



Ajuntament
de Barcelona



Barcelona City of Literature

Bid to join UNESCO
Creative Cities Network

Application of Barcelona
to the UNESCO
Creative Cities Network



Letter from the Mayor of Barcelona

July 2015



Barcelona is a city that lives literature and literature has always been a part of its essence. There are many writers from home and abroad that we could mention who have captured Barcelona in their works. With its rich and diverse literary heritage, it is the only city that appears in *Don Quixote* by Miguel de Cervantes. It features in medieval texts and in recent centuries it has been portrayed by writers from around the world, among them Hans Christian Andersen, George Orwell, Jean Genet, Gabriel García Márquez, Roberto Bolaño and many others. Some of our own writers have provided diverse and enriching visions of the city, such as Ramon Llull, Jacint Verdaguer, Joan Maragall, Mercè Rodoreda, Josep Pla and Manuel Vázquez Montalbán.

Literature is an excellent channel for passing on knowledge to others and for disseminating an artistic vision of the world. It is for these reasons that Barcelona has striven in recent decades to transform itself into a city of readers.

Today Barcelona has a network of libraries that others look to for inspiration and which runs innovative programmes to bring reading and knowledge to citizens. Throughout the year, a full calendar of festivals gives the people of Barcelona the opportunity to celebrate literature, especially on 23 April, St. George's Day and UNESCO World Book Day, when literature comes out onto the streets in a festive civic and cultural event.

Our city is a publishing centre in two languages and the capital of Latin-American publishing, making Barcelona a bridge of international knowledge. All the professional sectors associated with books thrive here. It is home to universities and advanced education centres that offer specialist training related to books and literature and which work strenuously to maintain and improve the excellence of the industry. The importance of translation in our society makes us open, curious and attentive in a global world. Barcelona is also a society committed to freedom of expression and is a city of refuge for persecuted writers. Access for all to culture and the promotion of reading are priorities in various literary ambits.

We are a literary city and we are a creative city. These are the main reasons why we are submitting this application to join the UNESCO Cities of Literature programme. We want to forge links with other cities that are also pursuing literary projects as a social, cultural and economic driving force at a local and a global level. We have a lot to learn and a lot to offer as well. We want to make literature a tool of the future and so our candidature is supported by the contribution of every sector involved in literature in Barcelona. As part of this worldwide programme of literary cities, we will accomplish still more thanks to this project that speaks of our past, is carried out in the present and looks ahead to the future. We are enthusiastic about this plan of work that we have begun to implement with the support of all the literature professionals with whom we have drawn up this candidacy.

As the Mayor of Barcelona, and with the support of the entire literary sector in the city, I am pleased and proud to officially submit Barcelona's candidature to be designated a City of Literature in the 2015 call for applications for the UNESCO Creative Cities Network.

Ada Colau

Mayor of Barcelona

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Barcelona City of literature team

Candidature Council



A vibrant city street scene, likely in Barcelona, featuring a busy outdoor book fair in the foreground. A woman in a dark jacket is seen from behind, holding a bouquet of red roses. She is looking at a book being held by another woman. The book fair table is filled with stacks of colorful books. In the background, a modern building with a 'Citadines' sign and a classic street lamp are visible. The overall atmosphere is lively and urban.

1

A citywide candidature

For Barcelona, the preparation of this candidature is part of a natural process of co-ordinating and raising the visibility of the city's literary sector that has been ongoing for many years. With its history of major civic events, the city has experienced a strong cultural growth in recent decades.

In 2005, coinciding with the 400th anniversary of *Don Quixote*, Barcelona proclaimed itself a literary city by celebrating the Year of the Book and Reading, which left a lasting legacy, including festivals such as BCNegra (which celebrates crime writing) and Món Llibre (which specialises in literature for children). That year, 1,900 literary activities involving more than 8,500 participants were organised, among them an international symposium to debate the future of the publishing industry. More than 2.5 million people took part in these events. Barcelona's candidature to become a UNESCO City of Literature is a continuation of this ongoing work at a local level to achieve an international influence and to showcase the city on the global stage. Barcelona literature has been present internationally at events such as the Frankfurt Book Fair in 2007, at which Catalonia was Guest of Honour, and the Paris Book Fair in 2013, at which Barcelona was a Guest City.

The professional sectors of literature have grown stronger in recent years and the spotlight has shone on our literary heritage thanks to themed literary years such as Espriu Year and Sales, Calders and Tísner Year, organised by the Institute of Catalan Letters. In 2015, moreover, we are commemorating the 700th anniversary of the death of Ramon Llull. In addition to such events, literary festivals covering a diverse range of genres and suitable for readers of every age and interests have established themselves and take place throughout the year.

When the decision was made in 2014 to submit an application, the Barcelona City of Literature Candidature Council was formed to ensure the involvement of public and private bodies (including professional associations, universities, cultural centres, research institutes, bookshops, schools for writers, publishing houses and festivals) in its preparation. In addition, the participation of civil society and authors was also sought. If the candidature is successful, the Candidature Council will guarantee that its objectives are fulfilled.

All the initiatives that concur in seeing Barcelona literature as a factor for progress and creativity have joined forces in a project promoted by Barcelona City Council's Institute of Culture, which has formed a working team together with the Ramon Llull Institute, the Institute of Catalan Letters and the Barcelona Libraries Consortium.

In a complementary manner, and in order to explore in depth the challenges ahead that will affect the various sectors in the book industry, we have sought the advice of experts and researchers. The advisers who have collaborated are Teresa Colomer, (GRETEL [Research Group on Books for Children and Youngsters], Autonomous University of Barcelona); Vittorio Galletto (Barcelona Institute of Regional and Metropolitan Studies); Glòria Pérez-Salmerón (International Federation of Library Associations and Institutions); Anna Steinkamp and Jordi Pascual (Committee on Culture of Agenda 21); and Antoni Martí Monterde (Research Group on Comparative Literature in the European Intellectual Area, University of Barcelona).

The involvement of society is an important aspect of the candidature. During the months of preparatory work, initiatives from private individuals have been received and studied with a view to including them. The participative process concludes with a series of initiatives in the autumn, including events aimed at readers, and an open call for ideas and a 2.0 campaign.



Preparations for the candidature

During the preparatory work for the candidature, awareness of the content and of the importance of joining the UNESCO Creative Cities Network was raised through the city's participation in literary events. In addition, alliances have been forged with other stakeholders in the city, which have taken the form of literary activities in keeping with UNESCO goals.

Firstly, a website in three languages was set up to provide information on the candidacy process. A number of literary festivals featured guests from UNESCO Cities of Literature: **BCNegra** invited Philip Kerr from Scotland; in one of the sessions for the book trade during **Món Llibre**, the Icelandic writer and researcher Brynhildur Þórarinsdóttir gave a talk; on UNESCO World Book Day, also St. George's Day, the guest invited to make the **Proclamation on Reading**, organised by Barcelona Libraries, was the well-known author John Banville, who writes detective novels set in Dublin under the pseudonym of Benjamin Black. Similarly, a number of guests at **Kosmopolis**, such as Robert Coover and Alberto Manguel, gave their support to the candidature.

While the candidature was being drawn up, a number of literary events were organised that positioned Barcelona as a focal point for academic exchanges and discussion. In April, Barcelona hosted the **meeting of the PEN International Translation and Linguistic Rights Committee**, which included a number of programmed activities, among them the debate on the Déclaration de Québec on translators and translations. In May, the first part of the **Barcelona-Paris International Symposium: International Relations and Cultural Capital Cities (1880-1950)** was held at the MUHBA (Barcelona History Museum) and organized by the University of Barcelona. This symposium is an example of academic research with a comparative and an international focus. In addition, it demonstrates the relations between the two cities and their impact on literature.

In order to raise awareness of the foreign writers who have passed through our city, the CCCB (Barcelona Contemporary Culture Centre) organised **Orwell Day**, with a route that took in the places that feature in *Homage to Catalonia* and a talk by George Packer, a writer and journalist at *The New Yorker*.

The bid was sent to UNESCO the 15th July 2015 together with letters of support from the Spanish National Commission for Cooperation with UNESCO; the Spanish Association of Publishers' Guilds; the Spanish Confederation of Booksellers Guilds and Associations; Spanish Federation of Societies of Archivists, Librarians, Documentalists and Museology; and the Association of Professional Translators and Interpreters of Catalonia. Since then, the candidature office has continued to receive proposals for inclusion in the work plan and seeks to take on board new actors in the sector, as well as people living in Barcelona.

During the autumn, the Barcelona's candidature to become a UNESCO City of Literature will have a presence at a number of book fairs and literary festivals, such as **Catalan Book Week** or **Frankfurt Book Fair**, in order to convey to citizens the reasons behind the application and its content, and to invite them to contribute to the drafting of this project

Why do we want to become a member of the UNESCO Creative Cities Network as a City of Literature?

Barcelona is a creative city par excellence and there are many creative sectors active here. Literature, however, stands out as it was a crucial factor in Barcelona's expansion during the 19th century and in the conception of the modern city that we are.

Literature has long been a feature of Barcelona, both as a means for passing on knowledge to others and as a form of artistic expression. The publishing sector accounts for half of our cultural industry.

As a literary city, we have much to offer and much to learn as well. We are keen to reflect with other cities on the **challenges the publishing industry faces** today and to expand Barcelona's role as a **venue for international literary gatherings**.

In addition, as the founders of **UNESCO World Book Day**, we want to share our popular celebration of literature, a unique opportunity to bring books to everyone and to enlarge the readership in the city.

Our dynamic network of public libraries (the public service most highly rated by citizens) has proven its success in using literature as a **vehicle for social cohesion**.

We would like to have the opportunity to join forces with the cities in the network in order to make literature a **creative and sustainable stimulus** that drives social, cultural and economic progress.





2

Barcelona: a creative city



Barcelona has been a strategic place on the Mediterranean ever since it was founded more than 2,000 years ago by the Romans. With a population of 1.6 million today (3.2 million in the metropolitan area), **it stands out among the cultural capitals of southern Europe** for its international character and has residents from as many as 160 different countries. The language of Catalonia is Catalan, which is the co-official language together with Spanish, the outcome of which is a balanced linguistic diversity.

Internationally recognised for its creativity at the forefront of several disciplines, Barcelona has been home to renowned artists such as Dalí, Miró, Picasso and Gaudí. The Catalan capital prides itself on its *Modernista* art and has **eight buildings listed as UNESCO World Heritage sites**. In addition to these, the city has 55 museums and major exhibition centres; 57 performing arts venues; 3 large auditoriums and 21 venues for live music; 32 cinemas; 12 spaces for artistic creation and 9 public creation factories; and 40 libraries in the network of Barcelona libraries plus a number of research libraries that contain heritage collections or are privately owned. In 2013, cultural amenities received a total of 20.9 million visitors.



Barcelona has historically placed culture and creativity at the heart of its municipal policy agenda and has worked to achieve growth across the board that balances economic viability, social equality, environmental responsibility and cultural vitality. The **creative industries**, a sector that accounts for 11% of the total employment in the city, are a key factor for both local economic growth and job creation. In the last 20 years, their cultural infrastructure has been renewed and expanded, a case in point being the network of public libraries, which has doubled in size. The more than 700 cultural bodies and associations are the real base of the city's cultural life and participation.

As one of the cities that inspired the **Agenda 21** for Culture, our main challenge remains promoting the sustainable growth that will ensure the largest possible number of citizens has access to culture. The key elements of our agenda as a city are to foster cultural dynamism and to create policies based on co-operation between the public and private sectors, promoting an ecosystem with a high cultural diversity and increasing municipal investments in cultural programmes.



Barcelona has distinguished itself not only in the field of literature but also in other disciplines:

Design

The newly-opened Disseny Hub Barcelona is a 20,000-m² cultural centre that encompasses our historical legacy and the very best of contemporary local creation.

Music

In music, in addition to the established festivals such as Sónar and Primavera Sound, we promote the use of our concert halls as creative laboratories.

Media Arts

Our creation factories provide spaces for artists in the media arts, and venues throughout the city screen video art during the Loop Festival.

Film

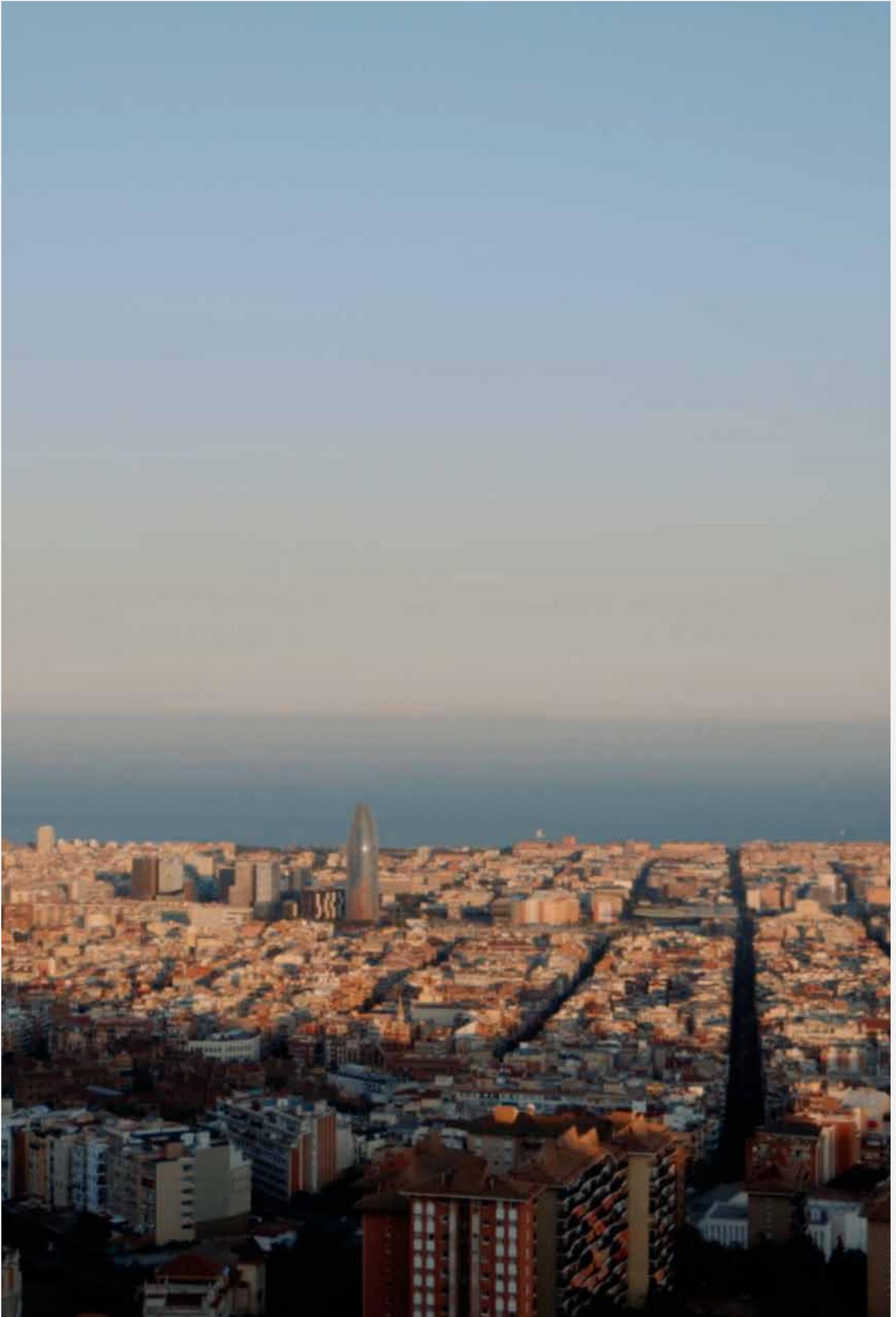
Barcelona is now the third city in Europe in terms of film shoots, and a considerable number of festivals are held in cinemas in every neighbourhood.

Gastronomy

With regard to cuisine, the BulliLab, run by the world-renowned chef Ferran Adrià, specialises in creative cuisine and the Mediterranean diet.

Crafts & Folk Art

Folk and traditional culture is an integral part of the life of the city, which still keeps alive traditions that date back to the 14th century, such as *gegants* and *capgrossos* (giants and bigheads respectively, figures that are paraded around the streets during festivities) and fantastical beasts, in nine Cases de la Festa, centres that specialise in popular culture and teach the origins of these traditions.





3

Barcelona: a city of literature

A literary city has literature as one of the cores of its heritage, its imaginary and its cultural industries.

In the case of Barcelona, literature has shaped various complementary aspects that make the city a complete literary system: Barcelona is a place where writers, publishing houses and professionals in the book industry converge, together with all the institutions that work to connect literature with readers, from the most academic level to its most popular manifestation.

This is why we state that Barcelona lives literature due to the diverse ways it can be enjoyed here and the strength of a professional sector that makes the city an international flagship for the industry.

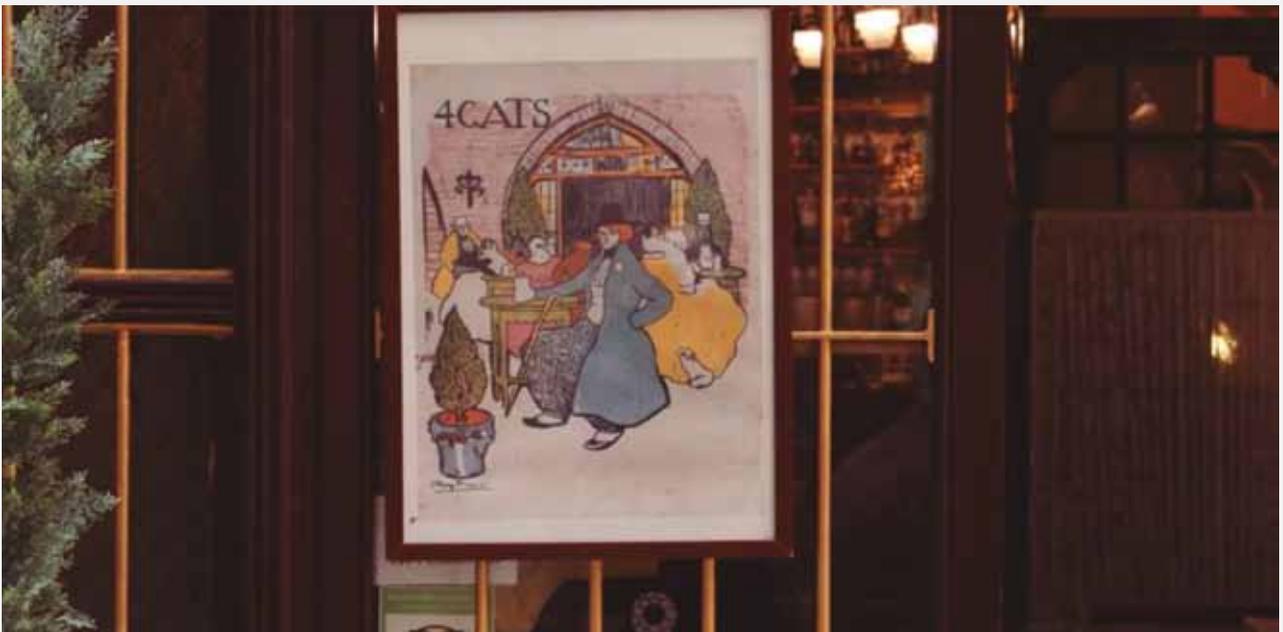
3.1

The city's literary heritage

Literature and thinking are fundamental elements of Barcelona's cultural history. Ideas and narratives are aspects of the local culture and society and have even played a part in Barcelona's urban development, given that modern writers have contributed to the symbolic and physical transformation of the city, which has always gone hand in hand with literary and intellectual movements.

Barcelona has provided world literature with a considerable body of literary heritage thanks to writers throughout history. As an example, Don Quixote says of Barcelona that it is:

*A treasure house of courtesy, shelter for strangers,
abode for the poor, hometown of the brave,
avenger of the offended, welcome dwelling of firm friendship,
and uniquely beautiful in its location.
And although what happened to me
there was not much to my liking,
but rather has caused me a lot of sorrow,
I left there with no sorrow,
just because I saw that city.*



Barcelona is the only real city that appears in **Miguel de Cervantes'** masterpiece and provides the setting for some of its few urban episodes, in which the knight sees the sea for the first time and also visits a print shop. In the Middle Ages, the city was already coming to prominence in literary texts and has been immortalised by a wide range of authors ever since. In the 13th century, **Bernat Metge** portrayed it as a dynamic city noted for its cultural vibrancy. The city was also captured in the writings of **Jacint Verdaguer**, **Narcís Oller**, **Josep Maria de Sagarra** and **Josep Pla**, to mention but a few examples. In the 20th century, the literary imaginary of the city was further enriched by voices as diverse as those of **Mercè Rodoreda**, **Montserrat Roig**, **Terenci Moix**, **Manuel Vázquez Montalbán**, **Juan Marsé**, **Eduardo Mendoza**, **José Agustín Goytisolo**, **Quim Monzó** and many others.

Our city has also inspired foreign writers who have visited it and left their mark on it. Among these literary visitors we find **Giacomo Casanova**, **Walter Benjamin**, **Italo Calvino**, **Gustave Flaubert** and, from the 1930s onwards, **Jean Genet**, **George Orwell** and **André Malraux**. A new wave of foreign writers is now visiting the city, including **Colm Tóibín** and **Mathias Énard**.

The passion for books is not only reflected in writers' works but also in the significant presence of publishing houses in the city ever since the advent of the printing press. The city has been home to leading publishers in the Catalan and Spanish languages without interruption, to the extent that it has today become an international publishing capital that is indisputably a cultural bridge with Latin America.

One of the most significant moments occurred in the 1960s, when a new generation of publishers placed Barcelona on the international map thanks to the '**Latin-American boom**', the pinnacle of Latin-American literature, with notable figures such as Roberto Bolaño and the Nobel laureates **Gabriel García Márquez** and **Mario Vargas Llosa**, authors represented by the prestigious Agencia Literaria Carmen Balcells.

In addition to novels, Barcelona has a vibrant theatre sector and poetry scene, as demonstrated by the recitals and performances of plays put on every week in the city.

The urban space echoes with references to the literary world and pays homage to writers from around the world and their works through street names, plaques and sculptures. Our literary heritage is preserved in physical and virtual spaces thanks to the conservation work done by groups such as Espais Escrits, which is behind the Catalan Literary Map and is an umbrella organisation for writers' houses and foundations, such as the Joan Brossa Foundation, the J. V. Foix Foundation, the Joan Maragall Archive, the Mercè Rodoreda Foundation and MUHBA Vil·la Joana – Verdaguer House of Literature.

The prospects for our literature in the 21st century look very bright, as it has spread far and wide throughout Europe through the translations of authors that include **Jaume Cabré**, **Albert Sánchez Piñol** and **Carlos Ruiz Zafón**, while the city is once again a draw and a source of inspiration for foreign writers.

3.2

Institutions, professional associations and civil society

Literary questions are treated as part of the mainstream in Barcelona, be it in order to foster and promote literature or to defend the interests of the professionals involved in it. The literary fabric of the city consists of a diverse range of institutions, professional associations and civil society. Co-operation between the various stakeholders is key for the development of literary initiatives and guarantees their success.

We will now go on to detail some of the main institutions and professional associations, as well as some of the civil society bodies that make up the city's literary fabric:

Barcelona Institute of Culture

The Barcelona Institute of Culture (ICUB) was set up in 1996 as a single body responsible for all the functions of Barcelona City Council related to culture. One of the ICUB's roles is to incentivise the presence of cultural industries and amenities in the city and to support citizens' and civic initiatives. The ICUB runs a number of literary festivals in the city, among them BCNegra, Món Llibre, Barcelona Poetry Week and Barcelona Historical Novel, and also contributes to raising awareness of literature and writers by proposing street names and by participating in public events of an institutional nature. The City Council's allocation to culture accounts for approximately 5% of the municipal budget.

Barcelona Libraries Consortium

The Barcelona Libraries Consortium, consisting of Barcelona City Council and Barcelona Provincial Council, manages the public reading service in the city. The network of libraries provides free access to information and knowledge for all citizens and promotes reading through its holdings and its plural and open programming, which forges links with other local cultural, social and educational stakeholders. The libraries network currently has 40 member centres, who serve a total of 910,249 registered users.

Institute Of Catalan Letters

The Institute of Catalan Letters (ILC) is an autonomous body of the Catalan government Ministry of Culture and was set up in 1987. The fundamental goals of the ILC are to promote literature and encourage reading in general, to raise awareness of our literary heritage, to foster social recognition of Catalan letters, to showcase Catalan writers and to support authors writing in the Catalan language and industry associations.

Ramon Llull Institute

The Ramon Llull Institute is a public consortium set up in 2002 by the governments of Catalonia and the Balearic Islands to promote the study of the Catalan language and culture in universities, the translation of literature and thinking written in Catalan, and Catalan cultural output in fields such as the theatre, film, circus, dance, music, the visual arts, design and architecture. Barcelona City Council joined the consortium in 2014.

The Ramon Llull Institute supports the translation of works of literature and thinking written in Catalan. It also raises awareness of Catalan literature as a whole at book fairs and promotes exchanges between the local and international creative scenes through visits by curators, critics, programme schedulers, publishers and agents from abroad to festivals, exhibitions, premieres, concerts and conferences in Catalonia. Lastly, the institute reaches agreements with universities abroad to support the teaching of Catalan studies there.

PEN Catalan Centre

The PEN Catalan Centre, founded in 1922 and the third oldest PEN in the world, works in accordance with the PEN International mission to promote literature, to defend freedom of expression and to campaign for the freedom of persecuted writers. Catalonia has been a region of refuge and a member of ICORN (International Cities of Refuge Network) since 2007 through the ICORN Guest Writer Programme, set up to protect writers at risk as a result of exercising their profession. The PEN Catalan Centre also promotes literary translation by working to ensure that translators are recognised and by issuing two publications, *Visat* and *Catalan Writing*. Since 2010, it has awarded the Free Voice Prize to a writer imprisoned for pursuing their craft. Barcelona has hosted two PEN International congresses: the first in 1935 – prior to its exile for 34 years in Paris – and the second in 1992.

Writers' associations

The Association of Catalan Language Writers was set up in 1977 and represents the aspirations and interests of writers working in the Catalan language. It is a founder member of the Galeusca Federation of authors writing in Galician, Basque and Catalan; it is a member of the board of directors of the Spanish Centre of Reprographic Rights (CEDRO); it plays a part in the Institute of Catalan Letters; and it is a member of the European Writers' Council (EWC) and of the European Council of Literary

Translators' Associations (CEATL). The Association of Young Catalan Language Writers (AJELC) covers writers aged between 16 and 35.

The Collegiate Association of Writers of Catalonia (ACEC) is an association for writers, translators, compilers and literary critics working in any language. It facilitates access to grants for creative work and provides advice on fiscal and employment issues. It has awarded the Ángel Crespo Prize for Translation since 1998 and publishes *Cuadernos de Estudio y Cultura*.

Publishers' associations

The Catalan Guild of Publishers embodies five centuries of the tradition of publishing in Barcelona. Its members include more than 300 publishing imprints that between them account for 48.3% of the volume of business in publishing in Spain. Twenty-five of its member publishing houses have over 120 subsidiaries or branches distributed around 30 countries, mainly in Latin America but also in Europe and Asia. The guild runs a wide range of professional and cultural activities each year and offers advice on intellectual property and legal rights, taxation and trade and employment issues, as well as book chain management tools.

The Catalan Publishers Association (AELC) for publishing houses that publish works in the Catalan language was set up in 1978. The AELC organises Catalan Book Week, an outdoor fair that presents the latest book releases at the beginning of the academic year.

Catalan Guild of Booksellers

The Catalan Guild of Booksellers continues the tradition of the guild, founded in 1553 in Barcelona. Its mission is to represent, oversee and defend the professional interests of booksellers by fostering their participation in public life and by collaborating in the publicising and promotion of books. The guild has set up a number of strategic projects in the sector, such as Liberdrac (an online sales portal for bookshops) and Libridata (a tool to monitor and manage books and sales in the book chain).

Association of Professional Translators and Interpreters of Catalonia

The Association of Professional Translators and Interpreters of Catalonia (APTIC) represents the professional interests of this group and works to improve the social standing and continuing training of its more than 600 members. The APTIC has been active since 1996. It is a member of the International Federation of Translators and a founder member of the Vértice Network and also collaborates regularly with Mediterranean Editors and Translators. The APTIC works constantly with universities and other cultural bodies and organises activities open to the public on St. George's Day and International Translation Day.

Professional Association of Illustrators of Catalonia

The Professional Association of Illustrators of Catalonia (APIC) represents illustrators and has worked since 1981 to defend their professional rights. It now has over 500 members. Illustration has long been a tradition in Barcelona and in recent years has made a name for itself worldwide.

Espais Escrits. Catalan Literary Heritage Network

Espais Escrits is a network of museums associated with writers and research centres and is supported by the Institute of Catalan Letters. Its mission is to devise and implement projects to safeguard, research and raise awareness of the tangible and intangible legacy bequeathed us by writers of Catalan literature.

Since 2005, the association has engaged in numerous activities: it has provided advice and encouraged literary routes; it has built and developed the Catalan Literary Map, an interactive app; it has organised specialist seminars; and it has promoted its project on education, tourism, culture, natural sites and the media.

3.3

Publishing capital

Barcelona has been an international capital of publishing since the 19th century. **All the professional stakeholders in the book chain are to be found in the city** and, as a result of their combined efforts, Catalan publishing today accounts for more than half of the turnover of the Spanish publishing industry.

Barcelona is, then, the base of operations for the leading publishing houses with **subsidiaries in Latin America**. Books are exported from Catalonia to the entire world: 50% go to Europe and 44.8% go to Latin America.

There are 272 publishing houses in Catalonia. Between them, they employ 4,907 people and in 2014 they published 31,759 titles, with a total turnover of €1,209 million. The **major multinational groups** – such as Planeta, Penguin Random House and RBA – are based in Barcelona. Of all the autonomous communities in Spain, Catalonia has the largest number of small publishing houses, amounting to a total of 249 **independent publishers**. In recent years, a balance has been established between the major groups, the independent publishing houses that have been set up in recent decades and the flourishing small publishers. This is, therefore, a **diverse and extremely active publishing system**.

Book fairs provide opportunities for professionals in the industry to move into other markets and to open the local market to new writers from abroad. At an international level, Catalonia and Barcelona have presented themselves together at a stand at the **Frankfurt Book Fair**, the most important in the world, and have also attended the **Guadalajara International Book Fair**, the main fair for books in Spanish, and the **Bologna Children's Book Fair**, the flagship event for literature for children and teenagers.

One of the most important local sector events is **Liber – International Book Fair**, which is held in Barcelona every two years and is promoted by the Spanish Association of Publishers' Guilds. This is the main European event for books in Spanish and the principal centre for business and professional exchanges, with a special emphasis on digital content, new publishers, self-publishing and literary agents. The 2014 fair was attended by 450 publishing houses from 60 countries, amounting to 10,000 people working in the industry, and was open for the first time to the general public.

Bookcamp, a participative gathering open to professionals working in the book and reading sectors is held as part of the Kosmopolis festival organised by the CCCB. Bookcamp is a forum for sharing new perspectives, professional solutions and ideas for embarking on or consolidating literary ventures.

Publishing Night, a festive professional gathering at which various prizes are awarded is held in December. The Atlàntida Prize has been awarded by the Catalan Guild of Publishers since 1986 to an individual in recognition of their contribution to encouraging reading and their commitment to culture. Previous winners of this prize include Jordi Savall, Laie and La Central bookshops, Joan Manuel Serrat, Javier Solana and José Manuel Blecua. The Catalan Book Chamber awards the Ferran Lara Memorial Prize to a young entrepreneur in the world of publishing, such as the La Impossible bookshop and the Blackie Books and Fragmenta publishers. The Àngel Crespo Prize for Spanish translation, organised by the Association of Catalan Language Writers and the Catalan Guild of Publishers, is also presented at the same event.

The sustainability of the book chain is guaranteed by the diverse range of professional training on offer. The Master in Publishing and Editing at Pompeu Fabra University has been a world-renowned course for 20 years. Master's degree courses are also offered at the Autonomous University of Barcelona and the Open University of Catalonia, which focuses more on digital publishing.

In order to promote artistic creation at an international level, the Catalan government Ministry of Culture offers grants for the **internationalisation of cultural companies**. The book sector receives this aid in order to implement company internationalisation ventures that will contribute to the presence of the cultural creation of Catalonia abroad.

Another programme run by the Catalan Ministry of Culture to support publishing houses is the **Editactiva Plan**, which finances business ventures by providing financial support for publishing projects and plans, as well as a line of repayable contributions with an element of subsidy that is also repayable depending on the financial outcome of the project. The resources allocated for this purpose were increased to €2.651 million in 2014.



Translators

Translators play a crucial role in providing access to world literature for an 'omnivorous' reading society. It is possible to train as a translator in four faculties of translation at the following universities in the city: Pompeu Fabra University, the Autonomous University of Barcelona, Ramon Llull University and the Open University of Catalonia.

In recognition of quality literary translation, the Ramon Llull Foundation awards a prize to the best translation in Catalan published the previous year and thereby pays tribute to the translator. In order to raise awareness of Catalan literature in other languages, the Ramon Llull Institute awards around a hundred grants a year for translation. These grants are awarded to publishing houses that publish the work and are intended to enable them to cover the cost of the translation.

Translators of Catalan can apply for **translation residencies** to improve their professional experience in the best possible circumstances through the Ramon Llull Institute, which, together with the Autonomous University of Barcelona, offers residency grants for translators of Catalan literature.

As a complement, and in order to create synergies in international translation, the Institute of Catalan Letters organises a **Seminar on Poetic Translation**, which brings together authors of foreign literature with Catalan poets and translators. Translations are also included in the subsidies awarded by the Institute of Catalan Letters to translators and publishing houses keen to translate reference works and works of special interest to Catalan readers.

Booksellers

A dense network of bookshops criss-crosses the city. Many of them act as beacons for disseminating literature, offering a continual programme of events catering to an avid public. Of Catalonia's 430 bookshops, the province of Barcelona is home to 326, representing 11.8% of all the bookshops in Spain.

Laie and **La Central**, both of which have large stocks of books in a number of languages, are two of the city's bookshops that have become icons due to their international renown. The bookselling scene is undergoing sweeping change and new bookshops that have opened have a clear commitment to local, quality literature. In some neighbourhoods, bookshops have generated synergies

by working in co-operation with each other and have created networks such as the Gràcia Booksellers. The major museums and cultural centres also have bookshops that specialise in the theme of the museum or centre.

Ever since 1882, second-hand booksellers have been setting up stalls every Sunday at **Sant Antoni Market**. Residents of Barcelona come here knowing full well they will be able to find all kinds of books, including bibliophile editions, rare works and curiosities. Second-hand booksellers hold the Old and Modern Used Book Fair each year.

Special mention must be made of the fact that in Catalonia, booksellers, together with authors and publishers, are the chief protagonists on **23 April**. This is the time of year when most books are sold, and large numbers of bookshops put out stalls on the streets for the event, bringing their wares to citizens in a festive climate at the height of spring.

Future booksellers can train in Barcelona at its School of the Book Trade, in which the University of Barcelona and the Catalan Guild of Booksellers both participate. The school's model is now being adopted in Latin America.



As an example of its commitment to culture, the Guild of Booksellers also awards the Pere Rodeja Memorial Prize in recognition of the work done by professionals who work to promote literature.

With regard to policies to support bookshops, the **Llibreriactiva Plan**, which was launched in 2014, is a promotional programme that showcases excellent bookshops; offers grants specifically for modernising bookshops and staff training; encourages synergies between bookshops and libraries; and recognises the role of the bookseller as someone who recommends books to others and influences their reading.

In 2013, the Barcelona City Council Institute of Culture called for applications for grants to modernise bookshops. The number of bookshops that have benefited from this aid has increased every year since then.

Like most EU countries, Spain charges a reduced rate of VAT on printed books, currently 4%. The VAT levied on digital books is 21%.

3.4

Support for literary creation

Barcelona supports literary creation through a number of programmes. The Institute of Catalan Letters has a programme of subsidies to aid the creation of literary works in the Catalan language in every genre and mode, including theatre texts and audio-visual scripts. Raising authors' visibility and boosting their prestige are among the priorities of the 2012-2016 National Reading Plan, which also proposes them as people who recommend reading matter.

With regard to the creation process, there are various possibilities through a number of institutions. The **Han Nefkens Foundation Creative Writing Grant** promotes the writing of a work in Spanish by an author who has completed the Master in Literary Creation at Pompeu Fabra University-Institute of Continuing Education. This year the **Word for Word** literary translation programme was also set up in collaboration with the Ramon Llull Institute, Columbia University, Pompeu Fabra University and the Han Nefkens Foundation. This programme enables students on master's degree courses in creative writing in both universities to engage in a cultural exchange in order to foster relations between emerging authors in Catalonia and North America. In addition, it encourages the search for potential literary translators of Catalan literature into English. In the case of narrative in Catalan, Columna Edicions awards the **Emili Teixidor Grant** for projects that have not been published.

Since 2011, the Ramon Llull Institute has been collaborating with the **Omi International Residency for writers and translators** at Ledig House in New York. Thanks to this venture, Art Omi takes in a Catalan writer, the intention being that in the medium term this stay will be of benefit to translations of their work into English. The programme also fosters the integration of resident writers into foreign literary circuits. Lastly, the Ramon Llull Institute also offers **aid to enable Catalan writers to travel abroad**.

A wide range of literary prizes are awarded in Barcelona for novels, essays, poetry and short stories, among them prizes judged by booksellers (Booksellers Prize). Notable among these awards is the Planeta Prize (worth €601,000, making it one of the largest in monetary terms in the world), given since 1952 to a novel in Spanish. Other prizes for novels in Spanish are the Herralde Novel Prize, the Nadal Prize and the Tusquets Prize.

The prizes for works in Catalan include the Sant Jordi Novel Prize, awarded since 1947; the Ramon Llull Prize, given since 1981, with the prizewinning novel published in Catalan, Spanish and French; the Sant Joan Prize; and the Josep Pla Prize. Òmnium Cultural awards the Catalan Literature Prize of Honour; the Barcelona Athenaeum organises the Crexells Prize; and this year sees the first award of the Llibres Anagrama Prize for the Novel. The Documenta Prize is given to unpublished works by writers aged under 35.

A number of prizes are awarded for crime writing, among them the RBA Prize and the Crims de Tinta Prize. There is a wide range of literary prizes awarded to poetry, notably the Jocs Florals poetry competition prize.

Each year, Barcelona City Council awards the City of Barcelona Prizes in a number of categories, among them a prize for a literary work in Spanish, a prize for a literary work in Catalan and a prize for a literary translation published in Barcelona.

Illustrators play an important role in the literary world in Barcelona due to their considerable contribution to books and the significance of the local tradition. In 2015, Barcelona City Council and the Professional Association of Illustrators of Catalonia signed an accord to foster the internationalisation of Catalan illustrators who have had a notable impact on books for children. This same year, the Ramon Llull Institute launched a new programme of grants for foreign publishing houses that employ local illustrators, providing a stimulus for children's books.

A society that is literary has **bodies that work to raise awareness of literature** in a fun and festive manner. Over the last five years, Barcelona City Council has continued to offer subsidies of around €130,000 for those bodies that organise literary prizes, festivals or events, despite the economic recession. Agreements have been reached on holding book fairs, on literary promotional activities and on the internationalisation of professionals working in the book sector. The Institute of Catalan Letters also has a programme of subsidies to support literature in Catalan through literary activities by individuals and organisations.

In Barcelona, there is a large offering of creative writing courses for adults in university institutes, private schools, local centres and bookshops.

Creative writing

Outstanding teaching in creative writing is provided at university level by Pompeu Fabra University-Institute of Continuing Education in the **Master in Literary Creation**. This master's course is taught in Spanish by professional writers and students prepare a literary project. The Han Nefkens Foundation and Columbia University also contribute to the course.

In the field of writing for the theatre, the **Sala Beckett – Obrador Internacional de Dramatúrgia** is a space for theatrical creation and experimentation and focuses in particular on promoting contemporary playwriting. Barcelona Libraries organises training for spectators as part of the Grec Festival.

The **Barcelona Athenaeum School of Writing** offers over a hundred classroom and online courses in Catalan and Spanish in the areas of writing, editing skills, literature and the humanities, and communication. With more than 1,700 students a year, it now ranks as the second creative writing school in the world after New York. The school networks with other cultural agents (including publishing houses, magazines and universities) and collaborates with the European Association of Creative Writing Programmes (EACWP), which consists of some 20 schools of writing in Europe, and with the Casa de Letras in Buenos Aires.

In recent years, Barcelona has seen the emergence of a large number of creative writing schools and literary courses for adults. Some of the most prestigious bookshops in the city, such as La Central and Laie, offer the opportunity to study literature.

Local amenities also demonstrate a love of literary creation, among them the Casa Elizalde, La Sedeta and Casa Orlandai civic centres, which also host activities that are part of the Barcelona Poetry and BCNegra festivals. In addition, there are a number of private initiatives for learning about creative writing in Barcelona.



3.5

Festivals and cultural centres

Barcelona's literary calendar presents a unique, continuous and rich opportunity for contact between readers and writers throughout the year and encompasses different literary genres and artistic expressions. The diversity of genres and the impressive programmes of the festivals mean that there is something to suit and encourage the reading public, whatever their tastes.

Readers of crime and detective novels have an annual date with **BCNegra**, a festival curated by the bookseller Paco Camarasa. Each year, it invites guests from around the world and awards two prizes: the **Crims de Tinta Prize for crime novels**; and the **Pepe Carvalho Prize**, awarded in the past to authors such as Henning Mankell, P.D. James, Ian Rankin and Andrea Camilleri. The festival considers crime writing from the multidisciplinary viewpoints of film, music and the visual arts and also organises numerous associated activities such as reading clubs in various languages and events for young readers. A record number of 10,000 people took part in the tenth festival, held in 2015.

Kosmopolis, held at the CCCB, has adopted a broader concept of literature that encompasses all those manifestations of the word that blur the boundaries between genres, embrace the developments in reading and writing supports and pay no heed to the successive deaths foretold. Kosmopolis is structured as a platform that comprises the biannual festival, exhibitions and experiments. Its activities include a wide range of subjects, **explored through talks with writers and poets, but also with musicians, filmmakers and scientists**. Among its 753 guests from around the world, we find Gao Xingjian, Ian McEwan, Paul Auster, Yasmina Khadra, Neil Gaiman, Zygmunt Bauman, Lou Reed, Robert Coover and Alberto Manguel.

Món Llibre is a **festival of literature for children** organised by Barcelona City Council for the last eleven years. It is held at the weekend before UNESCO's World Book Day, St. George's Day. In 2015, 38 publishing houses from Spain and four from abroad took part, together with libraries, literary journals and professionals (among them 23 creators of mobile apps and e-books). The 2015 Món Llibre was attended by 25,000 people and featured 127 activities programmed by publishers and twelve shows. This year also saw the launch of Món Llibreria, in which ten specialist bookshops took part.

Poetry is a genre that is very much alive in the city, with countless publishing houses, venues and festivals that promote and support it. **Barcelona Poetry Week**, held in May, includes a large variety of events and awards the prize of the Jocs Florals, a poetry competition that dates back to medieval times. The central event is the Barcelona **International Poetry Festival**, held in the impressive setting of the Palau de la Música Catalana, a *Modernista* concert hall, where poets from around the world read their works in their original language to an audience of more than 4,000 spectators.



The comics and manga sector is thriving in Barcelona at the moment and is a great success with the public. **Ficomíc** organises the **Comic Fair**, attended by 113,000 people in 2015, and the **Manga Fair**, which drew 130,000 visitors in 2014.

For ten days in September, **Catalan Book Week** fills the square outside Barcelona Cathedral with more than a hundred exhibitors presenting the latest books in Catalan as part of an extensive programme of activities that include reading circuits. The **Trajectòria Prize** is awarded to a professional in the world of Catalan culture in recognition of their work to promote it.

Historical novels, poetry slams and oral narration also have their own festivals. The **Barcelona Historical Novel** festival, organised in November by Barcelona City Council, awards the International Barcino Prize to a historical novelist and includes talks, reading clubs, film screenings and literary routes. **Poetry Slam Barcelona** organises a monthly poetry slam championship at the CCCB, which draws a regular audience of 500 people. Every three months, they organise a cabaret slam and once a year the Barcelona Poetry Slam International Championship is held during Kosmopolis, with poets from across the entire European scene taking part. During the **Munt de Mots** festival that celebrates oral narrative, libraries, civic centres and bars provide venues for narrators offering something for all audiences and also host talks and workshops. Other literary events include the **Banned Books Fair**, which is intended to draw attention to freedom of expression, and the **Old and Modern Used Book Fair**.

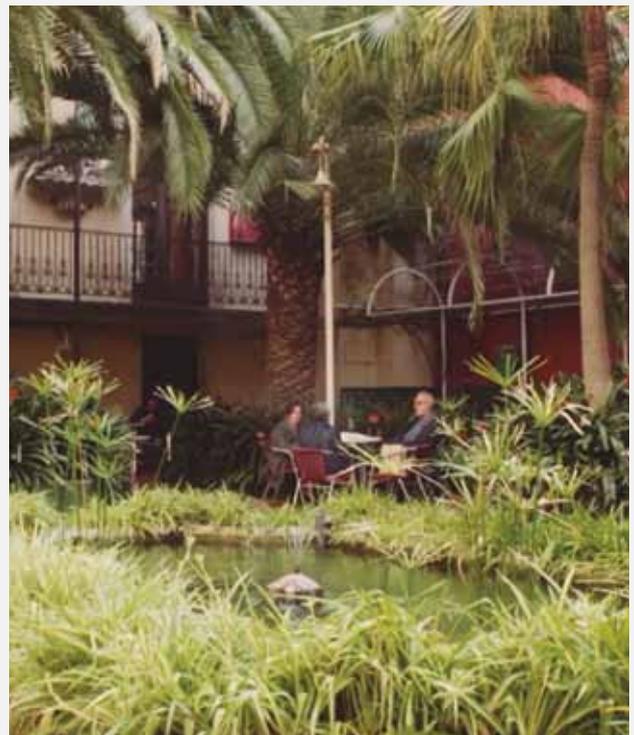
With regard to the cultural centres that raise awareness of literature, the **Barcelona Contemporary Culture Centre (CCCB)** is a multidisciplinary centre that specialises in the city and urban culture. The programme of exhibitions on at the CCCB includes those on the theme of Cities and Their Writers, which looks at where and how writers make the city and how cities make the writer. These exhibitions have proved extremely successful with the public and have received a number of awards. The exhibition “James Joyce’s Dublin” was visited by 40,000 people; “**The Lisbons of Pessoa**” travelled to the Frankfurt Book Fair in the year that Portugal was the guest country; “**The City of K. Franz Kafka and Prague**”, which drew 25,000 visitors, is now the central exhibition at the Franz Kafka Museum in Prague; and the exhibition on **Federico García Lorca** was visited by almost 20,000 people, as was the show on **Roberto Bolaño**.

The Institute of Catalan Letters (ILC)

mounts a series of programmes to promote literature aimed at the general public. The **Literature Alive** programme gives insights into the authors of our literature to the members of reading clubs in libraries and cultural organisations. **My Classic** encourages reading by getting authors to recommend their favourite classics to others. The **Literature Box** programmes take literature to unexpected places, such as the FC Barcelona stadium, the Parliament of Catalonia, the Ferrocarrils de la Generalitat railway network and cemeteries. On 21 March, the ILC also celebrates UNESCO World Poetry Day through face-to-face and online initiatives and by commissioning a poem that is translated into numerous languages.

Barcelona is also home to a number of venues, such as **(h)Original** and **Heliogàbal**, devoted to raising awareness of oral poetry, with a special emphasis on rising young poets. In addition, certain performing arts venues mount impressive programmes, among them the **National Theatre of Catalonia**, the **Sala Beckett** and **La Seca – Espai Brossa**, which focus in particular on theatre classics and new contemporary playwriting.

In the realm of literary heritage, the city is home to the foundations and literary study centres of the Joan Brossa Foundation, the Mercè Rodoreda Foundation, the J. V. Foix Foundation and the Joan Maragall Archive. The **Barcelona Athenaeum** is another historical institution that promotes culture and is itself a heritage site, as great writers of the 20th century passed through its library.



3.6

23 April: UNESCO World Book Day

Each year on 23 April, St. George's Day, every city in Catalonia celebrates UNESCO World Book Day, as people come out onto the streets to buy books and roses. On this date, we commemorate the death of three writers, William Shakespeare, Miguel de Cervantes and Josep Pla. It was our festival that provided the basis for UNESCO to designate this date as World Book and Copyright Day in 1995.

The writers who participate, in particular during the book signing sessions, are struck by the huge numbers of citizens who join in the celebration of books. On St. George's Day, booksellers put stalls out on the streets, where books and roses are sold, and associations mount cultural events in a melding of civic values and participation.

This is a complete cultural event with the book at its centre, filling the entire city for a day and resulting in the sale of 1.5 million books on UNESCO World Book Day in 2015.

More than a festival or a gathering, World Book Day in Barcelona is a genuine experience. A number of cities around the world have begun to embrace this tradition, such as the Book and Rose Malopolska Book Days, which have been organised since 2002 in Krakow, a UNESCO City of Literature, along the same lines as in Barcelona.

To officially open this major literary event, a local or international writer gives the Proclamation on Reading, organised by Barcelona Libraries. Speakers who have participated in previous years include the authors Donna Leon and Alessandro Baricco and the cartoonist Quino. The guest of honour in 2015 was the Irish writer John Banville.



3.7

Barcelona Libraries and campaigns to promote reading

There are 40 public libraries in Barcelona that between them form a dynamic network that provides universal access to reading matter. They are also centres that programme activities related to literature and knowledge for readers of all ages and interests. In the last 20 years, the **number of libraries has doubled and all the amenities have been renovated**. This investment in the public library network is unequalled in Europe and has resulted in a **modern library system capable of coping with the new challenges**.

More than half of the residents of Barcelona have library cards and in 2014, for the ninth year running, libraries were the municipal amenities most highly rated by citizens. In 2014, 79,325 people took part in the activities programmed by libraries. Barcelona Libraries currently employs 383 members of staff.



Barcelona Libraries is careful to ensure that it runs a diverse and cosmopolitan programme of activities, many of which also promote international literature. Authors who have visited libraries include Claudio Magris, Martin Amis, Salman Rushdie, Richard Ford, Julian Barnes, James Ellroy, Antonio Lobo Antunes, Ivan Klima and Ismail Kadaré.

The **new reading supports** are one of the areas libraries are working on. Bibarnabloc is a blog that publishes recommendations made by librarians and booksellers, and libraries also screen book trailers. As part of its role to recommend books, Barcelona Libraries also publishes themed reading guides. With regard to their musical holdings, libraries recommend music by means of Spotify lists. In addition, in 2014 libraries circulated the work of six independent authors in digital format by means of digital book download cards bearing QR codes.

To encourage adults to read more, Barcelona Libraries organises three types of activities: The Adventure of Reading; The Adventure of Knowledge, which focuses on knowledge other than literature; and A Lot to Learn, which runs digital literacy courses and workshops for learners and on literary creation. It also offers literary routes based on novels set in Barcelona. In addition, libraries are home to 86 reading clubs, 27 of which specialise in particular fields, nine of which are in foreign languages and another nine of which are for easy reading. There are also six clubs held at day centres for seniors, another for the hearing impaired, one that is an online reading club and the **Barcelona-Medellín International Reading Club**.

Libraries also have their **specialisms**, some of them focused on the needs of the local area they serve. For example, the new Sant Gervasi Library promotes the extensive body of literary heritage of the neighbourhood where Gabriel García Márquez, José Agustín Goytisolo, Mario Vargas Llosa, J. V. Foix and Joan Maragall lived, while the Juan Marsé Library focuses on Barcelona literature. In addition, the Horta-Guinardó district has become a literary district by joining forces with the Juan Marsé Library, which specialises in the Barcelona-based novel, the Mercè Rodoreda Library, which focuses on poetry, the Can Mariner Library, devoted to theatre, and the Albert Pérez Baró Library, which specialises in crime writing, with the collaboration of the historical Library of the Barcelona Athenaeum.

Libraries in Barcelona also network at an international level. Readers who use the Vila de Gràcia Library are part of the jury that judges the International IMPAC Dublin Literary Award, and Barcelona Libraries is represented in two sections of the International Federation of Library Associations (IFLA).

2015 is the Year of the Library in Catalonia, which commemorates the founding of the Network of Libraries of the Commonwealth of Catalonia and the School of Librarians.

Catalonia today has 359 libraries and eleven mobile libraries that serve a large reading public. One in every eight citizens in Catalonia is an active library user. On average, approximately 140 activities are organised per library every year.

In addition, the **National Library of Catalonia**, founded in 1914, collects, preserves and raises awareness of Catalan bibliographical output and has an extensive stock of 3 million manuscripts, printed books, visual material and magazines.

In the educational realm, Barcelona has school and university libraries, as well as a number of private libraries. The libraries of the Barcelona Athenaeum and the University of Barcelona are of literary importance due to the testimony recorded by local authors who have visited them in their writings.





3.8

Universities and research

Our universities are noted for their long literary tradition, with eminent academics such as Francisco Rico, Martí de Riquer, José María Valverde, José Manuel Blecua, Antoni M. Badia i Margarit and Joaquim Molas, among others. As a result of this academic dynamism, Barcelona is home to a large number of institutions, observatories and research groups that specialise in literature and its spin-offs.

In Barcelona, there are two faculties of philology at the public universities (the University of Barcelona and the Autonomous University of Barcelona) and an online centre for language and literature studies (at the Open University of Catalonia) that offer literary courses at a university level.

Various research groups that analyse literary phenomena and the book world have emerged in these faculties and at Pompeu Fabra University. Examples of such groups include the **Observatory on Libraries, Books and Reading**, at the University of Barcelona; the **International Book Studies Centre**, at Pompeu Fabra University; the **Research Group on Books for Children and Youngsters (GRETEL)**, at the Autonomous University of Barcelona; and the Research Group on Comparative Literature in the **European Intellectual Area**, at the University of Barcelona, which offers a postgraduate course on the intellectual history of Barcelona.

The oldest academic institution is the **Institute of Catalan Studies**, founded in 1907, a Catalan research centre that studies the Catalan language and culture, as well as other scientific and technological disciplines. The Philological Section fulfils the function of the institute's Catalan academy. The institute's archives contain not only its own documentary holdings but also the personal archives of major literary figures, such as the Mercè Rodoreda Archive and the Ferran Soldevila Archive. It has issued a number of notable publications, among them the *Diccionari de la llengua catalana* (Dictionary of the Catalan Language).



3.9

Literature programmes for all

A number of Barcelona institutions are keen to combine the aim of raising awareness of literature with the goal of making it accessible to every audience. This commitment takes the form of a series of programmes suited to different readerships. The specific work carried out to promote reading among young children, as well as the diverse approaches aimed at adult readers, is particularly notable.



Programmes for children and teenagers

Promoting reading among children and teenagers is a challenge affecting the future shared by all literary stakeholders in the city. In response, a number of activities aimed at the youngest generations are run in the city to encourage them to read and write.

The **Catalan government Ministry of Culture** has supported two plans to promote reading. In the first of these (2008-2010), the aim was to improve people's reading habits and skills. The 2012-2016 **National Reading Plan** is currently being implemented.

Literature at School is a programme run by the **Institute of Catalan Letters** to encourage reading and to promote literature that gives students insights into the literary act, improves their reading comprehension and stimulates and boosts reading skills and knowledge of the language.

What Are You Reading?, set up by the Institute of Catalan Letters, is a virtual books community suitable for everyone. The community is divided by age groups (children up to 11; children and teenagers from 12 to 16; and everyone from the age of 17 upwards) into three forums in which members can share their impressions on what they have read.

Barcelona Libraries runs a range of cultural programmes and campaigns to promote reading that have been long-term successes. Under the umbrella title of **Small Print**, these initiatives are divided into Books on Stage (plays), Musical Aperitifs (educational pieces of music for children), Sack of Stories (storytelling), Join the Action (discovery workshops) and Parents Corner, subdivided into What Are We Reading? (conversations on children's literature) and First Steps (activities for babies and toddlers). Barcelona Libraries also organises creative writing workshops as part of its **Creations** programme on writing, short stories and oral and audio-visual narration. Libraries put on 2,389 activities, of which 1,105 were part of the Small Print programme, attended by 41,618 children and parents in 2014.

The **Literature for Children and Teenagers Documentation Service** at the Xavier Benguerel Library holds, studies and raises awareness of literature for children and teenagers, with a special emphasis on works and authors in the Catalan-speaking area. Its holdings contain more than 18,000 books and magazines from the early 20th century to the present day.



The **Catalan Council for Children's and Young Adult's Books (CLIJCAT)** is a federation of bodies that has been working to promote and raise awareness of books for children and teenagers since 1982. The CLIJCAT is a founding member of the Spanish Organisation for Children's and Young Adults' Books (OEPLI) and represents Catalan-speaking areas on the International Board on Books for Young People (IBBY). The CLIJCAT awards the **Atrapallibres Prize for Literature** and the **Young Protagonist Literature Award** in order to encourage reading, as young people make up the jury. It also organises special weeks and events that focus on literature for youngsters, book exhibitions and fairs, publishes the *Faristol* specialist journal, and conducts studies on readers' habits.

Another initiative, **VoxPrima** is not literature in its strictest sense but a group of writers, illustrators and linguists keen to bring about changes in primary education through 'PictuWriting'. Its programme is run at schools during classroom time and takes the form of creative writing workshops that include illustration as a fundamental element of the narration and which teach children the entire process of creating a book. VoxPrima was inspired by projects such as 826 Valencia in the United States, First Story and The Ministry of Stories in the United Kingdom and Fighting Words in Ireland.

With regard to reading volunteers, **LECXIT** is a programme run by the Bofill Foundation that is intended to boost children's success at school by improving their reading comprehension in a fun way. There are now more than 80 LECXIT points and any organisation can request one. Some of the libraries in Barcelona also participate in this project.

Since 2007, the **European Institute of the Mediterranean** and the **Anna Lindh Foundation** have been organising **A Sea of Words**, an international short story competition for authors aged between 18 and 30 in 43 Euro-Mediterranean countries. The theme for this year is sustainable and non-excluding development. The 2015 award ceremony is to be held in Barcelona.



Programmes for specific audiences

A number of bodies in Barcelona have devised programmes to make literature accessible for all, including people who have special needs.

Barcelona Libraries offers a wide range of activities intended to promote reading and cultural participation among particular audiences. For example, since 2013 the multimedia spaces in five libraries have been running an accessibility initiative for people with functional diversity that involves certain devices and specially designed software. The elderly and people with reduced mobility can enjoy the **Home Library**, a home lending and reading service. **Barcelona Welcomes You in Summer** is a project aimed at children and teenagers arriving in the city due to family reunification arrangements. Run during the summer, it makes Barcelona Libraries these youngsters' first cultural and social contact centre.

Since 2008, Barcelona Libraries has also organised the Seminar on Public Libraries and Social Cohesion, a forum for sharing worldwide experiences related to particular types of audiences.

The **Institute of Catalan Letters** has two programmes for specific audiences. **Literature in prison**, run in collaboration with the Prison Services of the Catalan government Ministry of Justice, is a programme to encourage reading and writing in prisons that takes the form of poetry and short story workshops and competitions. A collection of the best poems from each edition of the contest is published. In addition, cultural activities are good for people's health and so the Institute of Catalan Letters and the Public Health Service of Catalonia have created **Health & Literature**, seasons of literary talks that deal with the issue of health in health clinics, with gatherings attended by writers and literary experts.

With regard to literary education for seniors, the Barcelona University Extension Classes for Seniors (AULES-AUGGBCN) include four lectures a week in a range of disciplines, among them Catalan and international literature. A magazine to which members can contribute articles is published every three months. In addition, literary studies are offered at the University of Experience (University of Barcelona) for people aged over 55.

3.10

Literature and other artistic disciplines

The literary sectors in Barcelona are moving towards the blurring of the boundaries between genres and the tendency is for the various disciplines to converge with each other. The following examples present projects that blend literature and other artistic sectors of the UNESCO Creative Cities Network.

Literature and digital technologies: the Hermeneia research group

The Hermeneia research group consists of 23 researchers from around the world who analyse digital literature. As part of the **Kosmopolis** festival, the Director of Hermeneia, Laura Borràs, has organised a Cave Writing workshop with Robert Coover, a workshop on transmedia narrative design, and a conference on the Electronic Literature Collection. In 2016, Hermeneia will be organising an international exhibition of digital literature at the Arts Santa Mònica centre.

Literature and design: Arts Libris

Arts Libris – International Contemporary Publishing Fair presents artist's books, photobooks and contemporary bibliophile editions by 20th and 21st-century artists. This year, the event has consolidated its position as a platform for publishing output, dissemination and exchanges with the creation of the AL Series collection of artist's books. The 2015 fair was attended by more than 70 exhibitors from home and abroad and the second International Symposium on Publishing and Collecting was held, featuring for the first time Speakers' Corner, a dynamic forum for discussion, dissemination and exchanges between the publishers who took part.

Literature and film: Barcelona Libraries

Barcelona Libraries is partner to the **Filmoteca de Catalunya** in an ongoing collaborative initiative for those occasions when an author or speaker has a particular connection with film. In addition, the Xavier

Benguereel Library specialises in film and organises the Screen and Literature season, which considers adaptations of literature for film. Lastly, Barcelona Libraries also involves itself in film by collaborating with festivals and showcasing its audio-visual catalogue, as in the case of BCNegra and the forthcoming Eurocon convention.

Literature and film: Alpha Channel

Alpha Channel, part of the **Kosmopolis** festival at the CCCB, presents a programme of documentaries, shorts, animated pieces, films, videos and visual experiments inspired by literature. In 2015, a feature-length film was screened every day and a seminar on television series that draw on literature has been arranged. The channel's international focus is evident in the screening of productions from Bulgaria, Canada, France, Germany, Hungary, Ireland, Italy, Slovenia, the United Kingdom and the United States in recent editions of the festival.

Literature, music and film: First Person

First Person is a festival at the **CCCB** that explores literature that has a direct connection with the reader, and offers a multidisciplinary programme that explores the poetics of the self. It provides an opportunity for authors from every generation to speak through novels, monologues, comics, films and songs and has been attended by international writers, such as Junot Díaz and Irvine Welsh, and musicians, among them Gerard Love and Sleaford Mods.

Literature, music and film at municipal festivals

The major literary festivals organised by Barcelona City Council are premised on the concept that literature can also be disseminated through other disciplines and include international artists on the billing.

For example, **BCNegra** – the crime-writing festival in Barcelona – always has a close connection with music and film and has a programme that unfailingly includes writers from around the world and links this genre of writing to issues such as economics and health. It regularly features jazz and blues concerts, while the Filmoteca puts on a special season to accompany it.

Barcelona Poetry Week includes international poets, especially during the Barcelona International Poetry Festival, held at the Palau de la Música Catalana concert hall. The festival's programme features a number of concerts, which in 2015 included singer-songwriters, opera and tango, and the screening of three films.

3.11

International literary co-operation

Barcelona has a long history of international development co-operation. The projects carried out in recent years include co-operation related to libraries, reading and education.

As outlined in **Barcelona City Council's** Master Plan for Development Co-operation, Solidarity and Peace, the city is keen to continue contributing to development through international co-operation. The combination of phenomena such as globalisation and political decentralisation is helping to create a new scenario for international relations and development co-operation given that cities are acquiring a central role in them.

Barcelona has been a member **city of refuge of ICORN** (International Cities of Refuge Network) since 2007. The Guest Writer Programme, run by the **PEN Catalan Centre**, provides protection for writers who are persecuted for pursuing their profession. The city of Barcelona has taken in Basem Al-Nabriss, Sihem Bensedrine and Salem Zenia, who have featured in literary activities in the city, resulting in an extremely valuable cultural exchange.

Barcelona Libraries has a consolidated programme of co-operation with cities further south, in particular in relation to **knowledge transfer and library management**. An example of this is its collaboration with cities in Morocco. As part of Med-Act: Modernisation and Internationalisation of Libraries in the Geographical Area of the Mediterranean, libraries in Morocco were given computer equipment and software to manage their holdings, training for librarians was planned, activities for young people were set up and artist exchanges organised. As a result of this experience, an excellent collaborative relationship has been forged between Barcelona Libraries and the Central Library in Fez. The director of the library in Fez has made several visits to Barcelona for training and cultural exchanges have taken place. Similarly, Tétouan Urban Community and Barcelona City Council have been working together to optimise the use of libraries in local cultural centres.

Since 2010, exchanges have been taking place in Medellín with Barcelona Libraries to encourage more people to take up reading, to make institutions stronger and to build professionals' capacities. Bilateral knowledge transfer projects include the **Medellín-Barcelona International Reading Club** and the **Letras de mar blog on culture for children**. In 2014, work also began on a similar project on knowledge transfer between libraries with Cali and Bogota.

Barcelona City Council's Department of International Co-operation has been working since 2008 on the **Programme to Improve the Network of Municipal Libraries in Maputo**. There are two main aspects to this project: devising the proposed library network; and redirecting the existing library model, with a particular emphasis on human, documentary and computer resources, in conjunction with the territory and spaces. This co-operation has resulted, for example, in school visits to libraries and easy reading clubs.

There are other institutions in Barcelona that have also carried out international co-operation projects related to reading, literature and language. For example, **Linguapax International** is an NGO dedicated to the appreciation and protection of linguistic diversity worldwide. It was set up by UNESCO in 1987 and has been based in Barcelona since 2001.

The **CCCB** also engages in international co-operation through projects such as the **Latin American-European Cultural Ring**, an intercontinental happening in which digital technologies and collaborative platforms promote dialogue, sharing, co-creation and thinking between five cultural institutions from the two continents. The CCCB has international partnerships with the Literature Across Frontiers (LAF) European platform and the European Society of Authors (ESA), among others.

Since 2003, the **Institute of Catalan Letters** has organised the **Parallel Voices** season of poetry, in which four foreign and four local poets read their poetry in their own language, a play of parallel voices that has included Portuguese, Basque, Welsh, Asturian and Italian poets.

Lastly, the **Ramon Llull Institute** participates in the **Schwob European project**, which does not deal with co-operation between two cities but instead seeks to co-operate with other literatures. Schwob works to publish and promote translations of modern classics that have received limited international attention or which have not been translated. The partners in the project are literary institutions in Poland, Finland, Wales and the Netherlands.







4

**Barcelona
City of
Literature
action plan**

As a member of the UNESCO Creative Cities Network, Barcelona proposes a series of medium-term projects to achieve the network's objectives:

A new amenity that will link writers to the city by mounting an innovative range of activities for all audiences as well as literary research initiatives.

The shifting of the programming of a cultural centre towards literature, while making it more international and multidisciplinary in scope.

The implementation of new campaigns that use digital technologies to promote reading.

The organisation of international professional gatherings that will boost the sharing of ideas, knowledge and best practices.

Support for writers to travel as a key element in raising awareness of world literature.

The promotion of the St. George's Day model as an exemplary literary and participative event that can mobilise culture as a form of civic advancement.

Work has already begun on getting these projects underway in collaboration with various stakeholders in the literary world in the city. Seeing these projects through to completion is another demonstration of Barcelona's commitment to literature as a driver of transformation and we want to share them with other UNESCO Cities of Literature.

A literary center for dissemination and research

Vil·la Joana is the farmhouse where the 19th-century Romantic poet Jacint Verdaguer spent his final days. In April 2016, it will open its doors as an innovative centre of literary heritage designed and run by the **MUHBA**.

This heritage centre will offer spaces for programmed cultural events, a research centre and a museum specialising in the historical relationship between cities and writers. It will also deal with Barcelona's relationship and position vis-à-vis universal literature, with a special emphasis on Verdaguer.

The programme of activities organised by the house will include visits by authors, activities for children, visits for school parties, outings to enjoy the natural heritage of Collserola and literary itineraries around the city.

The programming for the public will be organised in three main blocks:

1

Barcelona and Literary Heritage, with talks open to the public on local and international literature, as well as academic congresses.

2

Languages Applied to Literature, to include the screening of literary films, workshops on new technologies applied to literature and a literary museography project.

3

Barcelona and Literary Creation, which will promote gatherings for authors and seasons to stimulate literary creation, as well as activities to encourage people to take up reading poetry and to foster oral literature and literary itineraries. The celebration of Verdaguer Day on 10 June will also be supported.

The research space will serve as a centre for the Barcelona-Europe Master's Degree taught by the University of Barcelona, which organises the Barcelona-Paris International Symposium on intellectual transfers and cultural capitals, as well as the postgraduate course on the intellectual history of Barcelona.

This ambitious programme will turn Vil·la Joana into a literary space that will combine education, academic research and creation accessible to a large segment of the public, and which will adopt a multidisciplinary approach and a modern perspective.

Innovation in literary programming throughout the year

Kosmopolis, originally conceived as a biannual festival, will be transformed into a platform for programming designed expressly to expand audiences, thereby turning the **CCCB** – our largest cultural centre – into a house of literary all year round.

Kosmopolis, a multidisciplinary event, will include film and video art, as well as dialogues between writers and visual artists, musicians, actors, architects, designers, sociologists and scientists. Efforts in relation to audiences will be aimed particularly at involving millennials, young people aged between 17 and 35. An example of this work is the organisation in 2016 of the Eurocon festival of science fiction and fantasy literature.

The clear connection with other artistic and scientific disciplines promoted by Kosmopolis, as well as its international programming that will turn attention to other Cities of Literature, will make it possible to create a central place of creativity that will radiate from Barcelona towards the other members of the programme and vice versa.

Barcelona Libraries: encouraging reading in the digital era

In the coming four years, **Barcelona Libraries** will be setting in motion a plan to promote reading that is particularly aimed at making it a tool for social cohesion and access to digital technologies. Barcelona Libraries designs its action plans around challenges such as the promotion of reading, libraries in the digital environment, the role of libraries in fostering social inclusion, and proximity and sustainability as values.

Further to this, the **eBiblio** electronic lending service will be launched and complemented by an electronic reading club and a programme for young readers involving mobile device apps for storytelling and a lending service for digital children's books for tablets.

Libraries' cultural programming will be made available via streaming and musical content available in digital environments will be promoted.

Cultural programming will be enhanced as a basic tool to promote reading and access to information and knowledge. The library expansion programme will continue and will include, among other amenities, the construction of the Central Urban Library. Lastly Barcelona Libraries will participate actively in the UNESCO Creative Cities Network.

One of the complementary projects to be pursued in the coming years is a **plan to support bookshops** as a fundamental element of the Barcelona literary ecosystem. This plan will be under the aegis of the Barcelona Institute of Culture. Literary tourism will also be encouraged by means of **new editions of literary guidebooks** on the city, to be published in various languages through the Publishing Services of Barcelona City Council.

International gathering for publishers

Barcelona will provide for the Cities of Literature programme a place for professionals in the book sector to meet by hosting an **international gathering of publishers** to discuss and promote the future of the industry.

This meeting, to be organised in collaboration with **Pompeu Fabra University**, the **Catalan Guild of Publishers** and the **Barcelona Institute of Culture**, will be open to all publics at the central venue of the university campus in Ciutadella Park. Grants will be offered to young publishers and to publishers from countries that are underrepresented to enable them to attend.

The programme will promote opportunities for traditional books and for digital books and will feature speakers from Spain, Latin America and other countries, with a special emphasis on UNESCO Cities of Literature.

To make the most of this momentum throughout the year, the **Ramon Llull Institute** will expand its current programme of invitations to foreign publishers and writers to Barcelona and will develop a specific programme for professionals working in the field of literature for children and young people. In addition, the **Association of Professional Translators and Interpreters of Catalonia** is preparing Barcelona's bid to host the 2020 **World Congress of the International Federation of Translators**.

Other aspects of international co-operation aimed at professionals in the literature sector being pursued by the city are the **Barcelona Libraries** knowledge transfer initiatives, to be implemented shortly in Bucharest and Bogota.

The movement of writers between Cities of Literature

Barcelona regards the movement of ideas, creative energy and particularly of creators as a crucial aspect for the vitality of the UNESCO Cities of Literature programme. We will, therefore, be devoting a special part of the programming of cultural centres and festivals to **UNESCO Cities of Literature** to provide an opportunity for their writers to attend them.

It is also a priority to build more **bridges for exchanges with Latin America**, making the most of the longstanding historical and cultural relationship that Barcelona has with a number of cities on this continent. As an **ICORN city of refuge for persecuted writers**, Barcelona will also expand the ability of persecuted authors to travel, thereby supporting freedom of expression.

To this end, the **Ramon Llull Institute** will increase the aid available to help local writers participate in festivals and events around the world, with particular attention to the opportunities that may arise within the Cities of Literature programme. For example, Barcelona will be the Guest of Honour at the Warsaw Book Fair in 2016.

A great civic festival of literature

Barcelona celebrates **UNESCO World Book** and **Copyright Day** like no other city in the world. This day will be a special occasion for raising the visibility of the programme and for contributing to it by incorporating Cities of Literature into existing activities.

We would like to promote this festival among the Creative Cities, as it is an ideal vehicle for transforming culture into an agent of social cohesion, bringing readers and writers, publishers and booksellers together in a celebration of knowledge and shared values.

This essentially local festive event is an opportunity for the public and for the publishing industry, which sold 1.5 million books on just one day in 2015. Writers are accorded a preeminent role on this day, meeting readers and signing books all around the city.

In order to foster exchanges between different bodies of literature, part of our budget will be allocated to bringing authors from **UNESCO Cities of Literature**, as well as cultural managers and representatives of these cities, to Barcelona to share in this literary experience that is without equal anywhere in the world.

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Barcelona City of literature team

To co-ordinate these projects and to promote new activities related to literature in the city, a unit responsible for all the functions to do with the Cities of Literature programme will be set up within the **Barcelona Institute of Culture**. The staff on this team will be the point of contact for UNESCO and the programme at a local and an international level. This unit will be supervised by the City of Literature Candidature Council, which will meet regularly, as it has during the preparation of this candidature.

The working group consisting of the **Barcelona Institute of Culture**, the **Barcelona Libraries Consortium**, the **Ramon Llull Institute** and the **Institute of Catalan Letters** will continue to work together with the **Candidature Council** to create new literary projects that will benefit sustainable urban development.

One of the initial priorities will be to draw up a **specific agenda** so that all the literary events in the city can be publicised in a centralised manner. As a complement to this, Barcelona City Council's Publishing Services will launch a new collection specialising in authors who have connections with the city and literary routes.

The unit will also co-ordinate with the media and with Turisme de Barcelona to promote literary tourism and to forge links with other member cities of the programme.

The candidature website will be converted into the **Barcelona City of Literature** website, which will disseminate information regarding the programme's activities and local literary initiatives.

As the City of Literature unit will be part of the Barcelona Institute of Culture, it will benefit from the institute's channels of communication and its presence on social networks (Facebook, Twitter, Instagram and LINE), a news bulletin and the Barcelona Cultura website.

The estimated budget for this project is €170,000, which will be spent on co-ordination, communication and programming specific activities. Of the total, 66% will be allocated to local activities and 33% to international projects, which will include networked projects with other cities and the annual Creative Cities meeting.

As an integral part of the Barcelona Institute of Culture, the Barcelona UNESCO City of Literature office will be resourced by the City Council, while specific alliances will be forged with appropriate partners to carry out local and international activities.

Candidature Council

Barcelona Institute of Culture, Barcelona City Council	Catalan Guild of Booksellers	Association of Professional Translators and Interpreters of Catalonia	Combel
Barcelona Libraries Consortium	Espais Escrits Network of Catalan Heritage Network	Association of Professional Illustrators of Catalonia	Comanegra
Institute of Catalan Letters	Institute of Catalan Studies	Catalan Book Chamber	Gràcia's Booksellers
Ramon Llull Institute	Barcelona History Museum	Ediciones B	La Central
Directorate of International Solidarity and Co-operation Services, Barcelona City Council	El Born Cultural Center	Edhasa	Laie
Directorat of Publishing Services, Barcelona City Council	Public Libraries of Catalonia	Anagrama	Llibreria Calders
PEN Catalan Centre	National Library of Catalonia	Grupo Planeta	MB Literary Agency
Centre of Contemporary Culture of Barcelona	Association of Catalan Language Writers	Edicions 62	BCNegra
UNESCO Center of Catalonia	Catalan Authors Association	Penguin Random House	Barcelona Poetry Festival
University of Barcelona	Catalan Publishers Association	RBA	Món Llibre
Autonomous University of Barcelona	Librarians Association of Catalonia	Roca	Barcelona Novel·la Històrica
University Pompeu Fabra	Catalan Council for Children's and Young Adults' Books (CLIJCAT)	Destino	Catalan Book Week
Open University of Catalonia	Barcelona Athenaeum	Acantilado / Quaderns Crema	Kosmopolis
Catalan Guild of Publishers	Barcelona Athenaeum Writing School	Salamandra	Hipnotik Factory
		Galaxia Gutenberg	FICOMIC
		Enciclopèdia Catalana	Tantàgora
		Llegir en Català	Manuel Vázquez Montalbán Studies Association
		L'Altra Editorial	Paco Candel Foundation
		Libros del Asteroide	
		Malpaso	
		Meteora	
		Edicions de 1984	

*Members updated to July 31st 2015

Credits

This bid is an initiative spearheaded by **Barcelona City Council – Barcelona Institute of Culture**, with the supporting partners of **Barcelona Libraries Consortium, Ramon Llull Institute** and **Institute of Catalan Letters**.

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Application of Barcelona to the UNESCO Creative Cities Network

Barcelona, July 2015

More information:

www.barcelona.cat/ciutatdelaliteratura



**Barcelona
City of
Literature**

Bid to join UNESCO
Creative Cities Network



**Ajuntament
de Barcelona**



Generalitat de Catalunya
**Departament
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**institut
ramon llull**
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Generalitat de Catalunya
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