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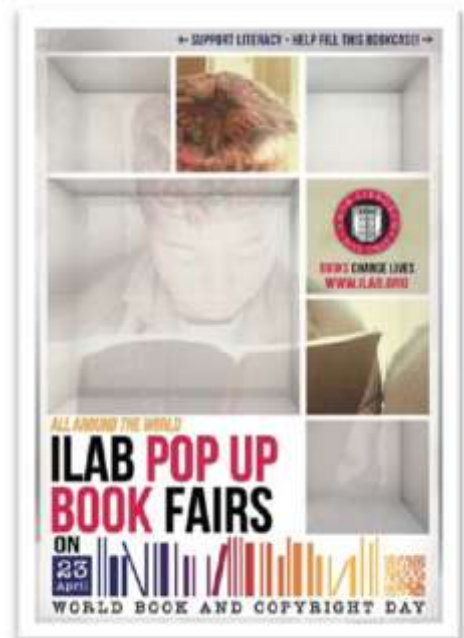


WHO SAID THAT WATER AND RARE BOOKS DON'T MIX?

ILAB POP UP FAIRS ON BOATS, IN WOOLSHEDS, OPERA HOUSES AND CENTRAL STATIONS, ON SKYSCRAPERS AND IN THE STREETS!

It is interesting and exciting the way the ILAB celebrations of UNESCO World Book and Copyright Day on April 23 are shaping up. Around 30 ILAB events will "pop up" across the world all within the same 24 hours, this is amazing!

What a day of contrasts! Just in the United States alone the differences between Pop Up Fair locations are great! From Oak Knoll's old Opera House in New Castle, Delaware, built with its high ceilings by masons in 1879, to the elegant skyscraper premises of the Cliff Dwellers Club in Chicago, Illinois, where Frank Lloyd Wright and Carl Sandburg might have had drinks, to a cool brew pub a short walk from downtown Portland, Oregon, there is plenty of diversity. Across the world the contrasts keep coming. A traditional woolshed in Dunkeld in Australia will play host to an ILAB Pop Up Fair, while in Munich, rare books will be showcased right in the city centre in the rooms of the Kaufmanns Casino where business men and women have been meeting for conferences and cocktails since 1832. In London ILAB dealers will show some of their best items to the legal fraternity when the dealers hold a lunch time Pop Up in the library of the Middle Temple; Japanese booksellers will pop up only five minutes away from the famous Ginza at the World Antiquarian Book Plaza; while in Vienna you will meet Austrian booksellers at the new Literature Museum and then climb high to the roof terrace of ILAB President Norbert Donhofer's new home. Bring flowers and make the Viennese rare book business even more colourful! Take the train to Haarlem in the Netherlands and meet the Dutch booksellers at the central station. And who said water and rare books don't mix? In Amsterdam ILAB dealers will have a floating Pop Up Book Fair. The Pop Up Book Fair barge will navigate its way through the canals mooring at a number of places along its route to allow Amsterdamers and tourists alike to board, browse, buy books and donate to UNESCO's work for literacy.



Throughout UNESCO World Book and Copyright Day, ILAB dealers will bring the books to the people at the most extraordinary and busy places. Also in Groningen, Netherlands: There, Lyseth

Belt and Theo Butterhof, owners of Antiquariaat Isis, will use the windows of the 40 shops in Folkingestraat to create a unique ILAB Pop Up Book Street! How cool is that?

GRONINGEN / NETHERLANDS

BOOKSELLERS CREATE A UNIQUE POP UP BOOK STREET ON UNESCO WORLD BOOK AND COPYRIGHT DAY 2015!

By *Lyseth Belt*: Groningen, a city located in the north of the Netherlands, is in a region long famous for its scholars. Among the better known are Rudolphus Agricola, the founder of northern Humanism, and Ubbo Emmius who founded Groningen University in 1614. Continuing this scholarly tradition today the vibrant city of Groningen is home to over 50,000 students. In the old city centre is the former Jewish neighbourhood where you will find the Folkingestraat. It is surely the most surprising shopping streets in the Netherlands! This most attractive small street is lined with about 50 shops and is home to a beautiful synagogue. In an inspiring example of working cooperatively Antiquariaat Isis, the only ILAB affiliate and member of the Dutch Antiquarian Booksellers' Association (NVvA) in this area, is organising a unique celebration of UNESCO World Book and Copyright Day. For eight hours on April 23rd the Folkingestraat will become an ILAB Pop Up Book Street. On this very special day the synagogue and every business in the street, whether they sell books or not, will work together to promote books and literacy!



What is an ILAB Pop Up Book Street? What can you expect?

In every window along Folkingestraat the business owners will create displays which celebrate the diversity and importance of books. Their windows will tell the story of what books mean to them, feature their favourite books, show books about the products they sell. Many will be very old and illustrated books. In the window of the Halal butcher you can see, for example, books from the 18th century about cattle. In the nearby toy shop there will be an exhibition of old children's books. Wandering along Folkingestraat on April 23rd will be a treat for book lovers and an inspiration for those who have not had the opportunity to see such treasures before.

On reaching the synagogue you will be invited to watch the movie 'Stanley and Iris' which stars Robert de Niro and Jane Fonda. This film, based on the book 'Union Street' by Pat Barker, tells a powerful story which illustrates the huge handicap illiteracy is and the enormous power of being able to read. At the three bookstores on Folkingestraat, Antiquariaat Isis, Albert Hogeveen, De Wijde Wereld, and at the synagogue members of the public will be invited to join the fight for literacy by donating to UNESCO's South



Sudan literacy program. The businesses of Folkingestraat want to shine a light on the problem of illiteracy, both globally and within their own community. It is easy to take literacy for granted when you have it.

On April 23rd Folkingestraat in Groningen, Netherlands, will demonstrate how diverse and beautiful books are. The businesses of Folkingestraat believe that the power and beauty of the written word is something everyone is entitled to enjoy.



ANTIQUARIAAT ISIS: Lyseth Belt, Theo Butterhof, Folkingestraat 20, 9711 JW Groningen, NETHERLANDS - www.isis-books.nl. Folkingestraat, official website: <http://folkingestraat.nl/>.

FOR MORE INFORMATION and a full list of all ILAB Pop Up Book Fairs visit www.ilab.org.

For more details on UNESCO's World Book and Copyright Day visit www.unesco.org/new/en/wbcd.

CONTACTS:

Sally Burdon - Sally@AsiaBookroom.com - phone 61(0) 62515191
Barbara van Benthem - editor@ilab.org - phone +49 170 2111406



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