



The London Book Fair boosts global translation market with New Literary Translation Centre for 2010

FOR IMMEDIATE RELEASE

LONDON, THURSDAY, 1ST APRIL, 2010—New for 2010, The London Book Fair is pleased to announce the introduction of the Literary Translation Centre which will bring publishing and translation communities together to raise the profile and increase the quantity of literary translation in the UK and abroad. English is both an important market for translation as well as having long been recognised as an important staging post in translation from one language to a third language. The UK is also an important hub for those organisations focused on translating foreign literature, making The London Book Fair an ideal location for this vital new feature.

Supported by the **British Centre for Literary Translation, English PEN, Literature Across Frontiers, The Translators Association, the British Council Literature Department, Calouste Gulbenkian Foundation and Arts Council England**, the new Literary Translation Centre will provide a space for translators, publishers, students, authors and agents to network and attend seminars covering all aspects of the field. It will combine a theatre, networking space, meetings area and display space for translation organisations and those interested in the business of literary translation.

Alistair Burtenshaw, Group Exhibition Director, The London Book Fair says: *“The new Literary Translation Centre provides a very exciting opportunity to place emphasis on an increasingly important aspect of global publishing, and we’re thrilled to be able to work with so many fantastic partners to promote and support it.”*

Highlights from the Literary Translation Centre seminar stream include: Why Translation into English Matters, Translators in Conversation, Translating India, The Challenges of Poetry in Translation, and Making Literature Travel (for a full list, please see below).

Prof. Amanda Hopkinson, Director, BCLT, UEA, said: *“Given that it is vital for the literary translation sector to engage directly with the publishing industry, and given that the world’s authors wish to be published in English, The London Book Fair is clearly the venue for bringing both literary translators and those in the book trade together. It is a unique and exciting opportunity, not only to reach and meet with publishers from the host country, but to involve those from abroad.”*

END

NOTES TO EDITORS:

LITERARY TRANSLATION CENTRE SEMINARS:

Monday, 19th April 2010

Being Heard: Why Does Translation into English Matter?

10:00-11:00

Chair: Ms Ros Schwartz

Speakers

Professor Amanda Hopkinson, Professor of Literary Translation, University of East Anglia

Mr Donato Ndongo-Bidyogo, Author

Ms Adania Shibli, Author

Mr Bill Swainson, Senior Editor, Bloomsbury

Ms Marlene Van Niekerk, Author

Translator in Conversation

11:30-12:00

Chair: Mr Daniel Hahn

Speakers

Ms Anne McLean, Translator

Mr Juan Gabriel Vásquez, Author

Translating India

13:00-14:00

Chair: Mr Akshay Pathak

Speakers

Ms Urvashi Butalia, Publisher and Writer, Zubaan

Mr Sayantan Dasgupta, Jadavpur University

Ms Lakshmi Holmstrom

Mr Rahul Soni, Pratilipi magazine

Translation & The Diversity Report 2009

14:30-15:30

Chair: Dr Rüdiger Wischenbart

Speakers

Mr Miha Kovac

Mr Christopher MacLehose

Ms Susanna Nicklin, Director Literature, British Council

The Challenges of Poetry in Translation

16:00-17:00

Chair: Mr Tony Ward

Speakers

Mr Tom Boll, King's College London

Mr David Constantine, Editor, Modern Poetry in Translation

Mr David Huerta

Ms Sarah Maguire

Saudade: An anthology of Fado poetry book launch

17:30-18:30

Speakers

Mr David Constantine, Editor, Modern Poetry in Translation

Ms Mimi Khalvati

Ms Sarah Maguire

Tuesday, 20th April 2010

Language focus Arabic: Translating Arabic and English language market.

10:00-11:00

Chair: Margaret Obank, Director Banipal

Speakers:

Mr Bill Swainson, Senior Editor, Bloomsbury

Ms Barbara Schwepcke, Haus Publishing / Arabic Books

Mr Mark Linz, AUC

Making Translations Happen

11:30-12:30

Chair: Dr Valerie Henitiuk, BCLT

Speakers

Ms Sarah Death

Mr Paul Fournel

Mr Alessandro Gallenzi, Founder, Hesperus Press, Alma Books

Ms Daiva Parulskiene

Mr Jorge Postigo

Ms Madga Racynska

Ms Charlotte Ryland

Ms Ann Branch

André Brink on Translation

13:30-14:00

Speakers:

André Brink

New Voices, New Literatures: The Digital Opportunity

14:30-15:30

Chair: Mr Charles Beckett

Speakers

Mr E.J van Lanen, Three Percent magazine

Ms Samantha Schnee, Editor, Words Without Borders

Mr Nikesh Shukla, Editor, Booktrust

Russian Literature in translation

16:00-17:00

Chair: Mr Oliver Ready

Speakers

Mr Alessandro Gallenzi, Founder, Hesperus Press, Alma Books and Oneworld Classics

Ms Irina Prokhorova, Prokhorov Fund

Alexander Drozdov - Boris Yeltsin Foundation

Book Launch: 'Translation in Practice'

17:15-18:00

Rebecca Carter, Random House

Sophie Lewis, Dalkey Archive Press

Wednesday, 21st April 2010

Beyond the page

11:30-12:30

Chair: Ms Maureen Freely

Speakers

Mr Edgar de Bruin

Ms Alice Guthrie

Ms Antonia Lloyd-Jones

Ms Amy Spangler

Making Literature Travel

13:30-15:00

Chair: Ms Alexandra Büchler

Speakers

Mr Adrian Grima, Inizjamed Malta

Mr Robin Grossman, Wales Literature Exchange

Ms Janis Oga, Latvian Literature Centre

Ms Iris Schwanck, Finnish Literature Exchange

THE LONDON BOOK FAIR:

The London Book Fair is the global marketplace for rights negotiation and the sale and distribution of content across print, audio, TV, film and digital channels. Taking place every spring in the world's premier publishing and cultural capital, it is a unique opportunity to explore, understand and capitalise on the innovations shaping the publishing world of the future. The London Book Fair brings you direct access to customers, content and emerging markets. The London Book Fair 2010 will take place from 19th – 21st April. For more details, please visit: www.londonbookfair.co.uk

BRITISH CENTRE FOR LITERARY TRANSLATION:

The British Centre for Literary Translation is Britain's leading centre for the development and promotion of literary translation. BCLT develops new audiences and public interest in literary translation as well as offering support and advice to literary translators at all stages of their careers. It is based within the prestigious School of Literature and Creative Writing at the University of East Anglia and supported by Arts Council England.



THE TRANSLATORS ASSOCIATION (SOCIETY OF AUTHORS):

A constituent part of the Society of Authors, the Translators Association was set up in 1958 to provide translators with an effective means of protecting their interests and sharing their concerns. Since then it has brought about Public Lending Right for translators, developed a model publishing agreement, which is used widely, and continues to raise awareness of the translating profession. The TA is a source of expert advice, a representative for individuals, and an advocate for the profession as a whole.



LITERATURE ACROSS FRONTIERS:

A European platform for literary exchange and policy debate operating through partnership with organisations engaged in the international promotion of literature and support for literary translation. It aims to encourage greater diversity in the publishing of literature in translation and in international literary events, and to promote contemporary writing from Europe in all its diversity. LAF's activities include the organisation of conferences, seminars, public debates, workshops and readings, policy monitoring and research, translator training and skills development, and publication of Transcript – Europe's Online Review of International Writing in English, French and German.



BRITISH COUNCIL LITERATURE DEPARTMENT:

The British Council is the UK's international organisation for educational opportunities and cultural relations. We work in over 100 countries worldwide to build engagement and trust for the UK through the exchange of knowledge and ideas. We work in the arts, education, science, sport and governance and last year over 128 million people benefited from our projects. We are a non-political charitable organisation which operates at arm's length from government. For more information about the British Council please visit: www.britishcouncil.org



ENGLISH PEN WRITERS IN TRANSLATION PROGRAMME:

English PEN works to promote literature and human rights. From defending the rights of persecuted writers to promoting literature in translation and running writing workshops in schools, English PEN seeks to advocate literature as a means of intercultural understanding, promoting the friendly co-operation of writers and free exchange of ideas.

**CALOUSTE GULBENKIAN FOUNDATION:**

The Foundation was established in Portugal in 1956. The purpose of the UK Branch, based in London, is to help enrich and connect the experiences of people in the UK and Ireland and secure lasting, beneficial change. A key aim of its work is to improve cultural understanding, including through initiatives to promote literature in translation. For more information: www.gulbenkian.org.uk

**ARTS COUNCIL ENGLAND LITERATURE DEPARTMENT:**

Arts Council England works to get great art to everyone by championing, developing and investing in artistic experiences that enrich people's lives. As the national development agency for the arts, we support a range of artistic activities from theatre to music, literature to dance, photography to digital art, carnival to crafts. Great art inspires us, brings us together and teaches us about ourselves and the world around us. In short, it makes life better.

**MEDIA ENQUIRIES:**

For further information about The London Book Fair 2010, please contact: Julia Walker at Midas Public Relations on 207 361 7860 or julia.walker@midaspr.co.uk

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