Agenting and Promoting Georgian Authors

ქართველი ავტორების პოპულარიზაციის საკითხები
Agenting and Promoting Georgian Authors

Number of Translations from Georgian
1979-2013

(novels, anthologies)
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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)
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Looking back 1991-2004


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

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
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<tbody>
<tr>
<td>2006</td>
<td>First informal arrangement (Santa Esperanza)</td>
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</table>
| 2007 | Reading tour with Peter Stamm in Georgia  
Georgian National stand at Frankfurt Book Fair |
| 2008 | Founding of the **Agency** for Georgian Literature  
Frankfurt Book Fair: manifesto of 4 Georgian authors against the war |
| 2009 | Cooperation with 3 Georgian publishing **houses** and individual **authors** |
| 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

<table>
<thead>
<tr>
<th>Translators’ workshop</th>
<th>Authors</th>
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<tbody>
<tr>
<td>2011 1st Georgian-German translators’ workshop</td>
<td>E. Akhvlediani, G. Dochanashvili, Z. Burchuladze, M. Bakhosoliani, T. Melashvili</td>
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<tr>
<td>2012 Tamta Melashvili‘s <a href="#">Gatvla</a> is published in German by <a href="#">Unionsverlag</a> (translation N. Mikeladse-Bachsoliani)</td>
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<tr>
<td>2013 Ana Kordzaia‘s <a href="#">Me, Margarita</a> is published in German by <a href="#">Schiler Verlag</a> (translation S. Heinze)</td>
<td></td>
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<tr>
<td>2014 3rd Georgian-German translators’ workshop</td>
<td>A. Morchiladze, A. Kordzaia-S., I. Tavelidze, D. Kldiashvili</td>
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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
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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
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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)
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Looking forward

Literary Forum & Dialogue May 2014
Rachel Gratzfeld
Literary Agent for Georgian Literature
Thank you!
დიდი მადლობა
ყურადღებისთვის!