

## »New Books in German« helps boost translation of German fiction into English

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[www.new-books-in-german.com](http://www.new-books-in-german.com)

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Impartial selection of titles, experienced reviewers,  
and rigorously applied editorial standards make for  
an impressive track record

Charlotte Ryland

»New Books in German« is a twice-yearly journal aimed at busy editors in the UK, the USA, and across the world, who are keen to publish more translations but appreciate independent and expert help in finding the right titles from among the thousands published each year in German. Each issue contains reviews of the best new titles in German, as well as features on aspects of the publishing scenes in the respective countries, portraits of authors, articles by translators, and news about literary festivals and other events.

The Spring Issue is published in time for the London Book Fair, while the Autumn issue appears just before the Frankfurt Book Fair. More than 4,500 copies are distributed throughout the world from our central mailing list and by the Goethe-Institut, the Austrian, German and Swiss Embassies, the Frankfurt Book Fair, and the German Book Office in New York. The web presence of the journal is also significant and growing, with an average of 450,000 hits per quarter, and additional features such as sample translations. We are delighted that the website is now translated into Spanish on-

line, and that an electronic newsletter in Italian with a selection of our reviews is also available, thus opening up a whole new readership and market.

New Books in German (NBG) was established in 1996 to address the fact that relatively few books were being translated from German into English. The Steering Committee now has members drawn from the British Centre for Literary Translation, the Austrian Cultural Forum, the German and Swiss Embassies, the Goethe-Institut, the Frankfurt Book Fair, as well as our two editorial consultants. Financial and moral support for New Books in German is provided by the Foreign Ministries of Austria, Germany and Switzerland, Pro Helvetia (Arts Council of Switzerland), the Goethe-Institut in Munich and London, the German Book Office in New York, the International Division

of the Frankfurt Book Fair, and the German Publishers & Booksellers Association.

Publishers in Austria, Germany and Switzerland are invited to submit up to three forthcoming titles, a selection of which (approximately seventy out of a total of 120 submissions) are sent to our experienced team of reviewers – translators, academics, people in the trade, all of them extremely well-read and with a feel for the market. Editorial advisers are brought in for each issue, including a literary agent, a publisher, a translator and a bookseller, and together with representatives of NBG's sponsors they form an Editorial Committee, which chooses the selection of titles for inclusion in NBG. Once a book has been chosen independently in this way, its German publishers make a fixed contribution to the journal's costs.

We are proud that over fifty titles featured in New Books in German have appeared in English translation, and we look forward to many more. The impartiality of how titles are selected for review is of vital importance to us, the only guiding criteria being those of quality: we are looking for outstanding works and voices, works that may, or should,

have a chance even in the tricky British market as well as in the other countries where NBG is read. We aim for breadth, to have something for all those who embrace literature in translation rather than shy away from it, and we are pleased that there are an increasing number of edi-

tors in publishing houses, both large and small, who do just that. As New Books in German goes from strength to strength, we have high hopes that the readership of translated fiction will continue to grow. ◀

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## Litrix.de – contemporary German literature for international publishers

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[www.litrix.de](http://www.litrix.de)

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The platform »Litrix.de – German Literature Online« has been committed to promoting contemporary German literature internationally since 2004. Litrix.de offers comprehensive services to publishers and interested readers in German, English, and in the current focus language for 2009/10, Spanish.

### Highlights from the fields of fiction, non-fiction, children's and young adult books

Interesting new releases are presented each month on [www.litrix.de](http://www.litrix.de), along with extensive book reviews, sample translations, and all relevant information about the authors and their previous publications. In addition, the platform provides information about important German publishing houses, along with their websites and e-mail addresses. There is a supplementary magazine that reports on trends and topics relating to contemporary German literature as well as a trilingual newsletter.

### Translation promotion – focus on Argentina/ Latin America

Litrix.de also promotes a targeted region of the world for two years at a time through an additional translation programme. The region for 2009 and 2010 is Latin America, with a focus on Argentina. The programme has the resources to provide Argentinian/Latin American publishers with translation funding for around twenty books selected by a specialised Argentinian jury. This enables Litrix.de to make a contribution to the literary exchange between Germany and Argentina, supplementing the Guest of Honour appearance of Argentina at the Frankfurt Book Fair in 2010.

### Personal encounters

To prevent the dialogue about current literature from being limited to the internet, Litrix.de will be presenting German authors and publishers at events in Argentina, among them the »36th Feria Internacional del Libro

de Buenos Aires« in spring 2010. »This will give the Argentinian public a chance to get to know interesting representatives of contemporary German literature at readings and discussions,« says Anne-Bitt Gerecke, head of Litrix.de. »Our experience in the previous regions of focus – the Arab world, China, and Brazil – is that a book will be noticed much more easily outside of Germany, and, ideally, also be translated if the author presents it to the public there in person. The public are then able to relate a personal experience to the German-language literature formerly alien to them. For example, an Argentinian publisher developed an instant enthusiasm for the novel »Webers Protokoll« (Weber's Protocol) by the young German author Nora Bossong when the author visited Buenos Aires in fall 2009 at the invitation of the Literarisches Colloquium Berlin and the Goethe-Institut. And we are very pleased that the book will, with our support, now be translated into Spanish.« ◀

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Launched by the »Kulturstiftung  
des Bundes« (Germany's  
Federal Endowment of the Arts),  
Litrix.de has been a regular  
feature of the literary work of the  
Goethe-Institut since 2009.  
The International Department  
of the Frankfurt Book Fair is a  
further major partner.