

Oxford Bookstore Book Cover Prize announces the shortlist of six book covers

Kolkata, January 16, 2017: Instituted in March 2015 by Oxford Bookstore, the 'Oxford Bookstore Book Cover Prize' announced the much awaited shortlist of its second edition at the Apeejay Kolkata Literature Festival this evening.

The longlist for the 2017 edition was announced in November last year. The shortlist has been chosen by the distinguished jury comprising of, **Aman Nath** India's first heritage hotelier, Architectural Restorer & owner of some of the most beautiful properties, **Alka Pande**, leading art critic and curator and **Dayanita Singh**, the most innovative contemporary Indian photographer and bookmaker, **Namita Gokhale** author, publisher & festival director and **Priti Paul** Director, Apeejay Surrendra Group and the creative force behind the Oxford Bookstore chain. The winner will be announced at Jaipur Literature Festival later in this month.

The evening also featured a presentation on the Bengali tradition of book cover design by **Aishee** followed by a discussion on 'What Works' with **Alka Pande**, **Aman Nath**, **Urvashi Butalia**, **Jon Lang** and **Marcos Giralto Torrente**. The session was moderated by **Nandita Palchoudhuri**.

The esteemed panelists have chosen six book covers in the shortlist for the final countdown. The shortlisted titles are **Lost Addresses**, **Kalkatta**, **Ghachar Ghochar**, **My Name is Radha- The Essential Manto**, **A Rag Doll after My Heart** and **Firaq Gorakhpuri- The Poet of Pain and Ecstasy**.

In its first year, the prize was given to designer **Bena Sareen** for the book, Talking of Justice by author Leila Seth, published by Aleph. To maintain continuity and build strong foundations for the prize, the 2017 award has retained the distinguished jury from year one. Each of the jury members is preeminent in their respective fields and they share a collective love for books and commitment to reading.

The varied interests of these eminent jurors helped create a rich and diverse perspective for the selected longlist. The shortlist of the **Oxford Bookstore Book Cover Prize's** second edition will be announced at the Apeejay Kolkata Literary Festival in January 2017, post which the shortlisted book covers will thereafter be displayed in an exhibition at the Oxford Bookstore, Connaught Place. The winner of the second Oxford Bookstore Book Cover Prize shall be announced at #JBMat of Jaipur Literature Festival session.

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.

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Notes to Editor:

About Oxford Bookstores: Established in 1919, Oxford Bookstore is the best equipped 'base-camp' for journeys of the mind offering its customers the widest range of outstanding titles and consistently courteous and informed service for close to a century. Today, with stores in major metros, India's first dedicated Children's bookstore, Oxford Junior, India's first of its kind tea boutique, Cha Bar, India's only literary festival created by a bookstore, Apeejay Kolkata Literary Festival, literary platforms like Hindi Mahotsav and Language Symposium. Oxford Bookstore offers booklovers access to the very best in publishing enhanced by a variety of events which salute books, visual & performing arts and celebrate the word. Oxford Bookstore measures its success by the smiles on millions of happy customers that the brand has served over the last nearly 100 years. There are a few treats as sumptuous as a visit to Oxford Bookstore in India. Each time you walk into our iconic store in Kolkata where the brand started in 1919, its charm leaves you wanting for more. Our fleet of happy to help expert booksellers and informed hosts work day and night to bring to customers world class reading experience be it through our books or our fine teas and live by the brand's motto - Much more than a bookstore – at every Bookstore. In December 2012 Oxford Bookstore took a chapter from its growth story in India by launching, Katakali, its first overseas bookstore in the luxurious Sahara Palace at the foothills of the Atlas Mountains in the exclusive palm-filled oasis of the Palmeraie, Marakkech. In April 2013, with the opening of its most architecturally crafted retail store in a stunning new destination in Delhi's historic centre, Connaught Place, Oxford Bookstore carved out yet another incredible space for quiet browsing, reading and contemplation. Its growth story continues. For more information, please also log on to: www.oxfordbookstore.com

About AKLF

Apeejay Kolkata Literary Festival is India's first major literary initiative of the year, India's only literary festival created by a bookstore and Kolkata's first literary festival. AKLF's eighth edition from Jan 15– 18 is woven around conversations to make the world a more inclusive place. Spotlighting Kolkata's unique cultural heritage of inclusiveness, the programme of AKLF 2017 was announced aboard a cruise on the banks of the Ganges. Created by the nearly 100 year old Oxford Bookstore, the Festival programming spans the entire spectrum of inclusion, from women and children to the underprivileged, including a tribute to the late Mahasweta Devi who brought the most marginalized into the fold of literature. The era of Post Truth, where facts are fast losing out to rhetoric, the reality globally, will be discussed by experts; as will be the impact of different media on our reality today. Every evening for three days, AKLF will pay tribute to Nobel Laureate Bob Dylan through poetry and contemporary music at Poetry Café and Plug in, hosted at the festival's main venue – St. Paul's Cathedral grounds – chosen for its welcoming, accessible and inclusive nature. For the first time, Oxford Bookstores will host Oxford Junior Literary Festival (OJLF), a two-day festival to be held on 15th and 16th Jan for the young readers. Renowned children's authors, publishers of children's books, storytelling and creativity will form part of OJLF. This year, we have tied up with UNICEF@70 to conduct its global short stories campaign titled "Tiny Stories" at OJLF. AKLF 2017 will be held at St Paul's Cathedral, established in 1847, and Oxford Bookstore, established in 1919. The festival's closing event will be hosted at St John's Church, built in 1787. The Festival conversations will also be hosted at Royal Calcutta Turf Club, Tollygunge Club, the campus of iLead & Presidency University, Daga Nikunj and the Harrington Street Arts Centre.

AKLF 2017 Partners and Associations:

The AKLF 2017 edition has forged several new, prestigious associations, to add to its impressive repertoire of collaborations since the first edition in 2010. We are proud to have as our partners major national and international institutions and corporates such as the Australian Council for the Arts, Alliance Française, Australian High Commission, Instituto Cervantes, Consulate General of Italy, MAKAIAS, Presidency University, Future Hope, UNICEF, The Teacher's Centre, Jaipur Literary Festival, Sahitya Akademi, Prabha Khaitan Foundation, Development Corporation Limited (DCL), Vivada Cruises, FACES, Open Doors, The Creative Arts, Zoomcar, Art Rickshaw, Times Fibrefill, Aishee, Sienna and several others. A wide cross section of publishers like Niyogi Books, Future, Oxford University Press, Tulika, Duckbill, NBDS The Book Council are also partnering with us. Venue partners include Tollygunge Club, iLead, Harrington Street Art Centre, Alka Jalan Foundation and Royal Calcutta Turf Club. We welcome 93.5 Red FM as our radio partner, Vistara as aviation partner, Typhoo as beverage partner, Kenilworth as hospitality partner, Apollo Gleneagles Hospitals as wellness partner. AKLF is very proud of these associations and hopes to keep growing year on year.

For further information please contact: