

CONCLUSIONS

1. The range and effectiveness of *This is what we share*: The Netherlands and Flanders as Guest of Honour at the Frankfurt Book Fair 2016' is clear from the following statistics: more than 314 new literary translations, more than 450 new books relating to the Netherlands and Flanders, more than 1,000 programmes and events, with the participation of around 200 Dutch and Flemish authors, and 7,000 articles and references online alone in the German language area.

2. The 314 German translations of Dutch literature that appeared in the run-up to the Buchmesse are a record in the fair's history. They are the result of close and intensified relations with German publishers, and at the same time the basis for the perpetuation and expansion of this initial success. At the moment both literature foundations are making concrete plans for a follow-up in 2017, consisting of structural support for German publishers, visibility for Dutch and Flemish authors at German festivals, on stage and in the media, and further collaboration with German bookshops.

3. Dutch-language literature, best known in Germany for its 1993 generation, has now had a chance to 'rejuvenate' itself and reach a new audience of young German readers. Young authors and debut authors made up a large proportion of the delegation. More than half of all the media attention between October 2015 and November 2016 was paid to newcomers – a clear reflection of the aims of the programme and the accompanying publicity campaign.

4. The Netherlands and Flanders were the first European language area to return to the Book Fair as Guest of Honour for a second time and from the start they had the ambition to create a 'Guest of Honour 2.0'. *This is what we share* focused on innovation: in literature, in publishing, and in the way in which literature is presented on stage. Among other things this led to the production of two new literary games and four literary virtual reality installations, which were presented to the public in Germany in 2016 and will go on tour in the Netherlands and Flanders in 2017.

5. The programme *This is what we share* did not limit itself to five days at the fair in Frankfurt but extended from March to December 2016 and called at seven prominent German cities besides Frankfurt: Hamburg, Berlin, Leipzig, Munich, Karlsruhe, Cologne and Munster. Both literary foundations developed an extensive literary-cultural programme, including appearances at major literary festivals and on important literary platforms. This new approach was seen in Germany as the new standard, a model for future Guests of Honour at the Frankfurt Book Fair.

6. *Dies ist, was wir teilen*: anyone who meets with expressions of interest and with hospitality will want to reciprocate. The Guest of Honour project also attempted to stimulate interest in German literature in Flanders and the Netherlands. Germany was the theme of Dutch Book Week in March and all through 2016 German authors were guests at various writers' residences and at literary festivals in the Netherlands and Flanders.

7. The motto *This is what we share* proved a powerful one and a clear way of expressing the merging of Flanders and the Netherlands for the occasion. It could be found in the graphic design of the house style, the architecture of the pavilion and all the graphic and online representations of the Guest of Honour, along with the motif of the North Sea. The design of the Guest of Honour pavilion at the Book Fair was rooted in the Dutch and Flemish landscape, in a shared horizon of breadth and openness, which culminates on the coast. This strong visual and thematic coherence worked excellently in the publicity campaign.

8. From December 2015 through December 2016 a total of 1,007 literary events took place, with the participation of at least 171 Dutch and Flemish authors. They involved collaboration with a total of 73 festivals, houses of literature, literary arenas and bookshops in Germany, Switzerland and Austria. These events attracted a total audience of around 50,000.

9. As well as an extensive literary programme, the Netherlands and Flanders laid on a major cultural programme as Guest of Honour, in close collaboration with the Dutch and Flemish cultural institutions, presenting art, theatre, music, film and more. The programme included a large theatre festival, exhibitions in prominent museums in Frankfurt and elsewhere in Germany, two film festivals, dance performances and concerts.

10. The Guest of Honour programme reached every important channel in the German media landscape: the current affairs and cultural programmes of both public and commercial broadcasters, the main press agencies, the national newspapers and magazines, including general-interest magazines, news magazines and the trade press, national and regional radio stations and many cultural and literary bloggers. In this Guest of Honour year not a week went by without attention to Dutch-language literature in the German press. The value of online and offline media attention amounted to more than 58 million euro, according to calculations by Meltwater. Without exception, the Guest of Honour programme was positively received by the German-language media.



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