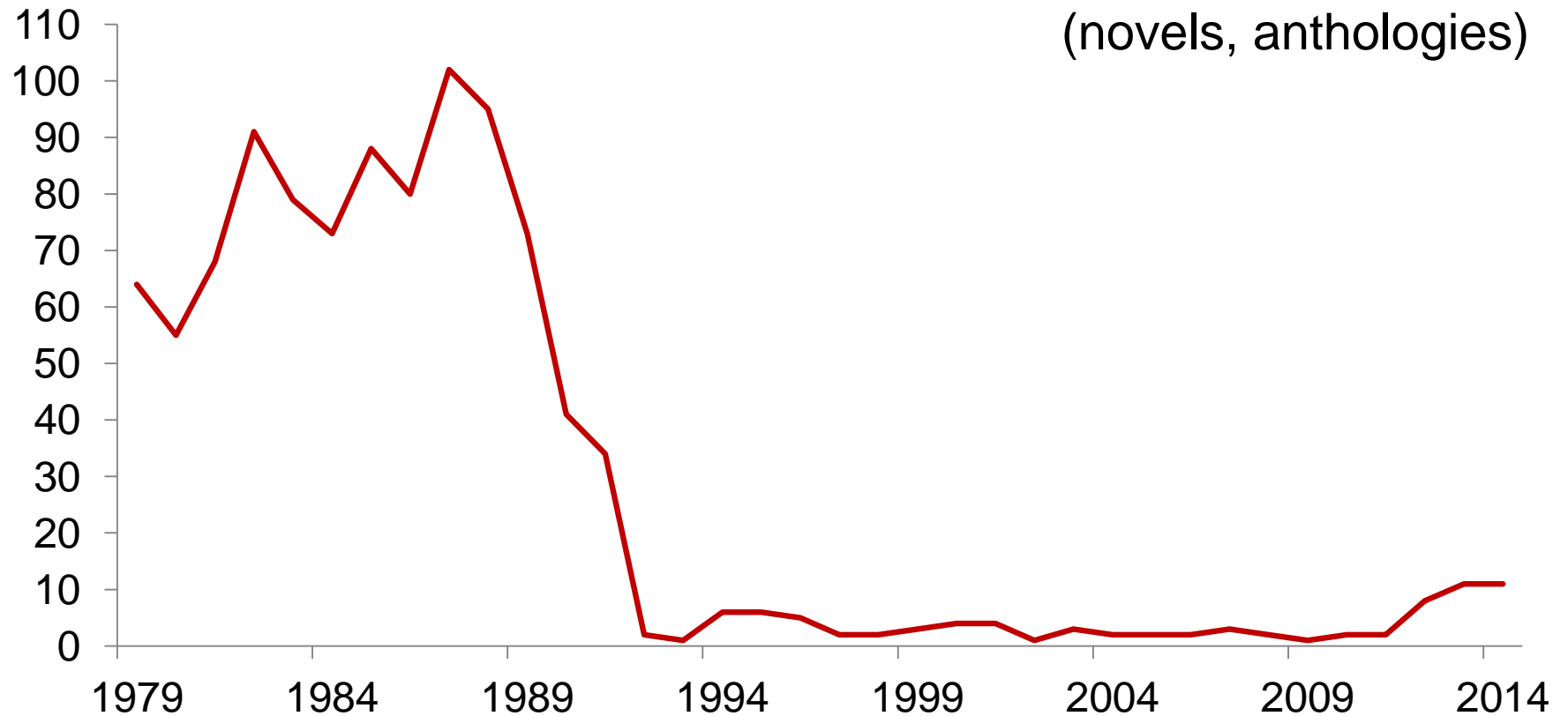


Agenting and Promoting Georgian Authors

ქართველი ავტორების
პოპულარიზაციის საკითხები

Number of Translations from Georgian 1979-2013



Ten years ago

„Survey of Georgian literary publishing with a view to (re-)establishing the literary exchange between Georgia and German speaking countries“ (Rachel Gratzfeld 2005)

Looking back 1991-2004

- After 1991 Collapse of centralized book market structures, stand-still of translation activity
- 1995 - Emergence of first private publishing houses
- 1996 Founding of Georgian Book Publishers and Booksellers Association; very first participation of Georgian publishers in the Frankfurt Book Fair
- 1997 First Tbilisi Book Fair
- 2004 **Beginning of my involvement with Georgia**

Founding of the agency

- | | | |
|------|--|--|
| 2006 | First informal arrangement
<u>(Santa Esperanza)</u> | |
| 2007 | Reading tour with Peter Stamm in Georgia | Georgian National stand at Frankfurt Book Fair |
| 2008 | Founding of the <u>Agency</u> for Georgian Literature | Frankfurt Book Fair: manifesto of 4 Georgian authors against the war |
| 2009 | Cooperation with 3 Georgian publishing <u>houses</u> and individual <u>authors</u> | |
| 2010 | Focus on German speaking countries | Launching of the “Program in Support of the Georgian Book and Literature” (Ministry of Culture);
LitTransfer (Goethe Institute) |

Activity of the agency

- Representation of fiction authors in German speaking countries and beyond
- “Information desk” for matters of Georgian literature for individuals and institutions
- Networking
- Arranging for expert readers and translators
- Writing summaries
- Editing translations

Translation samples are crucial

	Translators' workshop	Authors
2011	1st Georgian-German translators' workshop	E. Akhvlediani, G. Dochanashvili, Z. Burchuladze, M. Bakhsoliani, T. Melashvili
2012	Tamta Melashvili's Gatvla is published in German by Unionsverlag (translation N. Mikeladse-Bachsoliani)	
2012	2nd Georgian-German translators' workshop	A. Morchiladze, G. Chkvanava, Z. Leshava, A. Kordzaia-S.
2013	Ana Kordzaia's Me, Margarita is published in German by Schiler Verlag (translation S. Heinze)	
2014	3rd Georgian-German translators' workshop	A. Morchiladze, A. Kordzaia-S., I. Tavelidze, D. Kldiashvili

Issues, Requirements

Translations

- High-quality sample translations
- Intensification of translators' workshop
- Intensification of exchange between translators: translators' workshop with different target languages
- Cooperation between cultural institutions
- Guarantee availability of translators

Issues, Requirements

Georgian publishers

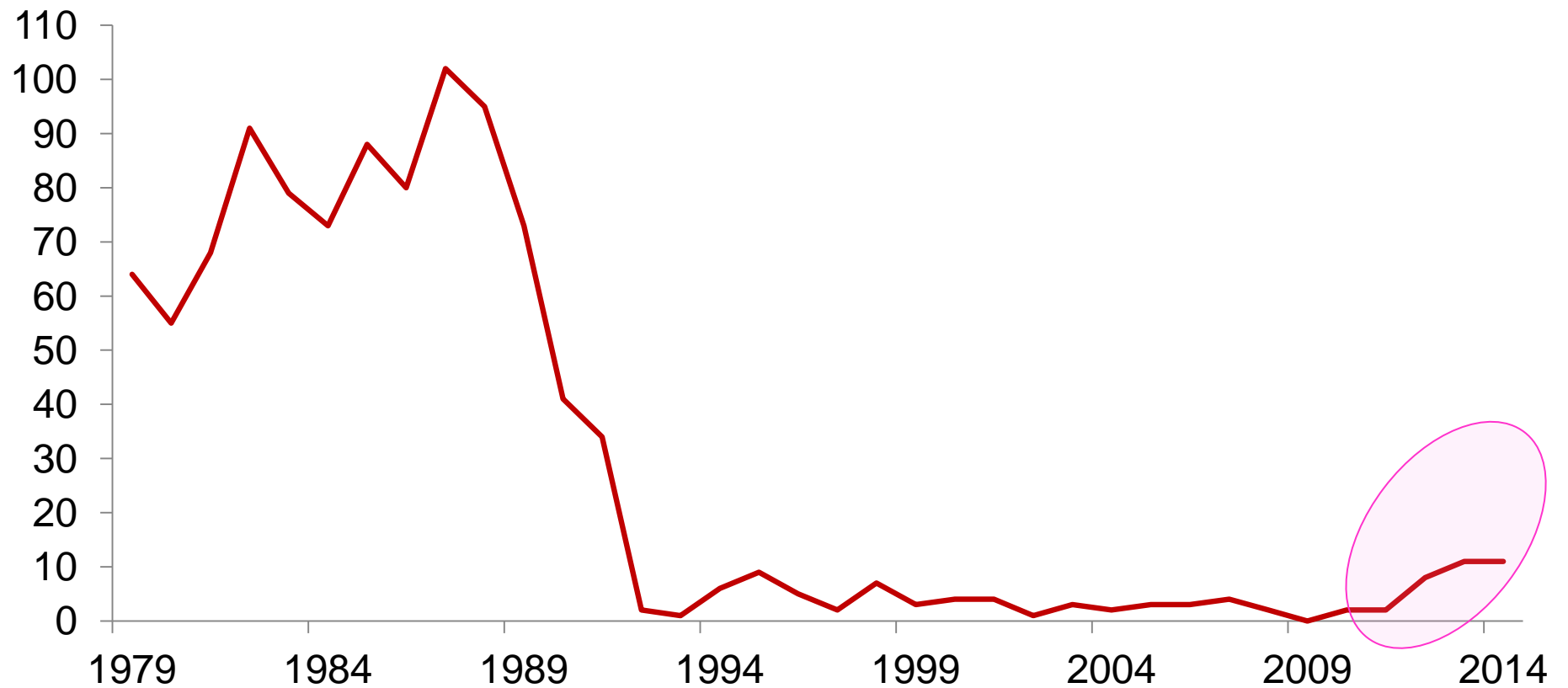
- Resolving copyright issues (translation rights)
- Professionalization of editors
- Solid information material, PR
- Careful, sustainable placement of authors
- Georgian authors' promotion abroad

Issues, Requirements

Foreign publishers

- Be curious
- Respond and react to (my) proposals
- Venture to commission reports
- Apply for subsidies – with moderation
- Observe payment terms (advance)

Looking forward



Thank you!
დიდი მადლობა
ყურადღებისთვის!

