piraeus particularly.

The program titled “**The Port as a theater of change**” (March – April 2019), a product of collaboration between AWBC, the Municipal Theater of Piraeus and other stakeholders<sup>2</sup>, unravelled a series of initiatives in order to formulate a multifaceted narrative about history and identity. Among others, the program featured lectures, presentations, open days in Museums and boat tours under the guidance of specialized speakers (professors, historians, writers).

Equally important was AWBC collaboration with Eleusis, the European Capital of Culture for 2021. Throughout the year, the **EUphoria** walking routes introduced the

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<sup>2</sup> Aikaterini Laskaridis Foundation, Piraeus Port Authorities, The Antiquities Ephorate of West Attica, Piraeus and Islands, Naval Museum of Greece, Fish Market Keratsini

participants to the main ideas, philosophical discourses and aspirations of Eleusis 2021, while focusing on art as the catalyst for the transformation of the city.

## **COLLABORATION WITH EMBASSIES AND INSTITUTES**

The role of embassies and Institutes is crucial in the promotion of cultural diversity and intercultural dialogue. The majority of these stakeholders truly embraced the City's nomination as World Book Capital for 2018 and participated actively in the program throughout the year, organizing a total of **42** activities and cycles of events, in addition to their important aid in the realization of the "World of Writers" thematic pillar, and their participation in the "Open Collections – Open Archives". In addition to the events already mentioned (*The Book Affair Project, L.E.A. festival, The Nordic Narrative in Athens* etc), some of the activities that stood out were:

### **Afar and Elsewhere cycle: Literary meetings at the Octave Merlier library**

*Institut français de Grèce, June 2018 – March 2019*

Literary meetings realised every two months, with authors and translators of contemporary French literature, around the thematic of the "elsewhere" in space and time.

### **Literary Saturday Mornings**

*British Council and Kingston Writing School. June 2018*

Series of open events - discussions - readings, with the participation of British writers, aiming to provide a productive framework of discussion on issues regarding writing, reading, and the role of literature in our life, today, in this seemingly defined by images age

### **European Language Day / 5th European Literary walk**

*EUNIC (European Union National Institutes of Culture). September 2018*

Athens Conservatoire became a multilingual & entertaining hub where children and grownups had the chance to "travel by language" from one European country to another, while attending theatrical and musical performances in various languages (German, English, French, Spanish, Polish, Georgian, Czech, Swedish, Hungarian,

Greek, Romanian, Finnish), as well as an exhibition dedicated to the tale of the Little Red Riding Hood.

Similarly, during the **5<sup>th</sup> European Literary Walk**, the National Library of Greece hosted a number of renowned writers, who read extracts from their work and took part in open discussion with the public. The writers who participated were (in order of appearance): Susanne Gregor (Austrian Embassy), Mike Kenny (British Council), Kyriakos Margaritis (House of Cyprus), Juan Jacinto Muñoz Rengel (Instituto Cervantes), Véronique Ovaldé (French Institute), Joachim Sartorius (Goethe-Institut Athen), Piotr Socha (Embassy of Poland), Ole Robert Sunde (Embassy of Norway)

#### **International Joyce: a celebration of the life and work of James Joyce**

*Embassy of Ireland & AWBC. With the support of STASY, Kaktos Publications & Psihogios Publications. November 2018*

Exhibition held in *Kerameikos METRO station*, showcasing the life and work of the Irish writer James Joyce, one of the greatest artists of the twentieth century. In the context of the exhibition, a lecture took place titled “James Joyce: Something further & above literature” and a reading marathon of “Ulysses”.

#### **CULTURAL & EDUCATIONAL INSTITUTIONS, ORGANIZATIONS & GROUPS**

AWBC’s main goal of organizing and hosting events and activities open and inclusive, for both the citizens and the visitors of the city, wouldn’t have been reached without the valuable collaboration of the cultural and educational organizations and institutions from both public and private sector.

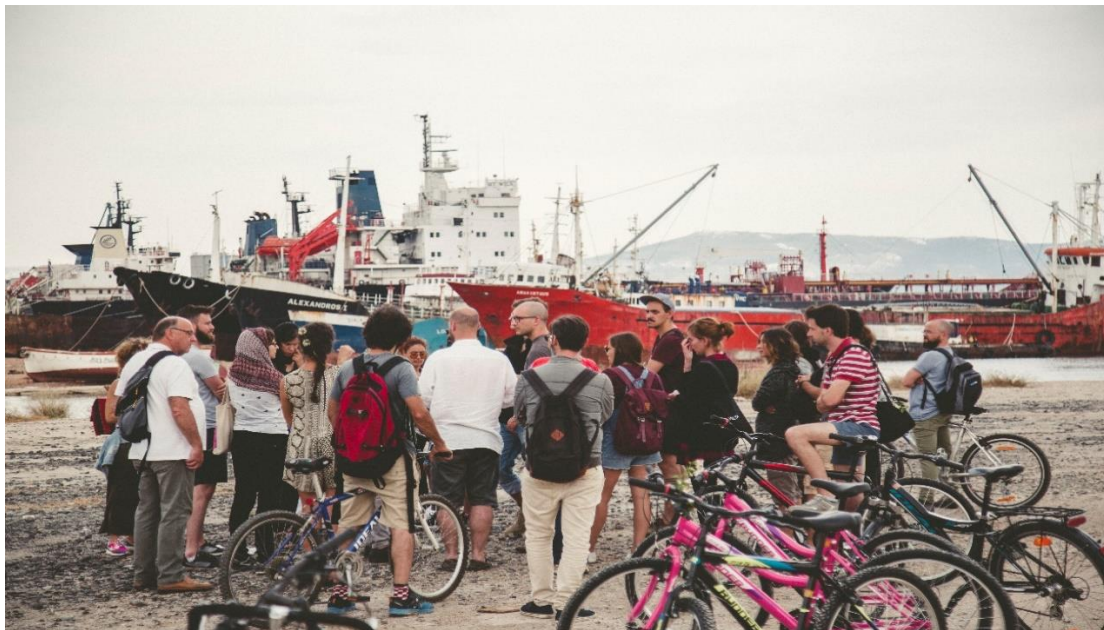
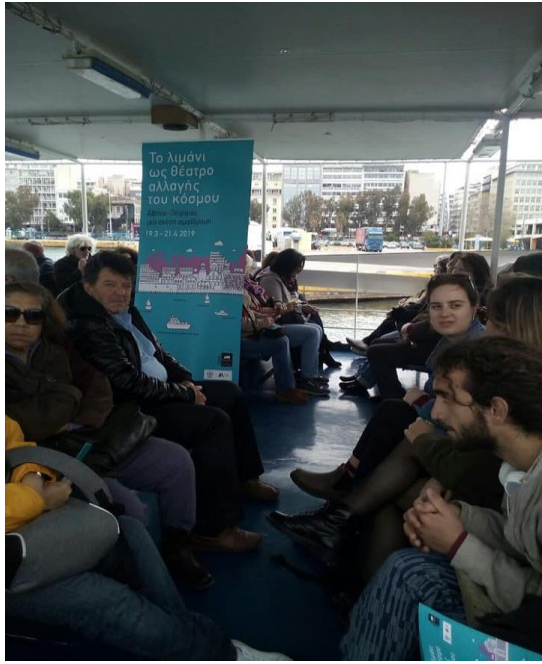
Building upon Athens Culture Net belief that collaboration is the key to the long-term success of any cultural community, **169** different stakeholders, ranging in size, discipline, and audience base were involved in AWBC’s program. Each of them lined up with AWBC scope, vision and framework, and brought at the same time to the table its own perspective and experience. In addition to the activities initiated and organized by AWBC, many of the organizations and institutions, inspired and motivated from the project, organized and incorporated special programs, dedicated to the city’s nomination. During this year of festivities, the city’s creative forces merged with a common cultural goal: to promote the love of reading.

Their engagement with the program touched upon all the thematic pillars and included: book exhibitions, book presentations, meetings with authors, round tables, seminars, exchanging of best practices, art exhibitions, performances, workshops for professionals and for the general public, educational activities, readings and many more. The collaboration with AWBC team was close in all the stages: from finalizing every proposal and going through the details to exchanging the necessary communication materials and securing the smooth implementation of each activity.

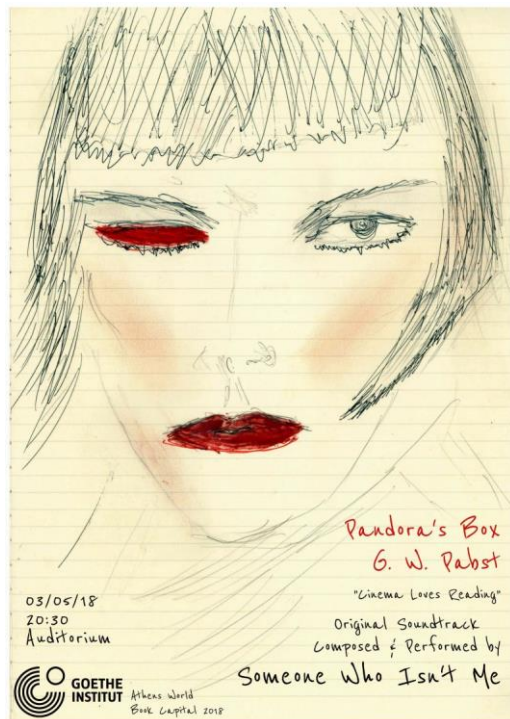
A total of **335** activities were funded by the collaborating organizing partners throughout this year, an important addition to the program.















## COMMUNICATION CAMPAIGN

The Managing Team successfully produced and implemented a multi-level communication strategy and campaign, that ranged from the usual posters and banners to program booklets, special editions, advertisement -online and offline- and special branding in the actual city. Furthermore, actions and events produced in the framework of AWBC served as means of promotion and communication, since the general public was often surprised with pop-up events taking place in unexpected times and places throughout the city.

The Managing Team, especially the people responsible with communication and the press, worked closely throughout the year with the Municipality's Press Office, with external partners and specialized collaborators. Through these collaborations, starting from the preparation period, the organization was able to promote its mottoes "*Athens reads*", "*Books in the city*", "*Books everywhere!*" to the public, along with the theme message of Celebrating Reading.

The multi-level communication strategy that was developed and implemented, considered the communication needs that a not-already-established, one-year long project, such as the World Book Capital is, requires in order to become visible and well known to the general public.

This strategy involved:

- the creation of a **brand identity** and a **corporate image** tailored to Athens as the World Book Capital for 2018 as well as a detailed **communication guidelines** package for the right application of the Athens 2018 World Book Capital logos and the correct use of references to the Organisation and acknowledgements to the Organisation's donors. The AWBC logo was a combination of the Municipality of Athens crest and an "A" made from abstract books along with the name of the Organization. (*see appendix I*)
- a **launching campaign** that started a month before the official launching of the Athens 2018 World Book Capital project and was extended to the first running months of the project. It was a twofold campaign, i.e. on one hand it included the production and dissemination of communication material and special launching



branding that served the purpose of disseminating the logo and visual identity of Athens 2018 World Book Capital, on the other hand, it included certain key pre-launching and launching events such as the mayor's press conference and the visit of the Nobelist writer Herta Muller. The main visuals that were used during this period was AWBC's logo and a Parthenon made out of books.

- a **midterm communication campaign** that was implemented on December 2018 featuring a new key visual specially produced by street-artist **b.** and succeeded in refreshing the visual identity and the public interest in the project. The new and more vivid image attracted new audiences, it clarified the possible misconception leading people to believe that the project ends in the end of the calendar year 2018 (a misconception derived from the title of the project a.k.a. Athens 2018 WBC). It also provided the opportunity of renewing AWBC's communication campaign and brought extensive media attention to the program of the months that followed
- the production of **printed communication materials** which bear as the key visual the **logo** of the Organisation, made Athens 2018 World Book Capital **visually present** on the locations of the individual events, or indicated the **support** or **involvement** of an institution to the programme of Athens 2018 World Book Capital
- the design and production of the **bilingual** monthly or bi-monthly **printed programme** (15.000 copies each time) leaflet that was available in 70, or more, spots around the city
- the **communication campaigns** at the Athens International Airport and Athens metro stations (STASY)
- the creation of **online channels** for the promotion and dissemination of the Organisation's events, actions and news (bi-lingual website, Facebook, Instagram)
- the **press releases** by the Organisation's press office
- the **press conferences** introducing both Athens 2018 World Book Capital and major individual events and collaborations throughout the year
- the utilization of **other online and offline communication channels** and media

- the conception and production of **special branding**
- the **online** and **offline advertisement** of individual events and the Organisation, respectively, including the creation of a **digital banner** that featured in the websites of the collaborating partners from the cultural and tourist sector and from the press
- the conception of a **series of interviews** with visiting writers run by the Organisation's press office
- the conception of a **series of intervening events around the city**.

### **The launching campaign**

The **launching campaign** focused on promoting UNESCO's World Book Capital programme, the nomination of Athens as the World Book Capital by UNESCO for 2018, as well as the familiarisation of the public with its brand name and brand image. This created an anticipation for the launching of the project.

Among others, the launching campaign included the followings:

#### **-A landing website**

A temporary webpage was created in order to promote the identity and highlight all the information about the process of the application and the story of Athens winning this distinction and becoming the 18th World Book Capital, as well as the goals and objectives of Athens as World Book Capital.

#### **-The introduction of Athens 2018 World Book Capital to the social media users**

Athens 2018 World Book Capital created a Facebook and an Instagram channel. Via teasing posts and the first communication campaign, the two platforms were used so that the social media users were introduced to the forthcoming project.

#### **-Launching Bookmarks**

Part of the launching material that was circulated before the official opening ceremony were the launching bookmarks of Athens 2018 World Book Capital that featured the motto of the Organisation, "Books Everywhere!". This contributed on

one hand to the visibility of the project, and on the other to the spreading of its message.

#### **-Frankfurt Book Fair 2018 (& 2019) banners**

Athens 2018 World Book Capital was represented both in 2018 and 2019<sup>3</sup> Frankfurt Book Fair. At the 2018 Book Fair, and as part of its launching campaign, Athens 2018 World Book Capital was visually present via drop down banners, that featured its central motto “Books Everywhere!”. During the Fair, the Greek Representatives had the opportunity to discuss with Representatives from Sharjah (WBC 2019) and other important stakeholders from the book industry.

#### **-15<sup>th</sup> Thessaloniki International Book Fair (May 2018)**

The TIBF is one of the most important yearly event for the book and the professionals of the field, organised in Greece. AWBC participated in a series of discussions with stakeholders from the book industry. At the same time, AWBC project was vastly promoted through TIBF, since it was visually present via banners, stickers and the program leaflet.

#### **-The Animated Teaser Video**

In order to familiarise the public with the logo of Athens 2018 World Book Capital and its sign “A”, as well as promoting in a non-verbal way the central message of the Organisation, a short animation video was created and was first screened on the opening ceremony. This was followed by screenings at film festivals and venues such as Stavros Niarchos Foundation Cultural Centre and National Opera Foyer. Moreover, the animation video was part of the communication campaign at Athens International Airport and the Metro station throughout the year.

#### **-The launching Athens 2018 World Book Capital posters**

The offline communication campaign for the promotion of the brand image of AWBC included two versions (a Greek and an English one) of a launching poster that featured

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<sup>3</sup> In 2019 Athens 2018 World Book Capital was present at the Frankfurt Book Fair via illustrated banners of the last communication campaign that launched in December 2018

the “A” logo of Athens 2018 World Book Capital and were disseminated to raise public’s awareness.

#### **-The sticker of participation and/or support to the project**

As part of the launching communication campaign, and throughout the year, bilingual (Greek and English) stickers were available to the public, and were hung up in a large number of different key spots and places in the city (eg. bookstores, cultural institutions and venues of events<sup>4</sup>), along with the AWBC posters

#### **-The mayor’s press conference**

On April 18th the mayor, at the time, Georgios Kaminis called a press conference to introduce AWBC goals and aims and announced the program for the first **100 days**.

#### **-The pre-launch visit of Herta Muller**

The launching period of the project included an event that took place in March and drew a lot of attention with the publication of a great number of articles and references. That was the pre-launch event featuring the Nobel Prize-winner writer Herta Muller in collaboration with the Goethe Institute and her meeting with the mayor of Athens.

#### **-The Opening Ceremony**

On April 23rd, the Opening Ceremony of Athens 2018 World Book Capital was held at the Acropolis Museum, which offered its premises free of charge as a sign of support to this important event. On Monday 23 April, the mayor of Athens, at the time, Georgios Kaminis, opened the official ceremony, in the presence of distinguished guests and institutional representatives both national and international. Parallel events and happenings took place under the Acropolis, on Dionysiou Aeropagitou street. Both the Ceremony and the open events were extensively covered by media on national and international scale, as well as the pre-launch dinner which preceded the night before.

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<sup>4</sup> This included the public transportation buses where intervening events of the series “Poetry... on the road” took place.









## ONLINE COMMUNICATION

For a project such as the World Book Capital, the use of digital media is of great value. Taking into consideration the amount of information and the constant need of updating it, the digital media provide an ideal channel for informing the public about the events and actions, for publishing articles and additional materials, for running communication campaigns, for being able to access different and diverse target groups and for interacting directly and on-time with the public.

**The website:** [www.athens2018.gr](http://www.athens2018.gr)

The **bilingual** (Greek and English) website was the central online channel providing detailed information about the program, the various activities and events, as well as information about the project's background, donors and partners. The structure of the site was oriented upon the dates and places of the events and a special section was dedicated on family and kid-friendly activities. Updates were posted on the "News" section and the "Media" section featured the various Press Releases and the exclusive interviews of visiting distinguished writers. For the design and the development of the website on one hand, and the maintenance and content updating on the other, the organization collaborated with 2 external communication companies respectively.

### **Social Media: Facebook & Instagram**

The social media accounts were created as part of the launching communication campaign. Throughout the year, the two channels aimed at engaging with different target groups and managed to enrich the online visibility of the project to a noteworthy degree. They were used not only to inform the public for the upcoming events but also in order to make announcements, to conduct targeted communication campaigns and online competitions, to post original content from the events and also to stream live broadcasts and real time coverages of actions. The AWBC Facebook page posted an average of **120** posts per month (excluding the

events), using every format possible (gifs, photo-posts, carousels, videos, weekly agenda notes etc.)

It is worth noticing that the accounts operated **in an organic way** and **paid digital advertisement** was used in special occasions of the program, such as one-off special events. Each month, strategically chosen actions and events were boosted via paid distribution, serving the dual purpose of reinforcing the specific actions and promoting AWBC's social accounts in general.

### **Other online channels of communication**

AWBC project enjoyed an extensive advertisement and promotion, as a whole and for specific actions and events, from various sources of information. Apart from the online channels that were specially created for the project, all the Municipal channels of communication ([cityofathens.gr](http://cityofathens.gr), [thisisathens.org](http://thisisathens.org)) were used for promoting the organization, as well as the channels of the Municipal Programs (19) that engaged with the program. At the same time, informal partnerships were set up between AWBC and various online platforms, electronic journals and city guides, such as [diastixo.gr](http://diastixo.gr), [elculture.gr](http://elculture.gr), [literature.gr](http://literature.gr), [bookpress.gr](http://bookpress.gr), [athinorama.gr](http://athinorama.gr), [lifo.gr](http://lifo.gr), [athensvoice.gr](http://athensvoice.gr), [ipolizei.gr](http://ipolizei.gr), [tovivlio.net](http://tovivlio.net), [eanagnostis.gr](http://eanagnostis.gr) and many more. As noted before, AWBC's digital banner featured in the websites of the collaborating and communication partners. Furthermore, selected events -such as meetings with foreign writers, round tables events and performances- were recorded and streamed directly to the public from media partners such as [bookia.gr](http://bookia.gr) and Bodosaki Foundation ([blod.gr](http://blod.gr)).

Making the best out of digital communication with this extended online partnership, AWBC's message reached the vast majority of the public.



## OFFLINE COMMUNICATION

Even though we live in an era where digital communication plays a key role in the diffusion of a message, offline methods are still considered the best way to reach certain audiences, especially those without regular access to the web. Furthermore, it is still considered a more reliable and official source of information and in many aspects a more direct way to convey a message. AWBC engaged with various offline channels of communication, which included:

- the program of events booklet: a series of bilingual, calendar or thematically oriented and structured printed booklets of the program were produced, on a monthly or bi-monthly basis
- event promotional material: for the majority of the events, printed posters, invitations, cart-postal, flyers, booklets etc. were produced and circulated to the public
- press conferences: multiple press conferences were organized through out the year, by the organization and by the cooperating partners. The press conferences aimed at promoting the AWBC project itself, major collaborations and synergies<sup>5</sup> and major events or cycles of events<sup>6</sup>.
- press releases: AWBC's press office, with the collaboration of the Municipality press office, issued 15-18 press releases, announcements and agendas on a monthly basis, that were received by 150 journalists and reporters specialized on culture and books and other topics, such as sociology, technology, gastronomy, history, travel etc. The press releases promoted activities, events and cycles of events and were accompanied with a package of relevant photos or illustrations.

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<sup>5</sup> Such as the collaborations with Megaron Athens Concert Hall, with Piraeus Municipality and the Municipal Theater of Piraeus, with Embassies and Foreign Institutions, with Writer's Association, with Poetry Circle etc.

<sup>6</sup> Such as the events with the participation of foreign writers, the launching of the *Moving Library*, the *Athens as a Book* project, *Poetry on the Road* cycle of events etc.

-special branding material: different types of branding material were produced throughout the year, targeting different groups and enabling AWBC to reach different communication goals. Those included bookmarks, Moleskine notebooks stickers, bags, banners and posters of different sizes both outdoors and indoors, all of them featuring the organization's logo and key-visual.

## COLLABORATION WITH THE PRESS

Implementing its communication strategy, AWBC succeeded in drawing the attention of both online and printed media throughout the year, forming formal and informal partnerships which enabled remarkably the dissemination of information. Countless websites, professional journals, magazines and newspapers, national and international, devoted attention to Athens World Book Capital. During this year of celebrating reading, a wide media coverage of specific events as well as the thematic pillars of the project was gained, via videos, articles, photo reports, interviews and special references. A coverage that generated free publicity and visibility for the Organization, proving the general consensus that the Managing Team had established.

In addition, and while the year was developing, some media partners, with the collaboration of AWBC, organized activities and cycles of events such as *Ruby Tuesdays* (Athens Voice free press and radio) and *Urban picnic: the book edition* (enlefko radio station), promoting the affiliation of books with music especially.

Special reference must be made to some media partners who embraced generously AWBC project and its objectives.

The **Hellenic Broadcasting Corporation (ERT)**, especially through the radio programs through the specialized microsite ([book.ert.gr](http://book.ert.gr)) that was created inspired by AWBC, diffused the information nationally via interview coverage, photos and videos. ERT proved to be one of the major media partners of the project and facilitated greatly in the documentation of AWBC program. The **Athens News Agency – Macedonian**

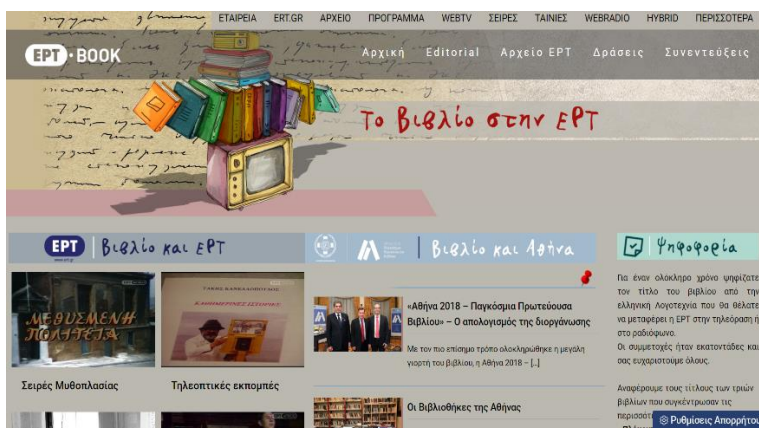
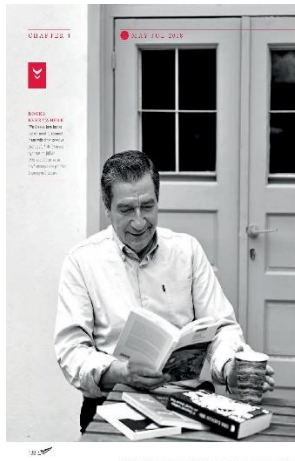
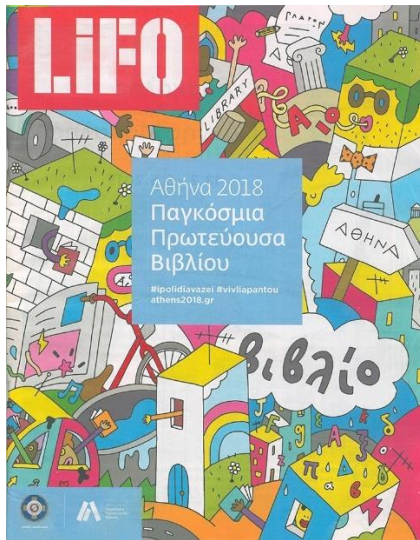
**Press Agency (ANA-MPA)** was similarly an important ally, producing, collecting and disseminating AWBC's news, in Greece, Cyprus, numerous third countries and the Greek diaspora. Additionally, a firm and steady collaboration with the municipal radio station **Athens 9.84** was applied during this year for promoting the AWBC program. A formal collaboration with the **General Secretariat for Communication** was established, and information about AWBC was sent in different languages (Italian, German, Spanish etc.) in the newsletters addressing the Embassies of Greece worldwide, from where the information was disseminated to the national media and various stakeholders. Similar was the cooperation with **Greek National Tourism Organization** that spread the message and the news of the project through the website **visitgreece.gr**. Last but not least, a special mention must be made in 3 Athenian free press -**Athens Voice, Lifo, ipolizei**<sup>7</sup>- which frequently published articles and the agenda of AWBC, and featured -upon a financial agreement- the organization's key visual in their cover.

In addition to the collaboration with the regional and national press, the communication strategy successfully reached an international level. During the preparation period and the launching campaign period, AWBC disseminated information about the Organization, the current and future events, special collaborations etc. that resulted to the visibility of the project at an international level and a constant rise in the awareness of the public that mapped onto the popularity of the events, the received comments, the events attendance and to the approach from representatives of International Press. This international visibility and appeal was aided by the General Secretariat for Communication, as stated above, and by the Foreign Embassies that participated actively in the program. Articles and tributes featured in prestige magazines and newspapers such as Korean Air Magazine, Minoan Lines magazine, Tageblatt Greece, Luxwort Greece, Femin Luxemburg, GREECE IS Athens, Hilton Athens Magazine, Marie Claire, La Republica, Politismos Museum, Die Presse, Days of Art in Greece, Page de Bretagne etc. Furthermore, online platforms and sites, such as Athens Insider, Vivre Athenes,

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<sup>7</sup> *The city is alive*

Current Athens and Daily Greece featured extended articles about AWBC throughout the year. The Opening and Closing Ceremonies were similarly covered by a wide range of international press networks and reporters, such as Euronews network, Publishing Perspectives and Greek City Times.





# Game of Thrones Books

Η ATHENS VOICE σε προσκαλεί σε μια ημερίδα σκέυτο παιχνίδι



Η ημερίδα με τίτλο «Game of Thrones: Η Αθήνα ως πρωταγωνιστικό ρόλο» θα πραγματοποιηθεί στις 14 Δεκεμβρίου 2018, στις 19:00, στο χώρο της Athens Voice, στην οδό Κηφισίας 111, στο Τσάι και Καφέ του 2ου ορόφου.

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## Διαβάζοντας «επικίνδυνες λέξεις»

Μία δράση κατά τη διάρκεια της οποίας οι «Αθήνα 2018 - Περίοδος Πρωτεύουσας Βιβλίου»

Η δράση με τίτλο «Διαβάζοντας επικίνδυνες λέξεις» θα πραγματοποιηθεί στις 14 Δεκεμβρίου 2018, στις 19:00, στο χώρο της Athens Voice, στην οδό Κηφισίας 111, στο Τσάι και Καφέ του 2ου ορόφου.



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## Εικαστική «επίθεση» από το Μέγαρο

Η Άννα Καρέτσι διεκδικεί πρωταγωνιστικό ρόλο με μια εντυπωσιακή σε όγκο και ανάμικτα έκδοση

### ΤΟ ΜΑΡΚΕΤ ΒΑΙΛΕΛΑΔΟΥ

Το Μάρκετ της Βαϊλελάδου είναι η έκδοση της Άννας Καρέτσι που διεκδικεί πρωταγωνιστικό ρόλο με μια εντυπωσιακή σε όγκο και ανάμικτα έκδοση.



Καλλιτέχνης Άννα Καρέτσι, «Art in the Market» (2018) (Ελαιο, 100x100cm)

Η Άννα Καρέτσι, διευθύντρια του Μάρκετ, είναι η έκδοση της Άννας Καρέτσι που διεκδικεί πρωταγωνιστικό ρόλο με μια εντυπωσιακή σε όγκο και ανάμικτα έκδοση.

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## Εναύγηση στα «σπάνια» της Βουλής

Επίκαιρα κατά την έναρξη της 149ης συνεδρίασης του Κοινοβουλίου

Η έναρξη της 149ης συνεδρίασης του Κοινοβουλίου πραγματοποιήθηκε στις 14 Δεκεμβρίου 2018, στις 19:00, στο χώρο της Athens Voice, στην οδό Κηφισίας 111, στο Τσάι και Καφέ του 2ου ορόφου.



Η έναρξη της 149ης συνεδρίασης του Κοινοβουλίου πραγματοποιήθηκε στις 14 Δεκεμβρίου 2018, στις 19:00, στο χώρο της Athens Voice, στην οδό Κηφισίας 111, στο Τσάι και Καφέ του 2ου ορόφου.

## Εικόνες ενός ρέοντος κόσμου...

Με την έκδοση της έκδοσης «Εικόνες ενός ρέοντος κόσμου»

Η έκδοση με τίτλο «Εικόνες ενός ρέοντος κόσμου» θα πραγματοποιηθεί στις 14 Δεκεμβρίου 2018, στις 19:00, στο χώρο της Athens Voice, στην οδό Κηφισίας 111, στο Τσάι και Καφέ του 2ου ορόφου.



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Navigation bar with logos for Study Greece, Ministry of Education, Research and Religious Affairs, Ministry of Foreign Affairs, and Ministry of Tourism. Includes social media icons and a search bar.

Main banner for Athens World Book Capital 2018, featuring a photograph of the Acropolis and the text 'Athens World Book Capital 2018'.

Footer section with the date '04 Athens: UNESCO World Book Capital 2018', social media links, and a search bar.

## Reading Greece | Athens - World Book Capital City of 2018



Athens has been named World Book Capital for 2018 by UNESCO. This concept was launched in 2001, and its successful outcome led UNESCO's General Conference to designate World Book Capital an annual event, inviting the International Publishers Association, the International Federation of Library Associations and Institutions and the International Booksellers Federation to participate in the nomination process. A different city bears the title each year. Athens holds the title for this year, under the slogan "Books everywhere" – expressing the intention to "bring books to every neighbourhood and every corner of the city". Greek News Agenda was granted an interview with Ioannis Trohopoulos, Coordinator of the Organising Committee in charge of the project "Athens-World Book Capital City of 2018" and his working group.

**Athens-World Book Capital City of 2018. Tell us about the concept. When does it start?**

It will run from the World Book and Copyright Day, on April 23, and last until April 22, 2019. With the

Rethinking Greece

Quo Vadis Europa?

Reading Greece

Filming Greece

Search ...

### Newsletter Signup



DESTINATIONS IN DEPTH MADE IN GREECE IN THE NEWS BLOG E-SHOP

GREECE IS ATHENS EXPERIENCE DISCOVER CULTURE PRESENT

## Books Everywhere: Athens Embraces its Title as World Book Capital 2018

Athens is proud to bear the title of UNESCO World Book Capital 2018, and has put together an impressive program of events related to the written word.

By Matoula Kuesteri | August 8th, 2018

A new chapter in Athens' rich literary history began in April this year, when the Greek capital was declared UNESCO **World Book Capital for 2018**. Inspired by the slogan "Books everywhere," the city has been celebrating literature, and the reading of literature, more than ever, with events taking place all over the city.

The Municipality of Athens hopes the program of events will promote the city as a hub of culture, knowledge and history, while the publishing industry expects it will engage both regular readers and those keen to get back into the habit of reading.

"This is a very important international honor from UNESCO, following on from a collective proposal, which focused on how to associate books and reading with enjoyment and creativity in a way that would appeal to a larger and more diverse group of people," says Athens Mayor

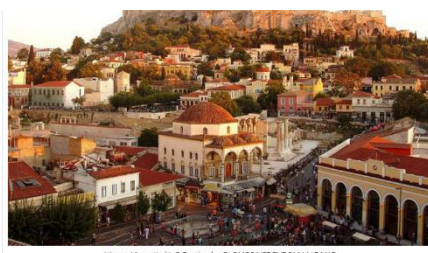
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EDITOR'S PICK  
**'Classical Greek Oligarchy' and 'House of Names' Share Runciman Award**  
This year's Runciman Award, celebrating English-language books about Hellenism, was...



Athens, Monastiraki. © Facebook - ΟΙ ΟΜΟΡΡΗΕΣ ΤΗΣ ΕΛΛΑΔΑΣ ΜΑΚΕ

After a year of book-related events and activities, the city of Athens successfully fulfilled its role as **"World Book Capital" for 2018**, and has passed on the title to **Sharjah** in the United Arab Emirates.

Cities designated as UNESCO World Book Capitals (WBC) promote books and reading by organizing activities over the year, which start with the celebration of *World Book and Copyright Day* on April 23.



Under the slogan *"Books Everywhere"*, the Greek capital in 2018 celebrated the title with a number of events across town including reading happenings, seminars and conferences, workshops and competitions, activities for adults and children.

According to Athens Mayor **Giorgos Kaminis**, more than **615 events and activities** took place in Athens' neighbourhoods in 2018 in collaboration with **212 different**



## **PARTNERSHIP WITH URBAN RAIL TRANSPORT S.A. (STASY), ATHENS INTERNATIONAL AIRPORT AND AEGEAN AIRLINES**

As part of AWBCs' extrovert communication plan the support of these three stakeholders was established at the preparation period and led to a high -regional, national and international- impact. The collaboration with these major organizations involved on one hand multiple communication campaigns, and on the other, the production and the support of specific major events.

Through the communication campaign at Athens Metro -a branch of **STASY**- the passengers -residents and visitors- were stimulated and became familiarized with the different types of events organized in the framework of Athens 2018 World Book Capital. During the whole year, the animated video of the project featured on the screens across the metro network at the platforms and transit areas. In addition, in 10 central metro stations large printed stickers bearing AWBC's key visual were placed, contributing thus in the visualization of the project in the city. Furthermore, with the valuable support of STASY, a series of events were launched in the city's public transport (in Metro stations, in buses and in the railway as well), which included poetry readings, exhibitions, pop-up music performances and more<sup>8</sup>.

The collaboration with **Athens International Airport** was equally fruitful and promoted the distinction that Athens proudly wore for a whole year, while making the information of the project accessible to the numerous visitors of the city. Scattered through the airports passageways and gates, waiting and baggage claim areas, light boxes, video screens and digital posters featuring AWBC's key-visuals and videos, advertised the project. Articles and tributes also featured in *2Board* magazine. Furthermore, Athens International Airport supported the visits of renowned writers and experts throughout the year and also produced unique exhibitions and actions in the context of AWBC, such as *#AthensAirPortraits* -a photo exhibition portraying 52 stories and people who daily moved within the premise of

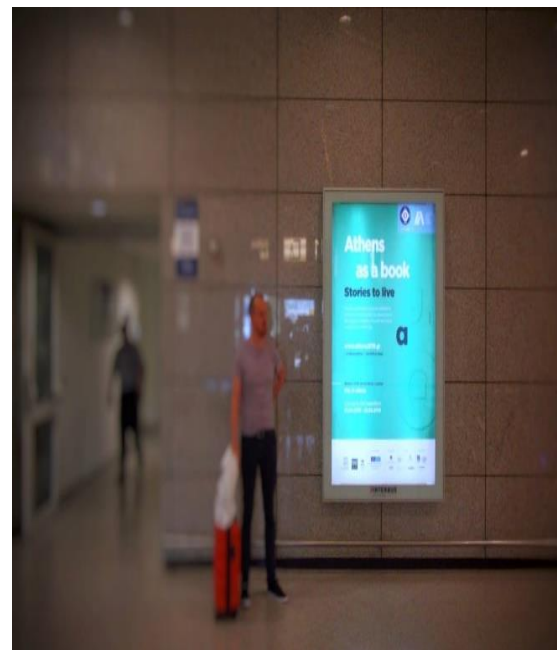
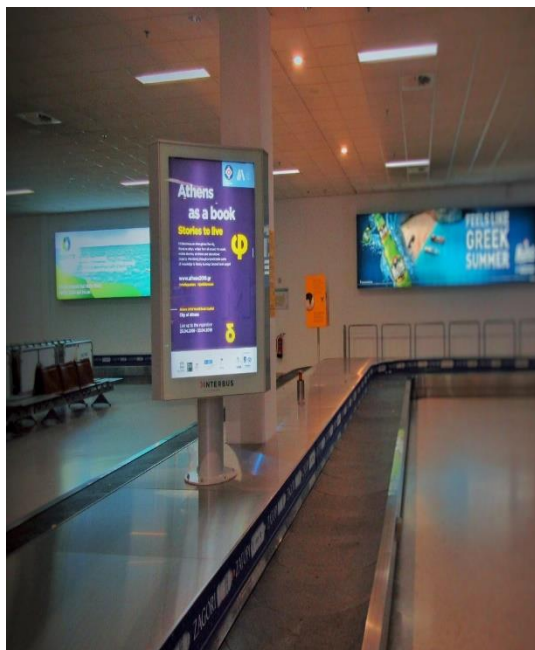
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<sup>8</sup> These events include among others *Poetry on the Road*, *The 4<sup>th</sup> Athens International Poetry Festival*, Readings for people with sight disabilities, *International Joyce Exhibition* and series of events

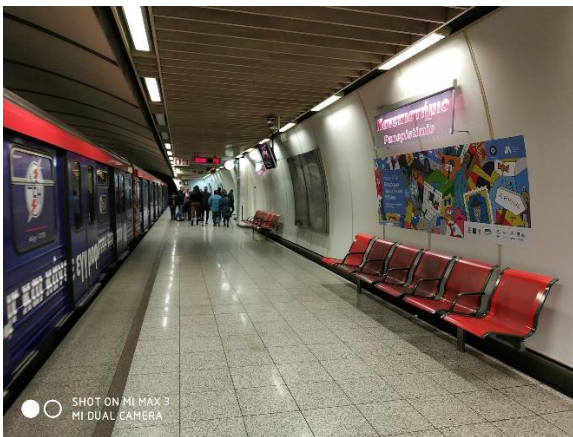
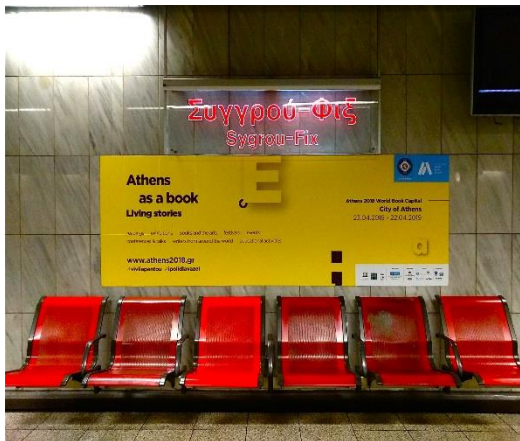


Athens Airport- and *#HubOfStories* -a collective writing project based on the stories of passengers that were collected through an open call at social media platforms. Furthermore, as part of the *Athens as a Book* initiative, mini libraries have been set up in the departure areas giving to travelers the chance to pick up a book written by acclaimed Greek writers and translated into English, “traveling” thus through the verse of Greek literature before setting off. An initiative that is still in progress with the collaboration of Athens Culture Net.

**Aegean Airlines** has been steadily supporting Athens Municipality’s efforts to promote Athens as a city break tourism destination. In the context of AWBC, Aegean provided the transportation of the visiting authors and writers, in the context of *A World of Writers* thematic pillar, and also played a big part in the promotion of AWBC, via articles in the bilingual *Blue* magazine.







## PUBLICATIONS

A variety of publications were issued in the course of AWBC year, supported in many cases financially from the organization. The special editions that were produced raised the public awareness towards the project and became part of the legacy that it has left behind. Some of these are:

-The First Station: a book featuring texts written by 30 well known Greek writers. The volume celebrates the first radio station of Athens (*Athens 9.84*) and among other it contains texts for the young readers, for students, for the elderly, texts about theatre, life, love, music and texts with political, ideological and antisemitic interest

-Anthology 18+1: a bilingual (Greek and English) edition of *oAnagnostis* magazine featuring the portraits and texts of 18+1 writers, introducing them to the public in the occasion of AWBC.

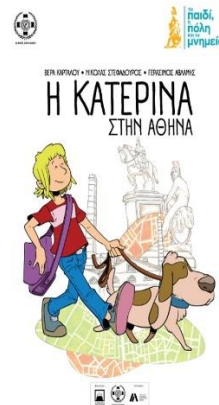
-The Present and Future of Greek Literature Abroad: an edition following the one-day conference that was held in the context of AWBC featuring the views of the participants along with the views of different stakeholders from the cultural and the political world

-The Future as a Project | Doxiadis in Skopje: catalogue in the context of a unique exhibition that highlighted for the first time in Greece Doxiadis's extraordinary architectural work in the city of Skopje. Both the exhibition and the catalogue were supported by AWBC, a bold move considering the political confrontation between Greece and Northern Macedonia, consistent with the value of freedom of speech

-Benaki Museum's Historical Archives

AWBC co-funded the Benaki Museum in order to support the digitalization and creation of an online node open to the public, scholars and academics, containing the archives of the museum. The project will be completed on April 2020.

-Beat the Book Bug: the first bilingual (Greek and English) board game dedicated to literature, philosophy and the books for all ages. It was also produced in an outdoor large-scale version, and it is the 3<sup>rd</sup> board game dedicated to books worldwide.





## BUDGET

**The budget for the programme was more than € 1.1 million, 45% of which was provided by the Municipality of Athens and the 55% came from private funds and sponsors.**

With the submission of the program proposal, the Municipality of Athens committed to the financial and administrative support of the World Book Capital project, by binding a certain amount of finances from the city's total budget and also by gathering financial contributions from potential donors.

Since the title of World Book Capital is exclusively honorable and UNESCO organization isn't responsible for financing the project of each city, local funds and donations are the ones supporting the organization and implementation of the program.

As depicted before, prior to the program submission the Municipality had already engaged in pursuing sponsorships from private Institutions from the Cultural and Tourism sector of economy and had committed in assuring the necessary funds out of its own finances. The Programmatic Agreement that was signed, secured the necessary funds for the coordination of the activities, the communication strategy and the delivery of that strategy, for promotional and communication materials and for public relations activities. It also provided the necessary funds for organizing and producing the inclusively designed events, implemented by OPANDA.

To secure private sector support the City of Athens collaborated with the Athens Partnership, an independent, nonprofit entity, a philanthropic incubator for innovative public-private programs in Athens, Greece. This effort ultimately resulted in securing funds and services from 10 different stakeholders. Depending on the size and the type of sponsorships, 4 levels of donations were created, each one of them following a different protocol of contributory benefits from the part of the Organization. Those levels were: major donor, gold donors, donors and contributors. Stavros Niarchos Foundation was the Major Donor, John S. Latsis Public Benefit Foundation and Core Construction SA were gold donors, Onassis Foundation, Social



and Cultural Affairs Welfare Foundation [KIKPE] , Greek Collecting Society for Literary Work [OSDEL] and A.C. Laskaridis Foundation were donors, and valuable contributors to the Organization were the Athens International Airport, Aegean Airlines and the Urban Rail Transport S.A. [STASY].

The private sector donations were used for the initial design of the project, for production and other unforeseen expenses, for the opening and closing ceremonies and to fund 4 of the AWBC team members.

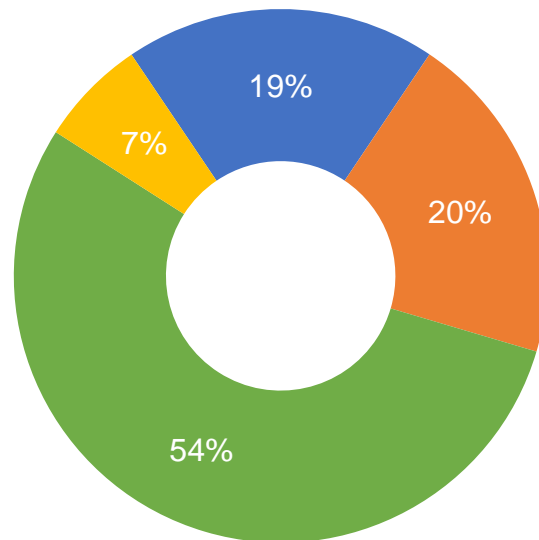
In addition to the sponsorships secured before the implementation of the program, The Management Team secured extra funds during the year from the Embassy of Israel and the Embassy of the Federal Republic of Germany in Greece.

Following AWBC's intention of "doing more with less" the initiations that took place within the context of the Organization were divided into 4 categories: those sponsored inclusively via AWBC, those funded by the collaborating organising partners, those that were supported via AWBC, and those funded inclusively from the Municipality of Athens, as stated in the Programmatic Agreement.

The support provided by the municipal agencies and AWBC, in addition to funds, included material-technical infrastructure, the providing of facilities and venues across Athens, air tickets and accommodation of distinguished guests and other services, such as translation.

The City of Athens allocated a total sum of **€500,000** and the funding that came from the private sector entities was a total sum of **€608,000**. The total cost for the City of Athens to organise, host and run the AWBC project was **€1,108,000**.

Number of events per budget source



- Athens 2018 World Book Capital: 116
- Co-funded (Supported by Athens 2018 World Book Capital): 124
- Funded by the collaborating organising partners: 335
- Budget of the Programme Agreement (OPANDA): 40

This budget as specified, does not include the value of the sponsoring contributed in the form of services, both from the Municipality and the various other agencies that supported the organization by offering the use of buildings and/or provided specialized services (e.g. text translations, publications, printings).

Furthermore, the budget does not include the total sum spend for the **335 actions and events** funded exclusively by the collaborating organizing partners, from both public and private sector. Their decision to utilize the occasion of AWBC to organize special programs and events was extremely valuable.

Looking back over the year of books celebrated in Athens, it is safe to claim that the budget was sufficient for the organization and implementation of a year of activities of this size and plurality. Through the careful management of AWBC team and through the facilitation of Athens Culture Net’s experience the city’s cultural community at large engaged with the project making it possible. It is also safe to claim that these satisfying results wouldn’t have been achieved with less funding.

## WHAT REMAINS

Under the firm leadership of Mayor G. Kaminis the City of Athens developed a 10-year strategic plan to identify and answer to the needs of the city. With the belief that culture contributes to the economic, social and environmental dimension of sustainability and resilience, culture was incorporated in the City's strategic action plan. The goal was to activate Athens's residents and -with their aid and consensus- to transform Athens into a leading and vibrant European capital.

In the context of this strategic approach, municipal initiatives and changes were applied that managed to ensure both civic and institutional engagement. The Athens Culture Net City of Athens program, synAthina City of Athens CSO network, School Open to Society and the Neighborhood municipal program, the Commercial Triangle Pocket Innovation and Revitalization Project, the establishment of the Municipal Office of Innovation and the planning Resilience Strategy for Athens -100RC, are considered among the most significant.

Despite the ongoing social and economic crisis, Athens managed to support both culture and tourism with its strategic choices, achieved international distinctions and proved capable of hosting international events. The nomination of Athens as the World Book Capital for 2018 by UNESCO, was consistent with a number of distinction that the city achieved. The leading Culture Destination Awards organization declared Athens as the Best Emerging Culture City of the Year 2017, the international contemporary art exhibition *documenta14* was successfully co-hosted in Athens in 2017, and the European Commission designated Athens as the 2018 European Capital of Innovation (iCapital).

Building upon the valuable lessons gained during the course of this year culture will continue on playing a strategic role in the development of the City, strengthening the social and economic capital.

The World Book Capital program highlighted the need for a more systematic and comprehensive "culturally sensitive" urban development approach and left behind

the feeling that more results can be delivered with fewer means, by engaging citizens, the public and private sector in broad alliances.

The most valuable lesson learned from AWBC project was the utilization of interconnectivity and collaboration as a way of promoting cultural development and of proposing new models of finance in the cultural sector.

Athens Culture Net, the municipal organization that organized and implemented the AWBC program, will carry on bringing together the leaders of Athens' diverse and vibrant cultural institutions from both public and private sector. Gaining from the experience of AWBC, Athens Culture Net has already extended its associated partners in order to include artistic groups and collectives from the civic society, in an attempt to unify the city's creative sector and increase access to quality cultural programming in all neighborhoods.

One of the main objectives of AWBC was the diffusion of Culture across the City, a goal that was reached and a strategic course of action that will continue developing. The successful *Athens as a Book* project continues in Athens International Airport, with a renewed book catalogue, as well as the initiative for the promotion of Greek Literature Abroad. The necessary plans and actions for incorporating programs that were specifically designed for the purposes of the project into the permanent cultural palette of Athens have already been made. This legacy of events and activities includes the *Athenian Book Itineraries*, *Open Collections – Open Archives* initiative, while *Athens Culture Net Culture Night* managed to become a cultural factum. Additionally, the goal is to maintain and develop projects similar to *Poetry on the Road* as well as pop-up readings and performances, since it became clear that the utilization of the public space and public transport system is truly affective in the dissemination of culture. It is not irrelevant the fact that a *Poetry on the Road* event was produced with the collaboration of AWBC in **Düsseldorf** and has attracted the attention of other international stakeholders as well.



Through the implementation of the program it also became clear that the collaboration between different stakeholders is facilitated when united under a common cultural goal. For the first time in Athens and to this extent (1 year, more than 600 events) the majority of the city's cultural forces - public, private, municipal and the civil society- collaborated under the same umbrella and contributed to the promotion of a common cultural facet of Athens. The common communication context also played a significant part to this, promoting a common simple message - *Books Everywhere* and *Celebrating Reading*- that appealed to the audience and brought new partners as the year was developing.

In an organizational and management level, AWBC project leaves behind more effective and sufficient infrastructures and a battered bureaucracy. Due to the fact that the objectives and goals of the project were embraced by the Municipality as a whole, everyone working in the various services and offices of the Municipality were more than willing to help and effectively supported the diverse needs of both the organization and the collaborating entities. Athens acquired a new context of operation, most valuable for a city with intense and diverse cultural activity and for a contemporary cultural destination.

Looking back at this year of Celebrating Reading it can be said with confidence that AWBC managed to attain the objectives set from the beginning. An open and inclusive city celebration was accomplished. *Books everywhere* meant bringing books to every neighborhood and every corner of the city and at the same time to anyone, every citizen and everyone in need, refugees and other vulnerable social groups. This vast interpretation of Books, Literature and Narration was the link with other form of Arts and highlighted the intertextuality, diversity and complexity of modern culture.

Taking into account this element and also the issues raised by new media and the digital era that we live in, the parameters of a new model of book management at all levels were set (through debates, workshops, exchange of best practices etc.), in which collaboration, synergies, sharing of resources (material and immaterial) and

abilities are considered necessary for the sustainability and growth of the book industry in general.

Another important lesson and experience gained from AWBC project is relevant with finances. The title is awarded to the city without any financial aid from the UNESCO organization and the prestige of this distinction doesn't necessarily mean the financial agreement and engagement of the various stakeholders, especially from the beginning. Athens World Book Capital didn't manage to secure the expected financial support and it was thus difficult to organize and produce large scale events and activities. The same applies to communication as well, especially for the actual and large scale visualization across the city. AWBC management team, in order to succeed with the production and implementation of the program, applied a "do more with less" strategy but consequentially missed the opportunity of promoting more vividly the undertaken initiatives. A financial aid from UNESCO's part and a communication boost are highly recommended.

Last but not least, drawing from Athens experience in various City Networks, a formal or informal collaboration should initiate between the capitals that have hosted the project, in order to share the valuable experience that each of them gained. This networking could be part of each city's programming during the World Book Capital project. Furthermore, and in order for the network to form and for strong bonds to be built in the community of cities, UNESCO could facilitate in organizing bridging events between the current and the next Book Capital.







The organising team



## APPENDIX I: Communication Material

AWBC logos:



AWBC 's **ribbon** featuring the **logos** of **UNESCO**, **IFLA** and **IPA**, as well as the logos and the rankings of the **donors**



AWBC's digital banner:



η πόλη διαβάζει **βιβλία παντού**

Athens is reading **books in the city**

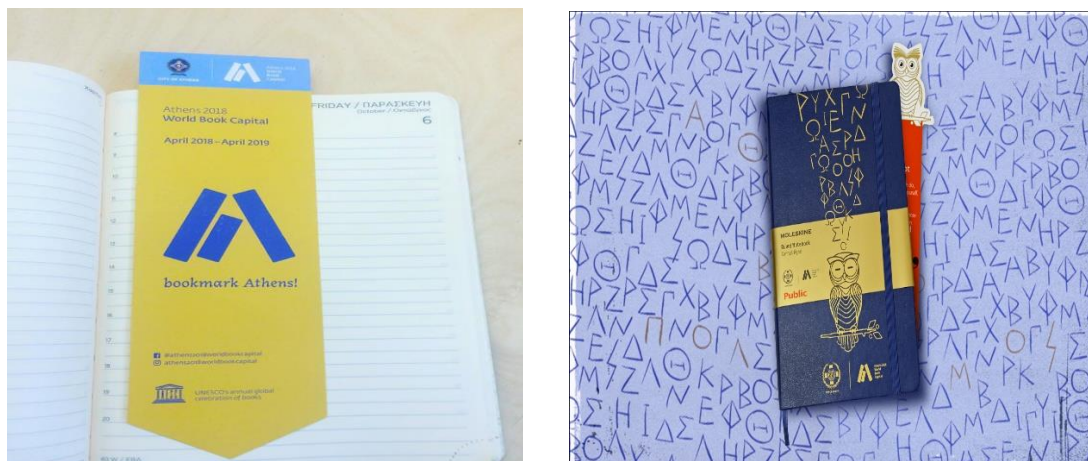
AWBC's program booklets (sample):



AWBC's banners:



AWBC's launching bookmarks and Moleshkin's special edition notebook:



## APPENDIX II: List of Photographs

Cover: Pop-Up Readings around Athens, Agathofron/ The Collector's Atlas, Benaki Museum

p.3: AWBC key visual by street artist b., Soloup: The Collector. Six Short Stories about a Bad Wolf, Benaki Museum, Athens Urban Picnic: The Book Edition, Kotzia Square, Fluffy\_Library, Atopos CVC, Artist Books Exhibition, Athens School of Fine Arts

p.6: Mayor G. Kaminis inside AWBC's Mobile Library, 200 Years from the Greek Revolution, history lecture, the Hellenic Theater, Jeffrey Eugenides, Stavros Niarchos Foundation Cultural Center, The Present and Future of Greek Literature Abroad, Serafeio City of Athens, Dangerous Words, reading at *Epi Lexi* bookstore, Book Presentation, Technopolis City of Athens, Claudio Magris, Athens Conservatoire, Athens Air Portraits, exhibition, International Athens Airport

p.8: AWBC's poster featuring a Parthenon of books, Erifili Maroniti and Fivos Sakalis, Athens as a Book, International Athens Airport, Book Poetry Fair, Syntagma METRO station, International Joyce, concert, Keramikos METRO station, Poetry on the Road, Syntagma METRO station

p.12: Erifili Maroniti and Fivos Sakalis, Poetry on the Road, Syntagma METRO station, Poetry on the Road, readings on the bus, Stories that Bring us Together, readings in the park in different languages, Educational Activities, Athens Gas Museum, Victoria Square Project, educational activities, Hope 2030, educational activities and fanzine creating

p.21: (a, b) AWBC opening ceremony, Acropolis Museum, Fluffy\_Library, Atopos CVC, Poster for Ian McEwan's event, Megaron, The Athens Concert Hall, Urban Act, book related murals in public spaces

p.24: (a, b, c) AWBC's Mobile Library, ECHO Refugee Library, (a, b) The Itinerant Library of the Network for Children's Rights, (a, b, c) Books on Wheels for very young readers

p.27: AWBC's pavilion in the 47<sup>th</sup> Book Festival, Zappeion Megaron, 47<sup>th</sup> Book Festival, Zappeion Megaron, Erifili Maroniti and Fiivos Sakalis, Athens Prize for literature.gr awards

p.29: Why Read? The Role of Writers & Books in the 21<sup>st</sup> Century, Cultural Center of the City of Athens, 36<sup>th</sup> IBBY Conference, Megaron, The Athens Concert Hall, (a, b) The Present and Future of Greek Literature Abroad, Serafeio City of Athens

p.33: Athens Culture Net Culture Night: Arts & Narrative, all night events around Athens, Dangerous Words, poster, Translation Month, poster, A Book Affair, poster, Athens Culture Net Culture Night: Arts & Narrative, all night events around Athens

p.35: Herta Muller, promotional poster, Jeffrey Eugenides, press conference in Athens City Hall

p.36: John Conolly, Onasis Stegi, Jurgen Banscherus, Metaixmio Bookstore, Hanya Yanagihara, poster, Andri Snaer Magnason, poster

p.38: (a, b, c) Literary Relay, Athens City Hall, (a, b) Athenian Book Itineraries

p.42: Educational Activities, the Nordic Library in Athens, Open Collections and Archives, Hellenic Parliament, Open Collections and Archives, Athens Conservatoire, Open Collections and Archives, Yiannis Tsarouchis Foundation, Educational Activities, Orchestra of Soils, OPANDA's educational activities in the Municipal Libraries, Book on Wheels for very young readers

p.50: The Bridge Under Acropolis, exhibition, Athens Trigono, Japan and the Book»: Ukiyo-e (Images of a Flowing World), Manga of Hokusai (Random or Strange images) and the books by Lefkadio Hern, Athens Municipal Gallery, Voyage around my Room, exhibition, Athens Municipal Cultural Center, (a, b) The Unwritten Library, exhibition, Megaron, The Athens Concert Hall, Unpacking my Library, installation, National Museum of Contemporary Art

p.51: Japan and the Book»: Ukiyo-e (Images of a Flowing World), Manga of Hokusai (Random or Strange images) and the books by Lefkadio Hern, Athens Municipal Gallery, Soloup: The Collector. Six Short Stories about a Bad Wolf, Benaki Museum, Mark Twain: The Prince and the Pauper, National Theater of Greece, R.E.M./Garden, theatre play, Sfondoni theater, Erotic Literature, poster, Who killed Paul Seldon?, theatre play, Olvio Theater, F.G. Lorca, concert, Olympia Municipal Theater

p.52: Ruby Tuesdays, Tsin Tsin bar, Cildarella doesn't play tonight, contemporary dance performance, Hellenic American Union, (a, b, c, d) 200 Years from the Greek Revolution, history lecture, the Hellenic Theater, 12 October 1944. Free Athens, exhibition, Athens Municipal Cultural Center, 12 October 1944. Free Athens, educational activities, Theotokopoulou house, 12 October 1944. Free Athens, conference, National Library of Greece

p.61: Poetry set on Music, Athens Municipal Cultural Center, F.G. Lorca, concert, Olympia Municipal Theater, (a, b) Stories of Alexis Akritakis, Athens Municipality Arts Centre, The Greek History Through Literature, Athens Central Library, Refugees and Immigration through Literature, Athens Central Library, (a, b, c) Athens: the history of a city, poster

p.62: (a, b, c) Educational Activities in the Municipal Toddler's Library, (a, b) The Children Look. 20 artists illustrate, Athens Municipality Arts Centre, Athens Open Air Film Festival, National Archaeological Museum



p.66: The Port as a theater of change, program leaflet

p.67: (a, b) The Port as a theater of change, on board guided tours, The Port as a theater of change, guided tours around Piraeus, The Port as a theater of change, fish eating and storytelling in the fish market, EUphoria, walking and bicycle tours around Eleysina

p.68: (a, b) European Language Day / 5th European Literary walk, Athens Conservatoire, Erifili Maroniti and Fivos Sakalis, International Joyce exhibition, International Joyce, book exhibition of rare publications, Goethe Institut, Pandora's Box, film screening and live music, poster, A Book Affair, exhibition, Radio Athenes

p.69: The Nordic Narrative in Athens, Ioannis Trohopoulos and Anna Routsis with the Nordic team, The Nordic Narrative in Athens, lecture, National Library of Greece, The Nordic Narrative in Athens, lecture, the Nordic Library, Tribute to French Noir Literature, Ianos Bookstore

p.75: Press Conferences at Athens City Hall

p.76: (a, b) Frankfurt Book Fair 2018, Frankfurt Book Fair 2019, (a, b) 15<sup>th</sup> Thessaloniki International Book Fair

p.82: AWBC's key visual in the cover of LIFO free press, article for AWBC in Athens Voice, article for AWBC in LIFO, mayor G. Kaminis interview for AWBC in 2Board magazine, ERT's microsite dedicated to AWBC

p.83: sample of articles from Greek newspapers about AWBC's actions and events (a. Publications in Greek newspapers

p.84: sample of online publications in international cultural sites

p.86: (a, b) AWBC's communication campaign in Athens International Airport

p.87: Athens International Airport, Athens as a Book, Athens International Airport, Air Portraits, (a, b, c, d) AWBC's communication campaign in the METRO

p.89: The First Station, publication, Anthology 18+1, publication, The Future as a Project, publication, Catherine in Athens, educational graphic novel, (a, b) Beat the Book Bug, bilingual board game

p.97: Mayor of Athens, G. Kaminis, in Technopolis City of Athens, The Bajar Project, Kipseli Municipal Market, Poetry on the Road, Dusseldorf , Educational Activities, Technopolis City of Athens, Open Schools, reading spots and libraries

p.98: Book related murals in public spaces, Closing Ceremony, Olympia Municipal Theater, Pop-up Readings and performances, Kotzia Square, Opening Ceremony, happenings in Dionysiou Aeropagitou str., AWBC team