The Guest of Honour Pavilion

Briefing for GoH organising committees

on concept and programme of the pavilion

Go! FIND

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Basic information

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2) Examples of former GoH pavilion designs
3) Technical Conditions
4) Foyer: Info-Desk & Book sales
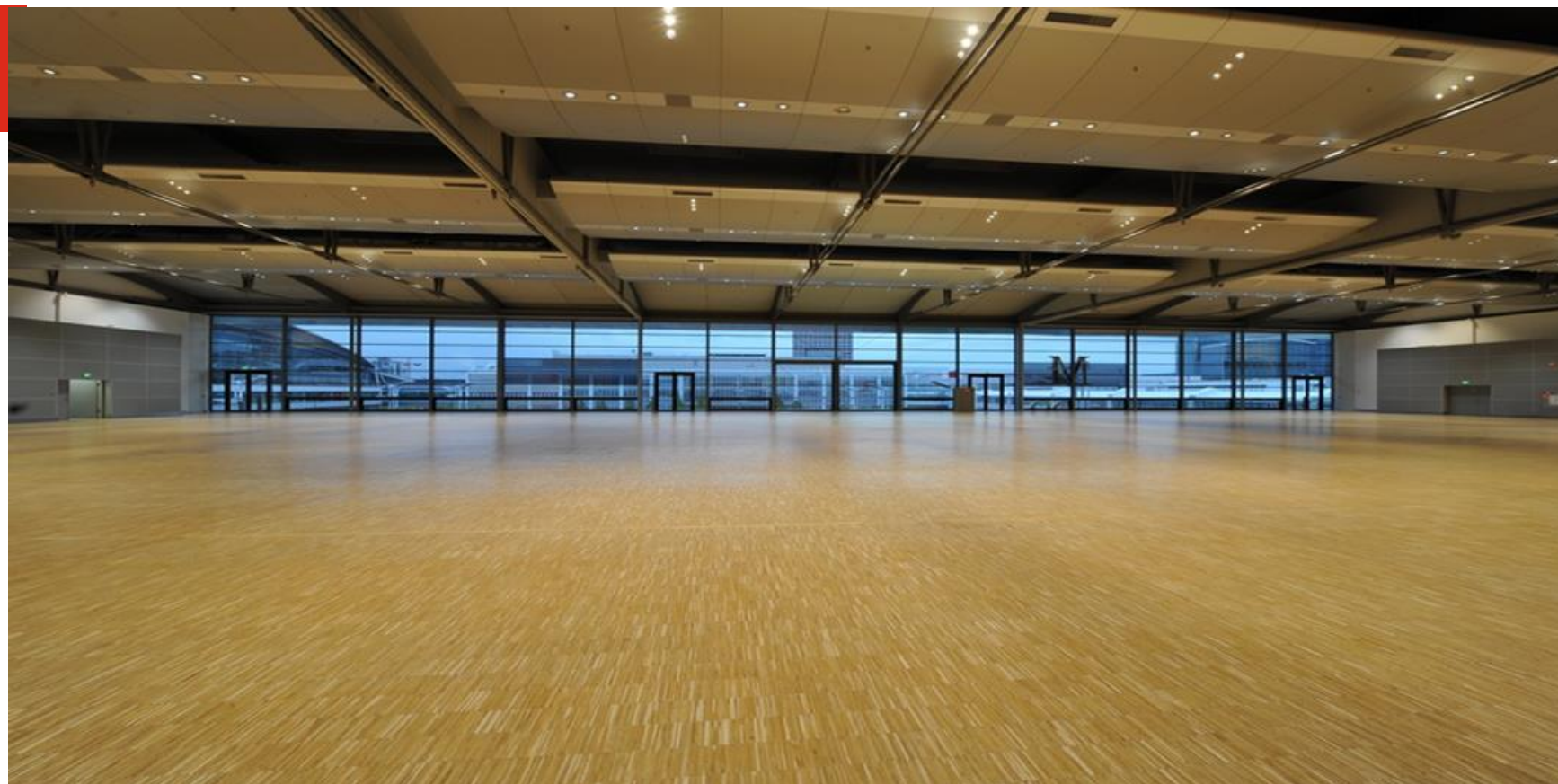5) Offices for GoH / Logistics

Pavilion / Forum 1

Basic information

- ☑ Exhibition area: 2,300 sqm

- ☑ Exhibition designed by GoH

- ☑ Including „Books on…" exhibition

- ☑ Readings, events with authors, music, etc

Forum / outside view

Pavilion / Forum 1

Forum 1 / Empty Hall

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Pavilion / Forum 1

Basic information

☑ The pavilion is the "main island and heart of the Guest of Honour presentation".

☑ All important topics, authors, ideas of the Guest of Honour presentation should reflect directly here.

☑ Connection to GoH slogan / logo / storyline

Argentina 2010 – outside view
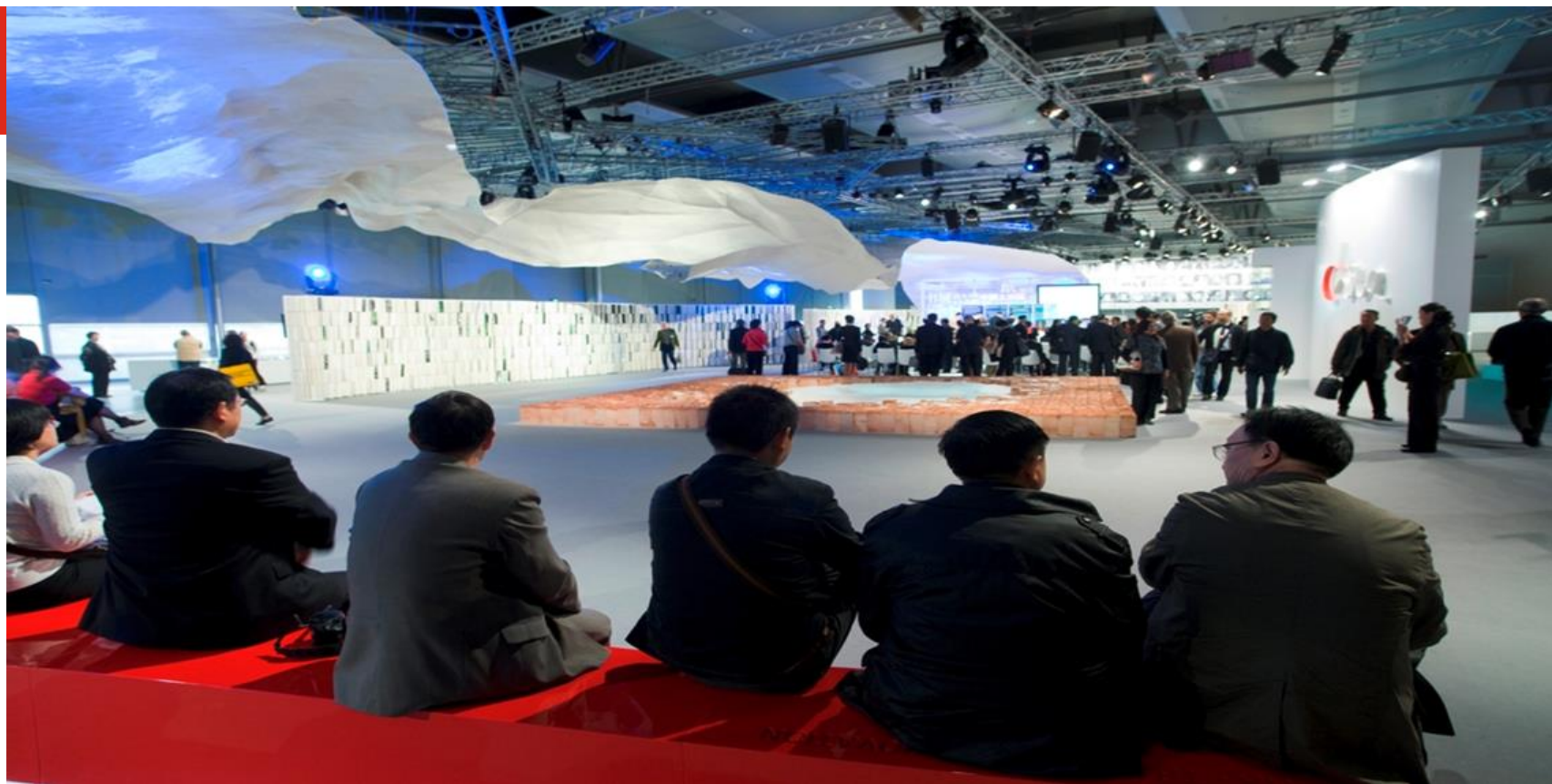
Examples

Catalan Culture 2007

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Examples

China 2009

Examples

China 2009

Examples

Argentina 2010

Examples

Argentina 2010

Examples

Iceland 2011

Examples

Iceland 2011

Examples

New Zealand 2012

Examples

Brazil 2013

Examples

Finland 2014

Examples

Indonesia 2015

Examples

Flanders & The Netherlands 2016

Examples

France 2017

Pavilion films

we have our own FBM documentation films on the guest of honour presentation at the pavilion. We started with those short documentaries in 2011 with Iceland. Here you can see all productions so far:

Fllanders & the Netherlands Pavilion Film 2016 → https://www.youtube.com/watch?v=UcSP3saQo6c

Indonesia Pavilion Film 2015 → https://www.youtube.com/watch?v=Kxd5zTgUFs4

Finland Pavilion Film 2014 → https://www.youtube.com/watch?v=ZEDaRtMNyMc&feature=youtu.be

Brazilian Pavilion Film 2013 → http://www.youtube.com/watch?v=f8ggGTSnpmk

New Zealand Pavilion Film 2012 → http://www.youtube.com/watch?v=1vmq4bxVu8s

Iceland Pavilion Film 2011 → https://www.youtube.com/watch?v=g2EBZd0_WYk&feature=player_embedded

Technical conditions

FBM (and Messe Frankfurt) provide the GoH with:

☑ Plans & technical conditions for the pavilion design in the Forum

☑ Set-up and dismantling times

☑ Technical timeline for pavilion designers, architects, technical coordinators
  / Visit of the fairgrounds
  / Tenders (Design & Construction)
  / Plan submission
  / Plan authorization
  / Kick-off meeting pavilion construction (with all involved parties)
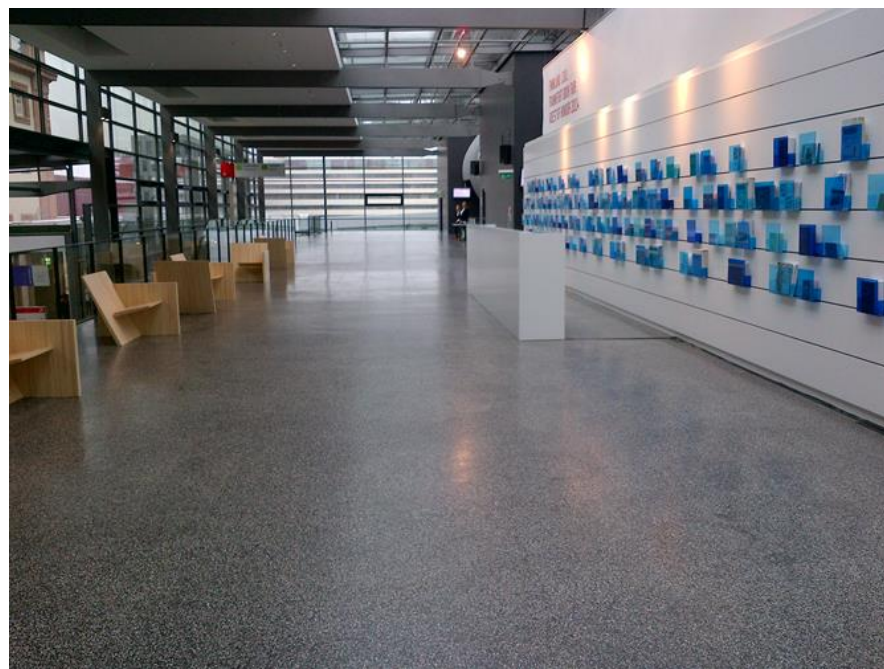 / Handover and return of the Forum

Foyer

Info-Desk:

☑ display of the programe brochures, give-aways

☑ place for 5-6 people,
  / 2 persons of GoH organisation team (info on GoH Programme, contact partner and coordination of VIP Tours,
  / 1-2 persons from FBM GoH Team (info on FBM in general, info on "Books on…" exhibition)
  / 1-2 persons of PR Agency for press inquiries

Book table :

☑ books sales possible if related to events in the pavilion.

☑ We recommend to work with a German book shop, who can organize the logistics, etc. (more information details by FBM GoH team).

Examples Info-Desk

Finland 2014

Finland 2014

Examples Info-Desk

Iceland 2011

Indonesia 2015

Examples Book sales

France 2017

Indonesia 2015

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Forum 1 Foyer

→ Plans and conditions of the usage of the Foyer as well as images of the space are sent to GoH in separate technical package

Programme

1) Dates and times
2) Visitors
3) The Stage
4) The events / formats for the programme
5) Happy Hours
6) Promotion of the Programme

6 days GoH Pavilion

- ☑ Tuesday: opening day

- ☑ Wednesday, Thursday, Friday: open to trade visitors;

- ☑ Friday: open to trade visitors and children and student groups

- ☑ Saturday and Sunday: open to the public as well

Official opening hours

- ☑ Tuesday: as of 6.30 p.m. in accordance with opening

- ☑ Wednesday – Saturday: 9 a.m. – 6.30 p.m.

- ☑ Sunday: 9 a.m. – 5.30 p.m.

The audience

☑ The GoH pavilion has an estimated number of 50,000 – 70,000 visitors.

☑ In the last years, an average 60-100 visitors attended each event (at handover ceremony about 300)

☑ At trade visitors days, the audience is international, but mostly German speaking, at the weekend more than 90% German speaking

☑ Booksellers, journalists, publishers with special interest on Guest country, general public and students, private visitors which are interested in the Guest Country, private visitors visiting every year the GoH pavilion.

☑ Political VIPs: the GoH pavilion is very much asked by international and German political VIPs (guided tours need to be organized by GoH committee in cooperation with FBM GoH Team), especially on Wednesday and Thursday. Further, guided tours for students, general visitor groups, also on Friday and Saturday. Coordination through GoH Organising committee with FBM.

The Stage

Technical equipment (basic)

☑ Light, sound, microphones (for hand-over ceremony in-ear-system required)

☑ Cabins and equipment for simultaneous translation (German & English required)

☑ headsets (for translation)

☑ beamer, chairs, armchairs, table, etc.

☑ 100-120 seats, entry and exit for visitors should be very open, easy access

Examples Stages

France 2017

Examples Stages

New Zealand 2012

The events

☑ The slots should have 30 to max. 45 minutes maximum

☑ Consider to have approx. 15 min. breaks between the slots for stage arrangements, participants entering and leaving, events must be accessible in German and English

☑ Wednesday to Saturday: 10.00 am to 5.30 pm

☑ 5 p.m. – 6.30 p.m. Happy Hour

☑ Sunday: 10.00 am to 2.30 pm (after 2.30 p.m. set-up for Handover Ceremony, which takes place at 3.30 pm)

Formats

☑ panels (max 4 panelists on stage plus moderator)

☑ readings and talks with authors, (max 2 authors) –

☑ German speaking moderation required (FBM GoH team can give some recommendations)

☑ performances: best time to do in the afternoon, before or during Happy Hour

☑ Live Drawings or other live acts: best time on Friday or at the weekend

☑ Live music

☑ Book presentations are not usual to have in the pavilion (this should take place at the national stand)

Examples events

Comic Battle / Indonesia 2015

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Formats

☑ We recommend to have some topic- or genre-based programme-series:

• every day at the same time like for example "Georgia for beginners" as first slot in the morning, light smart and charming session on Georgian culture (not academic) with slides.

• German speaking presenter recommended – who can give a not academic, but more personal approach. Or "Georgia made by characters – daily highlights" – a talk with someone of the GoH team announcing the highlight events of the day.

☑ Other series like for example 'Literary genres', 'poetry hour', 'female voices', 'contemporary voices' , 'provocations', special awards (Translators award, etc), guest of honour meets guest of honour, etc. (see for example Finland. Cool. stage programme)
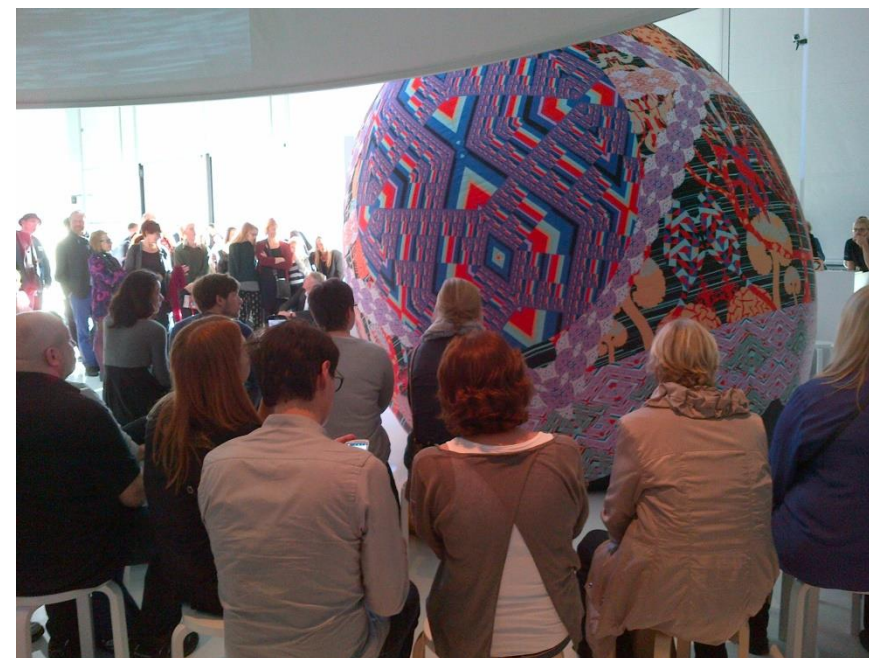
Examples events

„Finland for Beginners" / 2014

„Goiemorgen" – Highlights of the day / Flanders & The Netherlands 2016

Programme

Happy Hours

☑ Starting at 5.00/5.30 p.m., open to everybody

☑ special invitations, for example on Thursday or Friday: publishers, illustrators, partners (!), cultural institutions, etc. meeting with Georgian artists and authors in the pavilion.

☑ Very well accepted was, for example in the Finnland.Cool. presentation "Design object of the day' –

every day during the Happy Hour a young designer presented and installed his 'object of the day'.

Examples events

„Design Happy Hour" / Design object of the day / Finland 2014

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Programme

Promotion

☑ Calendars of events, websites and social media channels of FBM and GoH

☑ Folder with pavilion programme in print (distributed at the pavilion and at further presences of GoH at the Fair combined with map of the pavilion).

☑ Authors events promotion in coordination with German publishers and other partners.

☑ Promotion of current programme on screens in the Forum (to rent).

☑ Graphics, etc. in the pavilion need to be in German and English. (by experience negative feedback from visitors, if not in German).

Promotion

GoH Print Products to display at Info-Desk

- Posters, postcards

- Programmes

- Brochure of new titles

- Give-Aways

- etc.

„Books on…" exhibition

1) Concept of the international exhibition
2) Technical data
3) Organisation of the exhibition
4) Design guidelines
5) Examples

Books on

Concept of the international book exhibition „Books on…"

- ☑ The international Book exhibitions „Books on…" shows the view from outside onto the Guest of Honour (fiction in translation worldwide and non-fiction)

- ☑ Timeframe: titles published in the Guest of Honour year, current, available titles

- ☑ The book exhibiton includes fiction in translation (literary works of authors, originially published in the GoH country) as well as titles on the GoH published by international publishers worldwide, excepted of publishers in the GoH country (on history, society, arts, current affairs, cuisine, language, etc.)

- ☑ Frankfurter Buchmesse invites publishers worldwide to contribute with their titles in the exhibiton which is shown in the Guest of Honour Pavilion, organises the collection.

Books on

Technical data for the exhibition

☑ Number of titles depends on the contribution of the publishers. We expect a number of 600 – 800 titles.

☑ Dimensions: the exhibition includes books in all measures (fiction books, art books, arts exhibition catalogues, dictionaries, small books, coffee table books).

☑ Book shelves for the exhibition are integral part oft he Guest of Honour pavilion. Design and Production of the shelves are with the Designers of the GoH Pavilion.

☑ The Books should be really an integral part of the pavilion, accessible, lighted, accomodating space

Books on

Organisation of the exhibition

☑ Frankfurter Buchmesse GoH Team organises the collection and transport to Forum

☑ Frankfurter Buchmesse GoH Team organises the setup of the books in the shelves, assistance during the time of the Frankfurt Book Fair and dismantling

☑ After the book fair has officially closed, the Frankfurter Buchmesse GoH Team dismantles the exhibition, prepares the books in boxes ready for transportation and hands over to the Guest of Honour

☑ Guest of Honour organises the transport (via construction company?) to the institution which will receive the exhibition.

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Design guidelines for the exhibition

The Guest of Honour is responsible for the design, construction and production of the exhibition shelves. The following points need to be taken into consideration with the planning of the space and the books shelves:

- ☑ space for around **900-1000 books** in differents sizes and volume.

- ☑ The books must be displayed **with cover in front**

- ☑ Books must be **accessible for visitors** (maximum height 2,20m), visitors should be able to take the books out oft he shelves, and read

- ☑ Possibility for special display of big dimension coffee table books / art books or similar (lower shelf/ in the height of a desk 1,20/1,40 max)

- ☑ Flexible shelf-elements for display of books in different formats is very helpful

Design guidelines for the exhibition

- ☑ Very close to the exhibition there should be a place where visitors can sit and read

- ☑ **Illumination** / spots / light for reading and having easy access to the books

- ☑ The shelves must be constructed in that way, that books can be installed and taken easily.

- ☑ Books mustn't be fixed (not be hanged or similar)

- ☑ The shelves must have a fixed back, so that books can't fall nor behind nor in front of the shelf structure.

- ☑ Connection for screens / ebookreaders should be able be installed

Books on

Guidelines for the exhibition

Graphics / Visualisation of the Exhibiton:

☑ Frankfurter Buchmesse GoH Team produces visualisation elements (name lates, subject areas) for the exhibion. In cooperation with stand constructor of GoH.

Set-up and dismantling:

☑ Setup – start for installation of the books in the shelves: Monday (one day before opening ceremony)

☑ Dismantling of the books: Sunday (last day of FBM) as of 18.00 h by the FBM-GoH-Team.

☑ Dismantling and Transport of the boxes: by GoH

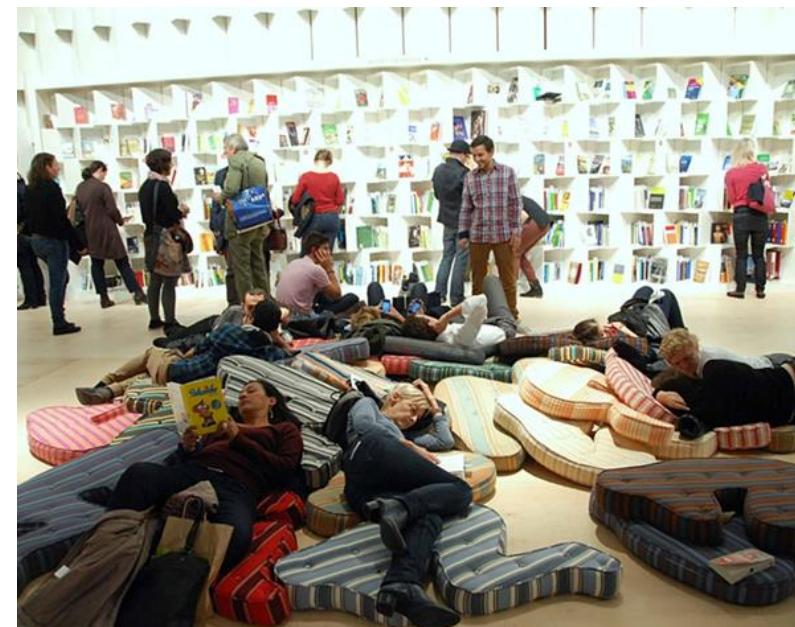# Examples Books on

Books on Indonesia 2015

Examples Books on

Finland 2014

Examples Books on

Argentina 2010

Brazil 2013

Opening Day

1) Run-down
Press roundtrip
Opening FBM
Opening Pavlion

Run-down Opening day / Tuesday

12.30h Press roundtrip

☑ Guided press tour through the Guest of Honour Pavilion (organized by GoH + PR agency)

☑ This press tour takes place directly after the general FBM opening press conference (11 a.m.)

☑ approx. 100-120 international journalists

Approx. 2.00 p.m. Security Check

☑ for access in the pavilion after the check, special entrance pass required

☑ Security passes are provided by FBM (complete list with names provided by GoH)

Run-down Opening day / Tuesday

<u>5 p.m. Opening Ceremony FBM</u> (Congress Center, Hall Harmonie)

<u>Approx. 6.30 – 9.00 p.m. Opening of GoH Pavilion</u>

- ☑ 600-800 guests, invitation is done jointly with the invitation to the FBM opening

- ☑ The opening of the GoH Pavilion is organized by the GoH

- ☑ Format: short welcome words of the Minister of Culture (consecutive translation needed?), opening act like 'cutting the ribbon', press photo, live music

- ☑ Finger-food and drinks until approx. 9.00 pm, VIPs might leave earlier to VIP Dinner (shuttle?)

- ☑ Opening activities need to be coordinated in accordance with protocol section of Guest Country and German protocol entities.

Handover Ceremony

1) The idea of the Guest-Scroll
2) Concept & run-down of the event
3) Organisation of the event

Handover Ceremony

The GuestScroll

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Handover Ceremony

The idea of the GuestScroll

☑ The Handover Ceremony is the closing event at the Guest of Honour Pavilion, where the so called "GuestScroll" is handed over to the next guest country.

☑ The GuestScroll is a specially created art object which is handed over from one guest country to the next one in order to hand over symbolically the status of being Guest of Honour at Frankfurt Book Fair.

☑ Every guest country has an own text (of max. 1,000 characters) engraved in this Guest Scroll, so the scroll therefore keeps on growing with every new guest country.

Concept and run-down of the Handover Ceremony

☑ Date and time of the event: Sunday, 3.30 p.m. – 4.45 p.m.

☑ The event consists mainly of two parts

    1) author's talk: a moderated talk with authors from both guest countries

    2) "handover" with representatives of each guest country and the director of Frankfurter Buchmesse

☑ Afterwards: Cultural presentation of up-coming GoH, for example music or dance performance

☑ The event ends with a little reception with champagne / wine; journalists take pictures

Organization of the Handover Ceremony

☑ The event is organized by FBM in close cooperation with the two GoH

☑ FBM takes care of the overall coordination and organization, FBM engages the moderator and is responsible for the setting of the event. FBM cooperates and coordinates with the two Guests of Honour and all participants involved

☑ The GoH makes suggestions for authors, takes care of the travel / accommodation of the author and interpreter for the event.

☑ Upcoming GoH takes care of cultural programme (15 min.) and video trailer (3 min.)

☑ Catering with wine / champagne is organized and provided by GoH

Handover Ceremony

Handover Ceremony 2017: GoH France 2017 to GoH Georgia 2018

Contact

FRANKFURTER BUCHMESSE

FBM Guest of Honour Team

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