

PRESS RELEASE

Aldus Up, the European network for the relaunch of trade fairs and the exchange of translation rights in Europe, makes its debut in Frankfurt with four professional meetings

The European Commission-funded project looks to the digital world to create new ways of community building between readers and publishers, revolutionise the trade fair system and make it sustainable even after the Covid-19 crisis.

The world of Book Fairs restarts following the Covid-19 crisis with a Europe-wide project - Aldus Up - making its debut at the Frankfurt Book Fair.

What are the trends in European publishing markets after the epidemic and how can exchanges between different countries be stimulated? How are reading habits and cultural consumption changing? How can we use digital technologies to redesign Fairs and the market for exchanging rights? These are some of the issues at the heart of Aldus Up's mission and which, crucially, will be addressed during four professional meetings included in the Buchmesse programme (see attachment), this year for the first time in digital form.

Aldus Up (see attached presentation document) is a project that aims to innovate and boost book fairs from a European perspective, promoting the exchange of translation rights between countries and the internationalisation of the publishing sector. Co-funded by the European Union's Europe Creative programme, the four years project is coordinated by the Italian Publishers Association (AIE) and is born out of the experience of Aldus, a network set up in 2016 that today involves 20 European fairs.

"The new global post-pandemic environment emphasises, and to some extent makes even more urgent, the need for innovation within the book fairs system," explains Ricardo Franco Levi, president of AIE and vice-president of the Federation of European Publishers (FEP). "We want to create a new future for the communities of readers and publishers, building new opportunities for digital and physical interactions. Among our objectives, we plan to exploit the potential of digital technologies to combine off-line and online events, to promote new studies on translation trends in Europe and the impact of digitization on reading habits and publishing production, to experiment new distributed events in the cities, and to make book fairs more accessible to different kinds of audiences in a spirit of inclusion - from people with disabilities to immigrant communities".

The 20 European book fairs of the Aldus Up network include 4 international fairs (Bologna, Frankfurt, London and Liber in Spain) and 16 national book fairs (Antwerp, Bucharest, Gothenburg, Istanbul, Lisbon, Ljubljana, Madrid, Naples, Prague, Riga, Rome, Thessaloniki, Turin, Sofia, Vienna, Vilnius), covering 16 countries. In 2019 these fairs had more than 4.7 million visitors, a total exhibition area of almost 500,000 square metres and more than 4,000 organised events.

The network also relies on the contribution of national and international stakeholders in the book sector and research and innovation field such as the Federation of European Publishers, the Foundation Germán Sánchez Ruipérez, the department of book studies of Johannes Gutenberg University Mainz, LIA Foundation and the Norwegian Publishers Association.

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What is ALDUS UP

Aldus Up is the European Book Fairs network coordinated by the Italian Publishers Association (AIE) for the internationalization of the book sector, with particular attention to the digital shift. Started in September 2020, Aldus Up carries out studies, surveys and initiatives to support the exchange of rights between European countries, the promotion of reading and translations, as well as new models for book fairs to develop their audience and increase their inclusivity and accessibility.

The network

Aldus Up builds on the experience of the previous Aldus (June 2016 - May 2020) project. Aldus Up network now gathers 20 European book fairs: 4 international (Bologna, Frankfurt, London and Liber in Spain), 16 national (Antwerp, Bucharest, Gothenburg, Istanbul, Lisbon, Ljubljana, Madrid, Naples, Prague, Riga, Rome, Thessaloniki, Turin, Sofia, Vienna, Vilnius). Aldus Up will continue to expand the Aldus network, supporting the collaboration between fairs and the exchange of know-how to innovate their formats by creating more engaging and inclusive event and to facilitate the transnational mobility of book professionals.

Researches, Knowledge Hub and Events

Aldus Up promotes surveys and researches aimed at understanding of the evolution of European publishing (with studies on translation trends in Europe and the evolution of reading habits, with particular attention to the impact of digitisation) enhancing the capacity of book fairs to innovate their format (with studies on best practices in audience development and book fairs accessibility). Studies and information resources developed by Aldus Up will be presented in dedicated events hosted by book fairs in Europe, made available online on the Aldus Up platform "Knowledge Hub" and to the members of Aldus Up Community.

The European project

Aldus Up is a large-scale cooperation project co-funded in the framework of the Creative Europe programme 2014-2020 for a duration of 42 months (Sept 2020 – Feb 2024).

The partners of Aldus Up are the Italian Publishers Association (AIE, project coordinator); the Federation of European Publishers (FEP); the publishers' associations of Flanders (Boek.be), Lithuania (LLA), Latvia (LGA), Portugal (APEL), Romania (AER) and Norway (NPA); the book fairs of Frankfurt, Bologna (Children's Book Fair), Vienna and Rome (Più Libri Più Liberi), Fondazione LIA, the book studies department of Johannes Gutenberg University Mainz and the Spanish Fundación Germán Sánchez Ruipérez (FGSR).

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