

From the book to the screen

The International Book Fair in Krakow® will connect publishers with the film industry

The largest literary event in Poland will become a place where more Polish films, series and animations have a chance to be born. During the 29. International Book Fair in Krakow®, which will take place on October 22-25, 2026 at EXPO Krakow, will debut the Adaptation Zone – a new initiative of the Krakow Fair, implemented in cooperation with Word2Picture, a section of the Conrad Festival. The aim is to create a bridge between the Polish publishing market and the audiovisual industry.

The International Book Fair in Krakow® is an event on a huge scale. We want to use this potential. In the Adaptation Zone, publishers, authors, film producers, series creators, representatives of streaming platforms and animation studios will be able not only to talk about adaptations, but above all to establish relationships and initiate specific projects – emphasizes Wiktoria Penszkal, Coordinator of the Accompanying Program of the International Book Fair in Krakow®.

Polish literature has been experiencing a real renaissance on the screen for several years. More and more bestsellers are hitting cinemas, television and streaming services, and producers are increasingly looking for inspiration in books. Until now, however, there has been a lack of a place where both industries could meet, exchange experiences and start talks about new projects. This gap is to be filled by the International Book Fair in Krakow®.

One place, the entire book market

It is no coincidence that the Adaptation Zone will be created at the International Book Fair in Krakow®. No other event in Poland gathers such a large group of authors, publishers and owners of rights to books in one place. Last year's edition was attended by 531 exhibitors, 1084 authors from Poland and abroad, 7830 representatives of the publishing and bookselling industry and nearly 59 thousand readers. For film producers, series creators and representatives of streaming platforms, this means a unique opportunity to hold dozens of meetings with almost the entire Polish publishing market in a few days. There has never been such a space for initiating new film adaptations in Poland so far.

From idea to film adaptation

The programme of the Adaptation Zone has been prepared for both the publishing and audiovisual industries.

On Thursday, 22 October, there will be workshops for publishers on the preparation of publishing agreements, including the rights to film adaptations, as well as meetings on pitching literary projects and ways of thinking about the potential of a book adapted into a film at the stage of its creation.

The main point of the program will be the networking meeting Filmmakers × Publishers scheduled for Friday, October 23, the aim of which is to create a space for direct conversations and exchange of contacts between producers, representatives of streaming platforms, film and animation studios and publishers and authors.

- *We believe that such meetings are the best way to initiate new adaptation projects. Behind every successful film adaptation there is not only a good book, but also a conversation, trust and mutual understanding of the needs of both industries* – adds Ewa Bolińska-Gostkowska, Strategic Advisor of the Adaptation Zone project, Senior Foreign Rights Manager at the Znak Publishing House.

The organizers will also prepare a catalog of books with the greatest potential for film adaptation, which will help producers to quickly find titles that can become the basis for future films, series and animations.

Behind the scenes of the film adaptation of bestsellers

The Adaptation Zone will also be open to the public. The program includes meetings with authors, producers and screenwriters devoted to both finished film adaptations and projects that are yet to hit the screen.

Among the guests there will be m.in:

- Adam Mirek, PhD and Hugh Welchman (BreakThru Productions), who will talk about an animated series for children based on the bestselling book *Bebechy, or the Human Body under the Magnifying Glass* (ZNAK Emotikon)
- Maciej Siembieda, Piotr Dzięcioł (Opus TV) and screenwriter Kacper Wysocki, who will reveal the backstage of the work on the film adaptation of the novel *Gołoborze* (ZNAK Literanova)
- Małgorzata Oliwia Sobczak, Agnieszka Adaszewska-Rozenbicka (W.A.B.), Aneta Hickinbotham (Aurum Film), who will talk about the film adaptation of the bestselling *Colors of Evil* series.

Each film adaptation begins with one idea and one conversation. This autumn, many of them may start in Krakow.

REGISTRATION LINK FOR FILM GUESTS: <https://targiksiążki.exposupport.pl/industry/register>

Free entry for all 4 days.