

Joy Pile

# The Frankfurt Book Fair

## Highlights from the 57th annual fair

**P**ageantry, prizes, and crowds—the 57th Frankfurt Book Fair, October 19-23, 2005, had all of those things and intellectual content, too. The opening celebrations included remarks by Petra Roth, Lord Mayor of the City of Frankfurt; Dieter Schormann, chairman of the German Booksellers and Publishers Association; representing Korea, the Guest of Honor at this year's fair, Ko Un, a Korean author; and Lee Hae Chan, prime minister of the Republic of Korea.

“A positive mood among the exhibitors, a dedicated Guest of Honour Korea, a huge audience, and wonderful laureates—the Frankfurt Book Fair was a good mixture of politics, culture, and business this year” said Schormann in comments to the press at the close of the fair.<sup>1</sup>

This was the sixth, and probably last, year ACRL sponsored a booth, and awarded stipends to four librarians: John Howard Barnett, collections librarian at Gettysburg College; Heather Moulaison, cataloging/modern languages librarian, College of New Jersey; Virginia Cole, reference and

digital services librarian, Cornell University; and Joy Pile, reference and instruction librarian for foreign languages and music, Middlebury College.



At the ACRL booth clockwise from the center: Joy Pile (Middlebury College), Sarah Howe (Cornell University), Marcia Pankake, (University Of Minnesota), Heather Moulaison, (The College of New Jersey), Ann Snoeyenbos (John Hopkins Press), Beau David Case (University of Michigan), Virginia Cole (Cornell University), Eric Nils Lindquist (University of Maryland), John Howard Barnett (Gettysburg College).

*American Libraries* and post-its promoting the next ACRL conference to visitors who otherwise would not have known about these events and resources.

Visitors seemed to appreciate having a face to associate with the concept of “American

ACRL was one of 7,200 exhibitors from 101 countries housed in a total of 8 halls, most of which had three floors of booths, exhibits, auditoriums, and dining areas.

The ACRL booth was in close proximity to the American Embassy booth and the German Library Association. Those of us who staffed the exhibit enjoyed being able to promote ACRL and ALA to guests who visited the booth. We distributed copies of *American*

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Joy Pile is reference and instruction librarian for foreign languages and music at Middlebury College, e-mail: pile@middlebury.edu

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At the Harrassowitz Dinner, Knut Dorn, president of Otto Harrassowitz Gmb, and his wife Renata, examine a rare facsimile edition given to them by Beau David Case (center) and the University of Michigan.

academic librarianship”; they also seemed to appreciate being able to take with them souvenir pens and note cards from our various colleges and universities. In total, we spoke with about 80 international visitors, who were interested in everything from how to send out a mass mailing to distribute a book to a reference question about locating U.S. statistics in the hotel and tourism industry. The booth staffers also talked with librarians from other countries and people interested in attending library school in the United States.

The fair affords librarians the chance to pick up catalogs from more obscure publishers worldwide, learn about new uses of technologies (such as the [audible.com](http://audible.com) or [audible.de](http://audible.de) service for recorded books), attend sessions focused from the point of view of publishers, and familiarize themselves with new authors by attending their readings. Several of us attended a session on the process of securing licensing rights to translate and publish a book in another language, and a couple of sessions on Google print.<sup>2</sup>

Beau David Case, field librarian for classical studies at the University of Michigan, expertly shepherded the stipend recipients around Frankfurt, taught them to use Frankfurt’s excellent public transportation system—the U-bahns, S-bahns and regional trains—and arranged for a night at the opera

and tours of the Frankfurter Allgemeine Zeitung Archive and the Deutsche Bank.

At the Frankfurter Allgemeine Zeitung, Jochen Ganzmann described their online text archive, databases that they support, and products they help the newspaper produce for the market. He demonstrated the online archives reporters have at their disposal to check facts and references and showed us the paper clipping archive—which is no longer active, since those resources are now online, saving both staff time for the archive and the time of reporters.

Reinhard Frost, at Deutsche Bank, chronicled the history of the bank,<sup>3</sup> focusing particularly on the late 19th century, when the bank was a primary investor in the building of the Northern Pacific Railway. The primary documents of this period, which are available to researchers, include letters and diaries, as well as some financial information.

Several American librarians attending the fair also went to a concurrent conference, the 5th Frankfurt Scientific Symposium, which was focused on alternative publishing and the scholarly information economy.<sup>4</sup>

The Americans attending the Frankfurt Book Fair would also like to extend our most heartfelt thanks to Knut Dorn and his family and Otto Harrassowitz for sponsoring a sumptuous feast cooked by a chef with an “Austrian touch” in Wiesbaden.<sup>5</sup>

## Notes

1. Details and information on the Frankfurt Book Fair are available at [www.frankfurt-book-fair.com](http://www.frankfurt-book-fair.com)

2. See Heather Moulaison’s Nov. 1, 2005, posting on [acrlblog.org](http://acrlblog.org).

3. Further information about Deutsche Bank and its history are available at [www.deutsche-bank.com](http://www.deutsche-bank.com)

4. For more details on this symposium see [www.ub.uni-frankfurt.de/messe/symposium2005/abstracts.html](http://www.ub.uni-frankfurt.de/messe/symposium2005/abstracts.html)

4. Information about Otto Harrassowitz and their services can be found at [www.harrassowitz.de/index.html](http://www.harrassowitz.de/index.html). *zn*