

in Krakow

**Witold Gombrowicz,
(Operetta, 318)**



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A LITERARY PHENOMENON

BOOK FAIR IN FIGURES

The International Book Fair in Kraków® is an annual event dedicated to the publishing and bookselling industry, and organised since 1997 by Targi w Krakowie Ltd. Aimed at promoting readership, the event is open to the general public. Its exhibitors include Polish and international publishers, book distributors and wholesalers, bookstores, cultural institutions, associations active on the Polish book market, electronic media distributors, printing houses and paper manufacturers.

The International Book Fair in Kraków® is the trademark of the city, a platform to promote good books, get together, share ideas and discuss literature. It is also the largest literary event in Poland and serves to consolidate the image of Kraków and Małopolska as a region that for centuries has set the course for Polish culture, defined the pace of change, influenced readers' tastes and shaped literary trends.

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In 2023, the 26th International Book Fair in Krakow® attracted:

52 353 offline visitors,
including

18 323 young people under the age of 26.,

more than **20 000** online visitors,

480 exhibitors,

5671 industry guests,

673 journalists and online content creators,

and:

872 side agenda meetings,

6985 media and social media mentions.



2024 YEAR OF WITOLD GOMBROWICZ

The Senate of the Republic of Poland designated 2024 as the Year of Witold Gombrowicz. Coinciding with his 120th birthday, the celebration offers an ideal opportunity to reflect on the topicality of his work and his broader vision of the world. This is why we decided to use a quotation from Gombrowicz's "Operetta" as the motto of the 27th International Book Fair in Kraków.

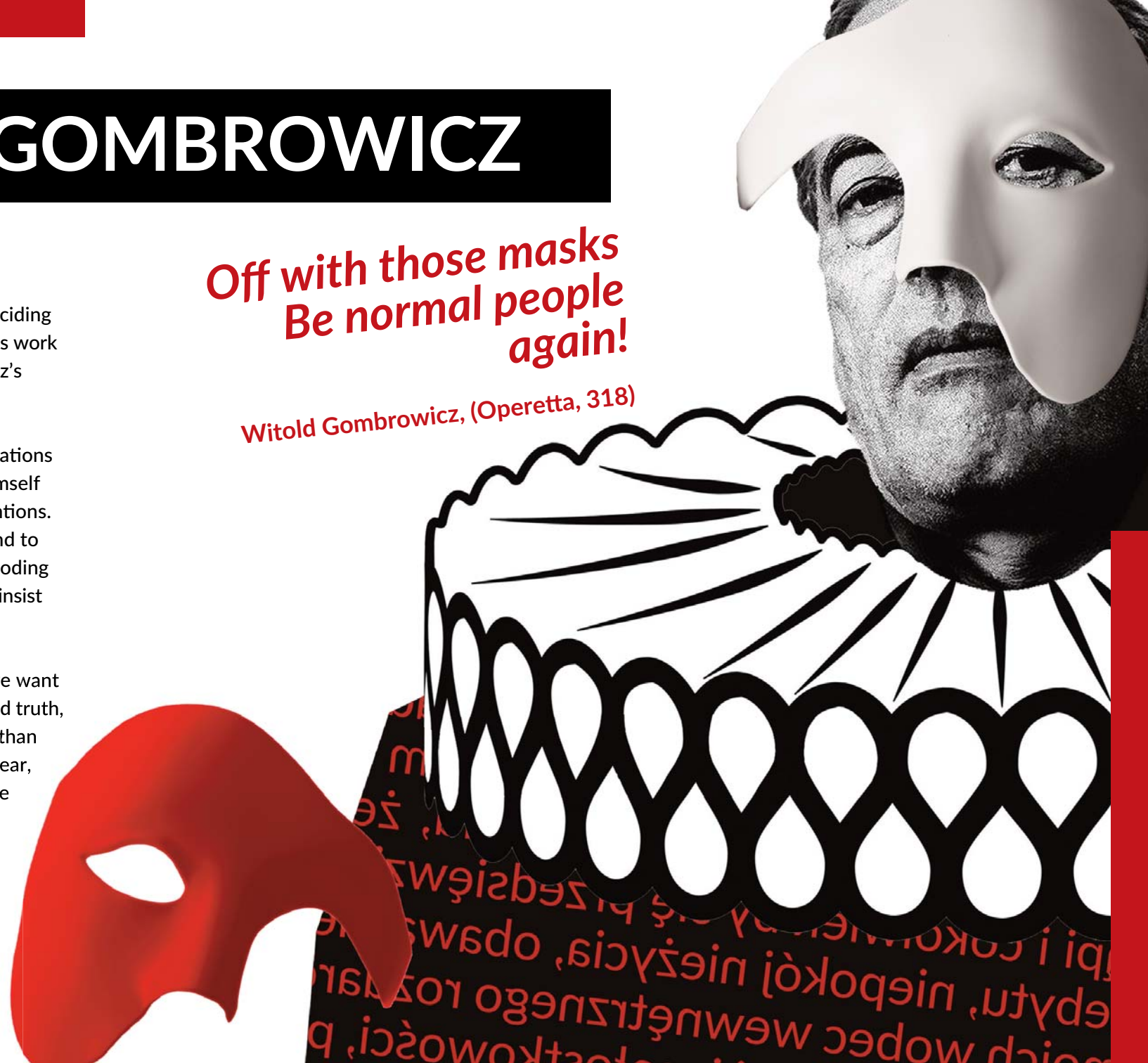
An iconoclast, a provocateur, a rebel, an individualist, an exile – those are but some of the designations that have been used to describe Witold Gombrowicz. However, Gombrowicz never really let himself or his work be pigeonholed, and remained forever elusive, an individual outside of social conventions. Stereotypes, social niceties, artificiality, judgments and labels are all facts of life to which we tend to succumb. This is why, especially in an era when social media manufacture an artificial reality, flooding us with touched-up photos, and truth increasingly fades into fiction, it is particularly important to insist on authenticity both in the online and the offline world.

Authenticity has no age or gender, skin colour, religion or political belief. And this is the value we want to uphold at the International Book Fair in Kraków®. This year, we will emphasize authenticity and truth, throwing off social masks and breaking stereotypes, in order to show that the book fair is more than just a collection of book stands; it is all about people: our exhibitors, authors and readers. This year, the EXPO Kraków International Exhibition and Convention Centre will once again serve as a venue for people from different walks of life, cities and countries, who all share a common passion for literature.

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**Off with those masks
Be normal people
again!**

Witold Gombrowicz, (*Operetta*, 318)



BORDERS OF LITERATURE

The International Book Fair in Kraków® is a place of encounters with world literature, a platform to exchange ideas, thoughts, experiences, and a space to discover the literary potential hidden in international literature. By crossing official state borders, it opens up a channel of communication between book writers and readers all over the world. In an era of globalisation, where cultural differences are increasingly blurred, international exhibitors show that it still makes sense to bet on the local, one that defends its separate status but remains open to new patterns and behaviours, combines tradition and modernity, and cultivates the soil from which it issues forth, while respecting the other. Thanks to its international visitors, the book fair is a place to discover the other and establish a dialogue between different literary traditions.

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INTERNATIONAL GUESTS

Australia, Austria, Bulgaria, Czech Republic, France, Germany, Great Britain, Greece, Hungary, Ireland, Israel, Italy, Latvia, Lithuania, Netherlands, Norway, Romania, Slovakia, South Korea, Spain, Ukraine, USA.



THE POWER OF DIVERSITY

Here are but some of the guests of the International Book Fair in Krakow®

Marta Abramowicz, Weronika Ancerowicz, Jurij Andruchowycz, Jeffrey Archer, Darren Baker, Joanna Balicka, Jacek Bartosiak, Władysław Bartoszewski, Justyna Bednarek, Frederic Beigbeder, Zdzisław Beksiński, Joe Bialowitz, Marlena de Blasi, Katarzyna Bonda, ks. Adam Boniecki, Wojciech Bonowicz, François Boucq, Grégoire Bouillier, Jerzy Bralczyk, Agnieszka Brückner, Jonathan Carroll, Wojciech Cejrowski, Sorj Chalandon, Maxim Chatam, Wojciech Chmielarz, Sylwia Chutnik, Stefan Chwin, Dorothy Cummings, Michael Cunningham, Max Czornyj, Małgorzata Czyńska, Jakub Ćwiek, Ryszard Ćwirlej, C.J. Daugherty, Agnieszka Dauksza, Norman Davies, Jacek Dehnel, Krzysztof Detyna, Penelope Douglas, Andrzej Dragan, Jacek Dubois, Jacek Dukaj, Tomasz Duszyński, Wojciech Dutka, Petra Dvořáková, Anna Dymna, Choi Eunyoung, Michał Figura, Anna Gacek, Marta Gajewska, Gabriela Gargaś, Małgorzata Garkowska, Barbara Gawryluk, Dorota Gąsiorowska, Konstanty Gebert, Guido van Genechten, Nina George, Sylvie Germain, Janusz Głowacki, Anna Goc, Małgorzata Gołota, Mieczysław Gorzka, Artur Górski, Albena Grabowska, Katarzyna Grochola, Zuza Grupa, Mikołaj Grynberg, Gaja Grzegorzewska, Małgorzata Gutowska-Adamczyk, Magdalena Hajduk-Dębowska, Róża Hajkuś, K. N. Haner, Julia Hartwig, Mo Hayder, Michał Heller, Hubert Hender, Gosia Herba, Mirosław Hermaszewski, Felicitas Hoppe, Michel Houellebecq, Paweł Huelle, Jacek Hugo-Bader, Jerzy Illg, Roberto Innocen, Kazuo Ishiguro, Emilia Jachimczyk, Aneta Jadowska, Wojciech Jagielski, Joanna Jagiełło, Sabina Jakubowska, Kamil Janicki, Izabela Janiszewska, Agnieszka Jankowiak-Maik, Wiktor Jerofiejew, Paulina Jurga, Małgorzata Kalicińska, Ryszard Kapuściński, Ignacy Karpowicz, Grzegorz Kasdepke, Michał Kempa, Etgar Keret, Ludwik Jerzy Kern, Marta Kisiel, Hubert Klimko-Dobrzaniecki, o. Leon Knabit, Magda Knedler, Katarzyna Kobylarczyk, Jacek Komuda, Magdalena Kordel, Rafał Kosik, Marek Krajewski, Hanna Krall, Agnieszka Krawczyk, Antoni Kroh, Katarzyna Kubisiowska, Joanna Kuciel-Frydryszak, Wojciech Kuczok, Jean-Marie Laclavene, Joanna Lamparska, Åsa Elena Larsson, Stanisław Lem, Michele Lesbre, Roma Ligocka, Ewa Lipska, Mikołaj Łoziński, Magdalena Majcher, Robert Makłowicz, Nela Mała Reporterka, Jacek Małecki, Carlo A. Margli, Emilio Pascual Marn, Dorota Masłowska, Marcin Meller, Jean-Pierre Milovanoff, Czesław Miłosz, Zygmunt Miłoszewski, Jan Miodek, Krystyna Mirek, Andrzej Mleczko, Jorge Moliś, Petra Morrsbach, Marcel Moss, Sławomir Mrożek, Remigiusz Mróz, Herta Muller, Wiesław Myśliwski, Aleksandra Negrońska, Eshkol Nevo, Chris Niedenthal, Marek Niedźwiedzki, Anna H. Niemczynow, Sven Nordqvist, Katarzyna Nosowska, Izabella Nwowaczyk, Marianna Oklejak, Rafał Olbiński, Łukasz Orbitowski, Szahrnusz Parsipur, Tomasz Patora, Leonardo Patrignani, Valérie Perrin, Maria Peszek, Grzegorz Piątek, Jerzy Pilch, Andrzej Pilipiuk, Przemysław Piotrowski, Łukasz Piszczek, Grażyna Plebanek, Agata Polte, Julia Popiel, Edyta Prusinowska, Ewa Przydryga, Katarzyna Puzyńska, Radek Rak, Leila Rasheed, Małgorzata Rejmer, Rasa Rimickaitė, Marzena Rogalska, Alek Rogoziński, Zbigniew Rokita, Anda Rottenberg, Tadeusz Różewicz, Dina Rubina, Jean-Christoph Ruffin, Michał Rusinek, Eustachy Rylski, Katarzyna Ryrych, Beata Sabała-Zielińska, Roberto Salvadori, Colee Samson, Andrzej Sapkowski, Peter Seewald, Vincent V. Severi, Zeruya Shalev, Dominika Słowikowska, Małgorzata Oliwia Sobczak, Natasza Socha, Filip Springer, Magda Stachula, Małgorzata Starosta, Andrzej Stasiuk, Marek Stelar, Jerzy Strzelczyk, Barbara Supeł, Witold Szablowski, Joanna Szczepna, Mariusz Szczygieł, Wit Szostak, Aga Szuścik, Wistawa Szymborska, Anna Świderkówna, Wojciech Tochman, Olga Tokarczuk, Barbara Toruńczyk, Szczepan Twardoch, ks. Jan Twardowski, Philipp Vandenberg, Delphine de Vigan, Andrzej Wajda, Adam Wajrak, Barbara Wicher, Krzysztof Wielicki, Janusz L. Wiśniewski, Radomir Wit, Magdalena Witkiewicz, Michał Witkowski, Anna Włodarkiewicz, Martyna Wojciechowska, Magdalena Wolińska-Riedi, Milena Wójtowicz, Barbara Wysoczańska, Adam Zagajewski, Krzysztof Zajas, Agnieszka Zakrzewska, Marek Zychła, Piotr Zychowicz, Katarzyna Zyskowska, Serhij Żadan, Jakub Żulczyk...



FESTIVALS, MEETINGS, EVENTS

In 2023 the Side Agenda featured:

872 meetings with **854**
authors, publishers and booksellers.

They took place as part of:

Meetings with Non-Fiction, Meetings with Fantasy, the Mountain and Travel Book Festival, the Women's Fiction Festival, the Dark Stories Festival and Meetings with YA Fiction, which will all return this year!



BOOK FAIR **STREAMING SERVICE** AND VIRTUAL **PLATFORM**

Just as previously, we will have a **Book Fair Streaming Service** and **Virtual Platform**, which attracted more than 20,000 viewers last year. Once again, we will be reporting from the very heart of the book fair. Famous and well-liked book journalists, such as Małgorzata Bugaj, Justyna Dźbik-Kluge, Adam Szaja and Łukasz Wojtusik will host meetings devoted to the most important issues on the publishing market today, talk about the situation of Polish publishers, current trends, reports and the situation of libraries and bookstores. They will also present bestsellers and hot new releases.



A SPACE FOR MEETINGS, PANELS AND INDUSTRY CONFERENCES

An important mission of the International Book Fair in Kraków® is to bring together various representatives of the publishing industry, including publishers, printing houses, paper manufacturers, translators, editors, graphic designers and librarians, at industry events and thus shape the future of the Polish book market. Year after year, the industry agenda of the International Book Fair in Kraków® keeps growing, delivering fascinating content of interest to anyone working in the publishing and bookselling industry.

The largest Book Agent Zone in Poland, which attracted book agents from Poland, France, Great Britain and Brazil, industry talks on future reading trends, anti-piracy protection, book sales forecasting, printing cost management, as well as meetings devoted to the Publishing Quality Certificate and Word2Picture, focused on the connection between the worlds of fiction and film – these are just some of the highlights of the industry agenda that will also return this year.



MODERN PROMOTIONAL CAMPAIGNS

The International Book Fair in Kraków® designs its promotional campaigns in line with the latest marketing trends in the publishing and events industry, taking into account the diverse needs of all its participants, visitors and exhibitors alike. Our mission is to reach out to a wide and diverse audience so as to give publishers a chance to fully showcase their publishing portfolio.

- A press conference for national and local media outlets
- An outdoor campaign –large-format posters in urban spaces
- Book fair posters, bookmarks, video spots shown on LED screens in cultural institutions, schools and libraries.
- PR campaigns and media advertising: TV, radio, press, online portals;
- Social media campaigns: Facebook, Instagram, LinkedIn, Tik Tok, YouTube;
- Promotional campaigns organised together with exhibitors, social media observers, bookstagrammers and influencers;
- Promotional gadgets: tote bags, posters, bookmarks and other accessories;
- Non-standard promotional cooperation with brands such as Good Lood, Medicine, Kabak.



MAJOR CHANGES

The 27th International Book Fair in Kraków® will repeat the formula tested last year, which was designed in response to new trends on the book market and with a mind to improving the comfort of visitors, authors, and exhibitors:

- an additional “Carpathia” Tent Hall, with an area of min. 3000 m², divided into sectors and zones, where top authors will be signing their books;
- an admissions limit and real-time admissions monitoring system;
- limited vouchers for selected meetings with top authors signing their books in Author Zones;
- Separate waiting lines for holders of online and regular tickets, for box offices, for school and industry groups, as well as seniors and visitors with disabilities;
- a larger food court with an outdoor food-truck and leisure area;
- a Book Shipping Point, where you can wrap up and mail the books you buy at the fair.



2023 IN FIGURES

480 exhibitors
52 353 visitors
20 000 streaming viewers
188 accredited journalist
485 accredited online content creators
854 authors
872 side agenda meetings
5671 industry guest
1708 media mentions
5277 social media mentions



Czytelnictwo

Nastolatki czytają więcej niż

Lepiej nie wracać do ulubionych lektur z czasów dzieciństwa, bo większość nie wytrzyma próby czasu.

ROZMOWA Z
DR PAULINA MALOCHLEB
krytyczką literatury

MALGORZATA SKOWROŃSKA:
Mam w głowie taki widok z Targów Książki – kilkunastometrowe kolejki nastolatków przede wszystkim w kolejkach po autograf ulubionego autora czy influencerki

nielubianego wśród młodzieży. Tak zwanymi intensywnymi czytelnikami w 2022 roku było 3 proc. badanych w tej grupie wiekowej, a w 2022 już 18 procent. To jednak ogromny skok.

Ciągle słyszę narzekanie na to, co młodzi czytają. I sama też – jako matka nastolatów – zastanawiam się, czy to dobrze, że hurtowo czytają infantylne książki.



Kolejka czytelników oczekujących na wejście na Targi Książki w Krakowie

Warto przy okazji uściślić, skoro mówimy o tym, że wzrosło czytelnictwo wśród młodzieży, to czytają przede wszystkim dziewczyny. Chłopcy wypadają z czytelniczego obrotu w wieku 9-10 lat.

To na krakowskich Targach Książki jest bardzo widoczne. W tych ogromnych kolejkach do autotek young adult stały przede wszystkim nastoletnie dziewczyny.

– To kwestia tego, gdzie widzimy chłopców. Gdy są maśli, rano przychodzą do autotek i zaczynają czytać. Młode nawet będą je razem czytać, jednak kiedy zaczynają pisać szyb-

JAN DŁUGOSZ AWARD



The Jan Długosz Award Competition is an exceptional annual initiative that accompanies the International Book Fair in Kraków®. The award goes to publications that have crucially contributed to the development of world science and culture. The strategic objective of the competition is to promote academic and popular books devoted to the humanities, by activating and mobilising Polish publishers to publish the achievements of Polish scholars and researchers. Books nominated for the award help us learn more about the world and understand it better and play an important role in shaping the most fundamental and universal values of our civilisation. They are a source of in-depth knowledge, providing us with ample food for thought; they can be not only read, but also studied. These works also serve to consolidate the image of Kraków and Małopolska as a region that for many centuries has set the course for the development of Polish thought, defined the pace for change and shaped the national identity of the Polish people. Longlisted books are likely to become fundamental sources for building Polish historical and cultural consciousness



The contest is open to books by Polish authors, which were first published in the previous year. The run-up to the competition is overseen by a jury made up of prominent figures in the academic community, including professors: Władysław Stróżewski (chair), Andrzej Chwalba, Dominika Dudek, Małgorzata Kossowska, Andrzej Mączyński, Ryszard Nycz, Jan Ostrowski, Leszek Polony, Piotr Sztompka. Every year, the jury announces a shortlist of ten titles, out of which it then selects the winner. The results are announced during a festive gala that always takes place on the first day of the International Book Fair in Kraków® and is attended by all the nominees, as well as publishers, important figures from the world of culture and academia, media outlets and state officials.



A PROFESSIONAL ORGANISER

As a professional book fair organiser, Targi w Krakowie guarantees:

- top-quality services,
- a customised approach,
- attention to detail,
- comprehensive technical support,
- an integrated marketing campaign,
- professional support for all types of promotional campaigns,
- complete transparency.

EXPO KRAKOW

The EXPO Kraków International Exhibition and Convention Centre in numbers:

- 14,000 m² of usable space,
- two halls with a total area of 9,000 m²,
- a "Carpathia" tent hall with an area of 3,000 m²,
- air-conditioned modular conference rooms,
- a spacious lobby,
- a restaurant,
- more than 700 parking slots,
- A BEZPIECZNE TARGI (SAFE TRADE FAIR) certificate issued by the Polish Chamber of Exhibition Industry



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