

Press Note:

Apeejay Kolkata Literary Festival 2016 – Day 2

Event: *'Art of the Book Cover'*
'Oxford Bookstore Book Cover Prize' shortlist announced!

Kolkata, 15th January, 2016: Apeejay Kolkata Literary Festival 2016 announced the much awaited shortlist for the '**Oxford Bookstore Book Cover Prize**'. Jury members **Aman Nath** India's leading hotelier and Architectural Restorer and **Alka Pande**, leading art critic and curator made the much awaited announcement and gave details of selection process. The announcement was followed by a discussion with **Marc Parent** on the judging a book by its cover and the art of the book cover.

In a first of its kind, Oxford Bookstores from 2015 launched its annual award of Oxford Book Cover Prize. With a distinguished jury comprising of Priti Paul Director, Apeejay Surrendra Group and the creative force behind the Oxford Bookstore chain, Namita Gokhale author, publisher & literary historian, Aman Nath India's leading hotelier, Architectural Restorer & owner of some of the best heritage properties, Alka Pande, the country's foremost art critic and curator of some of the most significant shows and Dayanita Singh, one of the most important figures in contemporary Indian photography and bookmaking, this award looks at appreciating and rewarding the thorough process that goes into the making of a book cover, an aspect which even though plays an important part in the success of the book but is often overlooked.

The Oxford Bookstore Book Cover Prize is a first of its kind award for brilliance in book design, an attempt by the iconic bookstore to recognize and encourage the extraordinary work of illustrators, designers and publishers across India. The new prize appreciates the importance of the balance of graphics and narrative, particularly in our increasingly visual age, and believes that a book cover interprets and decodes the ensuing text in crucial ways that contribute to its ultimate success.

Under the guidance of Ms. Priti Paul, Director, Apeejay Surrendra Group, Oxford Bookstores has been pushing all boundaries to encourage the publishing industry and celebrate the business of books. Standout cover design is an integral part of the success of a book, designers and illustrators play a vital role in helping a book become emblematic and create recall.

The longlist of 24 book covers was announced in November at Oxford Bookstore Connaught Place. The longlisted cover designs will be on display at the Mandi House Metro Station from 15th January to 15th April, 2016 in collaboration with The Visual Arts Gallery, Delhi Metro and Oxford Bookstore.

The shortlisted announced today comprised of 9 book covers i.e 1. Book Name: Talking of Justice, Designer Name: Bena Sareen, Author Name: Leila Seth, Publisher Name: Aleph, 2. Book Name: Becoming A Mountain, Designer Name: Bena Sareen, Author Name: Stephen Alter, Publisher Name: Aleph, 3. Book Name: My Paper Half, Designer Name: Ritu Topa, Author Name: Shirshendu Mukhopadhyay, Publisher Name: Niyogi Books, 4. Book Name: Noon Tide Toll,

Designer Name: Pallavi Agarwal, Author Name: Romesh Guneseckra, Publisher Name: Penguin Haimish Hamilton. 5. Book Name: A book of Bhakti Poetry: Eating God, Designer Name: Pia, Author Name: Arundhathi Subramaniam Publisher Name: Penguin Ananda, 6. Book Name: A Home In Tibet, Designer Name: Pallavi, Author Name: Tsering Wangmo Dhompa, Publisher Name: Penguin Vikings, 7. Book Name: Meena Kumari The Poet, Designer Name: Kunal Kundu, Author Name: Noorul Hassan, Publisher Name: Roli Books, 8. Book Name: The New Adventure of Don Luixote, Designer Name: Sunandini Banerjee, Author Name: Tariq Ali, Publisher Name: Seagull Books, 9. Book Name: Zubaan Academic Series, Designer Name: Lopez Design, Author Name: Publisher Name: Zubaan. The book covers will be on display in an exhibition at the Oxford Bookstore, Connaught Place.

The final award winning cover will be announced at the Jaipur Book Mark, which is the books and publishing segment of the Zee Jaipur Literature Festival on January 22nd, 2016.

About Apeejay Kolkata Literary Festival (AKLF) 2016

Apeejay Kolkata Literary Festival (AKLF) is Kolkata's pioneering literary festival. Instituted in 2010 by the Apeejay Surrendra Group and its heritage Oxford Bookstore on Park Street, AKLF grew out of the bookstore's year round involvement with books, writers & publishers. In the seven years since Kolkata saw her first literary festival in AKLF, literary festivals have mushroomed across the country, but AKLF stands apart with its unique identity as the only one with a nearly 100 year old bookstore as its nucleus. AKLF offers an atmosphere of warm, welcoming intimacy, favours depth over size, and includes a variety of subjects, from history to the environment. AKLF also celebrates Kolkata's magnificent public monuments and heritage sites as settings for Festival events, and eminent literati and cultural stalwarts from across India and overseas join the festival scheduled every year in the second week of January. In 2016 AKLF celebrates diverse themes encompassing books, theatre, the arts and cinema. AKLF's focus is on younger writers, newer voices and fresh audiences in its ongoing attempt to build an audience for books and reading. The 7th edition of AKLF is poised to scale new heights, with an outstanding and meticulously curated programme, bringing the world and the nation to Kolkata. Continuing to celebrate the city's magnificent public monuments and heritage sites the festival rediscovers the quaint and hidden charms of the city through heritage walks. AKLF highlights several unique concepts with a fresh approach that reflects current concerns such as diversity, gender equality, continuities across borders and youth engagements, which are also broad themes running through the festival. AKLF signature heritage sites include Nandan, Town Hall steps, The Indian Museum, Presidency University, Tollygunge Club and Victoria Memorial. AKLF 2016 has participation from Australia, Israel, Scotland, Italy, Nigeria, Portugal as well as England, France, Germany, Pakistan, Bhutan and others. Some of the prominent personalities who will be part of the literary extravaganza are Ben Okri, Meera Syal, Christine Manfield, Ashis Nandy, Vir Sanghvi, Bharathi S Pradhan, Shatrughan Sinha, Shobhaa De and more. The four day long, multi-faceted event has several stimulating components designed to give visitors and the audience an enriching experience, with a great blend of literature, culture, art and heritage. And all of this is absolutely free for Kolkata and her culture-loving audience.

Notes to Editors

Aman Nath, is an Indian writer, hotelier, and architectural restorer. He is the co-founder and co-chairman of Neemrana Hotels the chain along with Francis Wacziarg, which have won awards from UNESCO and the Indian travel trade industry. He has co-written/authored 14 illustrated books on art, history, architecture, corporate biography and photography, two of which have won National

Awards. These are also used as the official gifts of the President and the Prime Minister of India. His book Jaipur was the first Indian book to be marketed internationally by Christie's. He has also been the curator at Art Today.

Alka Pande, is art critic, cultural theorist, teacher, curator, and writer. Alka Pande has been passionately involved with the world of art for nearly three decades. Responsible for curating several significant and perceptive exhibitions in India and abroad, and giving a name to some of the most upcoming and influential artists, photographers sculptors, Alka Pande is currently engrossed as the Consultant Arts Advisor and Curator of the Visual Arts Gallery at the India Habitat Centre, New Delhi. She also has expertise in art advisory services on art procurement and investment. She was awarded the Chevalier dans l'Ordre des Arts et des Lettres - Knight of the Order of Arts and Letters, bequeathed by the French government, to recognise significant contributions in the fields of art and literature in 2006. In 2015, Dr Pande was awarded the Chandigarh Lalit Kala Akademi honours - in recognition of the distinguished contribution to art - with Amrita Sher-Gil Samman.

Marc Parent, born of an American mother and a French father, has been working in international publishing for 28 years in the wake of his studies in French and Comparative literature in Paris and New York. For the last 10 years, he was a publisher of foreign fiction and non-fiction at Editions Buchet/Chastel, in France, where he put together a major Indian and Pakistani catalogue - considered the best in Europe- of writers, among whom Aravind Adiga, Tarun Tejpal, Suketu Mehta, Gurcharan Das, Kiran Nagarkar, Pankaj Mishra, Jaspreet Singh, Tishani Doshi, Rajmohan Gandhi, Fatima Bhutto, Kamila Shamsie, Daniyal Mueenuddin, Aatish Taseer and Saadat Hasan Manto (translated directly from the Urdu into French) as well as Padmasambhava's Tibetan Book of the Dead (translated for the first time ever from the Pali into French). In May 2013, Marc started a one-of-a-kind international literary agency in Paris representing -directly and worldwide- writers from all over the world, with a special focus on the fiction and non-fiction from India and Pakistan.

AKLF 2016 Partners and Associations:

The AKLF 2016 edition has forged several new, prestigious associations, following its impressive collaborations in first year in 2010. We are proud to welcome on board both our new and regular partners including the Victoria Memorial Hall, Indian Museum, Australian High Commission, Embassy of Italy in India, Bloody Scotland, British Council, Calcutta Debating Circle, Crime Writers Festival, Embassy of Israel in India, Alliance Française, Portugal Embassy, Presidency University, Jaipur Literary Festival, Yes Foundation, FACES, Open Doors, FREED, The Creative Arts, Poetry Paradigm, MAKAIAS, Tollygunge Club, Max Muller Bhavan - Goethe Institute, The Park, Modern High School for Girls, Rakshak Foundation, Aishee, Streets of Calcutta, Calcutta Instagrammers, Wikipedia, Caravan, BEE books, GIBL.in, Bulk Email SMS India, Presto, She and Griffith Review. We also have 91.9 friends FM as radio partner, The Times of India as Print Media Partner, Anderson as Printing Partner, Selvel as Outdoor Partner, Typhoo as Refreshment Partner, Mera Tiffin as Food Partner, Indismart and Anon Production as special partners. A wide cross section of publishers, which include Niyogi Publishers, Future Publishers, OM Books and others will showcase their authors at AKLF 2016. AKLF is proud of these associations and hope they keep growing year on year.

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