

04 -10 FEBRUARY 2013

NEW DELHI
WORLD BOOK FAIR 2013

FRENCH FOCUS

FRENCH PAVILION: HALL 7 A, B, C,
+ CONFERENCE HALL: HALL 7, 1ST FLOOR
+ SHAKUNTALAM THEATRE

PRAGATI MAIDAN





INSTITUT
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INDE



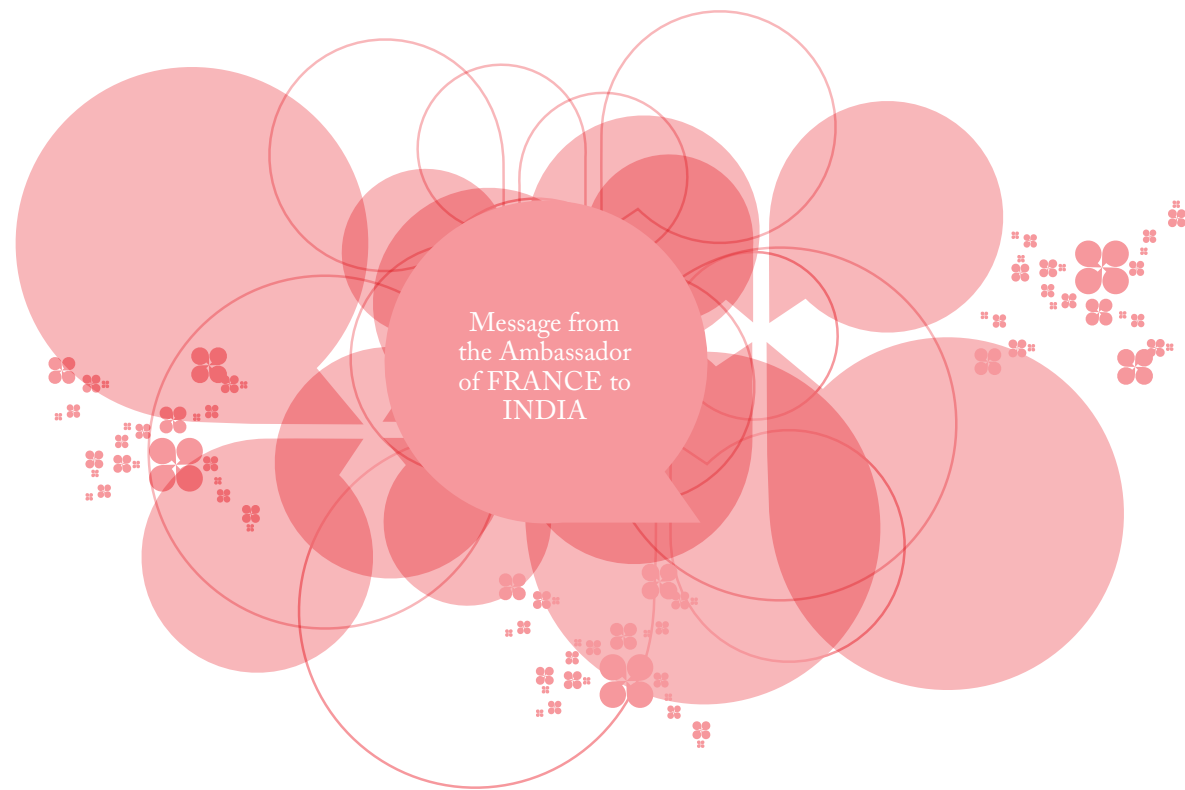
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PRAGATI MAIDAN



France is honoured to have been chosen by the National Book Trust (NBT) to be the Guest Country for the 21st New Delhi World Book Fair 2013 to foster French literature in India as part of the “Bonjour India” festival. In partnership with the Bureau for the International Promotion of French Books (B.I.E.F.), the Embassy of France in India and the Institut français en Inde are pleased to announce that close to 2000 French titles will be available at the French pavilion and a host of literary events are scheduled during these seven days at Pragati Maidan: book launches, workshops and encounters with acclaimed authors such as Tahar Ben Jelloun, Kénizé Mourad and Dominique Sigaud. World Book Fair 2013 will also showcase various aspects of French culture through an exhibition entitled “France Remains”, a collection of fifteen panels on the presence of French heritage in India, and a series of film screenings.

The French Book Office of the Embassy puts French and Indian professionals from the publishing industry in touch. It informs and assists both Indian and French publishers, translators, writers and readers towards this end, working as a real channel of connection between the two publishing worlds. As a result, professional and rights exchanges between Indian and French publishers have increased considerably over the past few years. Even so, gauging the expectations of the Indian market and helping Indian publishers understand those of the French market continue to be of paramount importance to us. Thus, we are making the most of this opportunity to bring French and Indian publishers together once again through the Indo-French Professional Round Table Meetings on the 5th of February.

I am delighted with this special occasion for celebrating French literature and culture in all their grandeur. India and France share longstanding ties, and I am sure that World Book Fair 2013 will be memorable for bringing the two cultures yet closer to each other.

I warmly wish the National Book Trust all success for the twenty-first edition of the World Book Fair.

H.E. Mr François Richier

Ambassador of France to India

New Delhi, 4th February 2013

FRENCH DELEGATION

INSTITUTIONS

Alain Gründ, President,
Bureau International de
l'Edition Française (B.I.E.F.)

Jean-Guy Boin, Director,
B.I.E.F.

Christine Karavias, Project
Manager, B.I.E.F.

Muriel Vandeventer, Policy
Officer for Books, Ministry
of Foreign Affairs

AUTHORS

Tahar Ben Jelloun

Kenizé Mourad

Dominique Sigaud

PUBLISHERS

Anne Risaliti, International
Rights Manager, Hatier &
Didier Jeunesse

Fabiana Angelini, Foreign
Rights Manager, Casterman
- Flammarion / Père Castor
- Autrement

Anne Viallon, Head of the
International Department,
Esmod Publishers

Jennie Dorny, Foreign
Rights Department, Le Seuil

Stefanie Drews, Foreign
Rights Department, Stock

Hugues Jallon, Editor, Non-
Fiction and Essays, Le Seuil

Marianne Durand, Director,
Nathan Jeunesse

Benita Edzard, Foreign
Rights Manager, Robert
Laffont

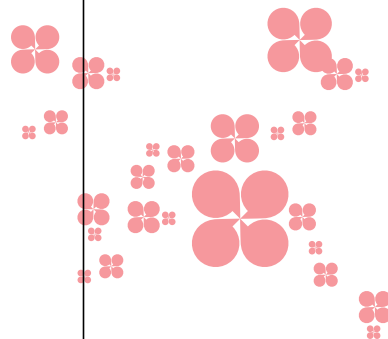
Vaiju Naravane, in charge of
the Indian series / Foreign
Literature, Albin Michel and
correspondent based in Paris
for *The Hindu*

TRAINING INSTITUTIONS FOR THE PUBLISHING INDUSTRY

Aida Diab, Director, Asfored

**Marie-Pierre Fenoll-
Trousseau**, Professor of Law,
ESCP Europe

A group of 25 students,
Master in Management for
the Publishing Industry



A BRIEF PANORAMA OF PUBLISHING IN FRANCE

1 In 2011, the French publishing industry's global revenue was around 4.5 billion Euros (in terms of sales price). In 10 years, business in publishing has remained stable, a sign of the sector's maturity.

Exports, 74% of which go towards French-speaking countries, account for 23% of this revenue.

The number of titles published in 2011 was 81 000, including 42 000 new titles and new editions. In the last 5 years, the number of titles published has increased by 16%; in the last 20 years,

editorial production has more than doubled.

When we look at the revenue per sector, we observe the following:

School books: 15,5 %

Humanities and Social

Sciences: 4 %

Law: 3,4 %

Fiction: 26,2 %

Children's books: 14 %

Comic books: 8,5 %

STM: 3,2 %

Illustrated and practical

books: 16 %

Others: 9,2 %

Paperbacks made their appearance in France sixty years ago. Today, they represent a substantial part of sales: 24% of all books sold in France in 2011 were in paperback format. In recent years, this type of book has taken an ever-increasing part of the total number of books sold, a sign of a change in book buyers' relation with the book.

French publishing industry is also concerned by international matter. Each year, 10 000 French titles are translated in various countries. French language is thus the second language

translated abroad after English language. Each year too, 10 000 titles are translated from many languages to the French, so, nearly 20% of the French book production in terms of new titles come from all the world. This means that for publishing industry, exchanges, cultural diversity are very important points for the activity, the development of the book chain and the partnership with foreign colleagues.

2 The publishing industry belongs to the private sector. State publishers (major museums, university presses for the most part) represent roughly 3% of all publishing output. Although publishing is essentially private enterprise, cooperation with the public sector is nevertheless significant. Apart from public subsidies, especially those issued by the 'Centre national du livre' which are limited in volume, government bodies assist the sector through various systems.

Publishing, and more generally the book production line, operates within a 'regulated' system: a legal and economic framework governs its action as well as its development.

'Droit d'auteur', which goes back two and a half centuries to Beaumarchais, is a decisive element in the structure of the publishing process. Patrimonial and moral rights lie at the basis of the system. This conception of literary property permits a relation between authors and publishers that is as balanced as possible; and notably leads to a smaller number of literary agents, who may possess qualities but whose actions can complicate, rather than simplify, relations between creators and their 'producers'. Legal dispositions concerning mass photocopying and borrowing books in libraries ensure that the creator is respected and remunerated.

In economic terms, the fact that publishers fix the sales price of their books gives them better control of their future production through

various commercialisation networks. The fixed-price system, established thirty years ago by law, also permits the existence of a large and diverse network of book shops in France: independents, book store chains, big cultural stores such as the FNAC and hypermarkets.

The variety and density of this network generates a wide offer throughout the country and, helped by the fixed-price system, competition in quality of service, which is what the book buyer appreciates most.

A recent study by a French MP, commissioned by the Ministry of Culture, revealed that over three decades - in other words since the system has been in existence - the price of books has risen less than prices of consumer goods in general. This clearly shows that the system counters

inflation. Moreover, still in that thirty year period, the annual production of new titles has more than doubled: a sign of authentic cultural diversity.

As far as digital publishing is concerned, the single book price is applied in this sector and, as for the traditional print book, a reduced VAT rate is applied.

Government authorities and professionals of the publishing industry consider that the economy of this market (still in its infancy: it represented only 2% of the total book market in France in 2011) must be subject to regulations, just like the print book.

Jean-Guy Boin

Director, Bureau international de l'Édition Française (B.I.E.F.)



PROGRAMME

PROGRAMME OVERVIEW - FRENCH FOCUS

4 February	Official Inauguration	10.30 am	Hall 7 / French Pavilion
4 to 10 February	“France Heritage”: A photography exhibition of French heritage in India	11 am to 7.30 pm	Outside Hall 7
4 to 10 February	French Delicacies : Le Bistrot, French Cuisine	11 am to 7.30 pm	French Pavilion
4 February	A Literary Encounter with Tahar Ben Jelloun / Book Signing	2.30 pm	French Pavilion
4 February	A Literary Encounter with Kenizé Mourad : Launch of <i>In the City of Gold and Silver</i> published by Full Circle / Book Signing	4 pm	French Pavilion
4 February	Film Screening : <i>Delicacy</i> by David Foenkinos and Stéphane Fockinos (2011)	5 pm	Shakuntalam Theatre
5 February	Indo-French Professional Round Table Meetings - <i>on registration</i> -	10.30 am to 5.30 pm	Conference Hall
5 February	Film Screening : <i>The Other One</i> by Patrick Mario Bernard (2009)	5 pm	Shakuntalam Theatre
6 February	“Reception of Indian Literature in France” - A talk by Vaiju Naravane	3 pm	French Pavilion

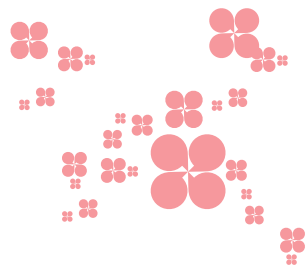
VENUES

French Pavilion: Hall 7 A, B, C, Pragati Maidan
Conference Hall: Hall 7, 1st Floor, Pragati Maidan
Shakuntalam Theatre, Pragati Maidan

6 February	Film Screening : <i>The Princess of Montpensier</i> by Bertrand Tavernier (2010)	5 pm	Shakuntalam Theatre
7 February	Presentation on the Training for the Publishing Industry in France and India	11 am	Conference Hall
7 February	Film Screening : <i>The Other One</i> by Patrick Mario Bernard (2009)	5 pm	Shakuntalam Theatre
7 February	Launch of <i>Mots Transparents / Transparent Words</i>	5.30 pm	French Pavilion
8 February	Film screening : <i>Asterix and the Vikings</i> by Stefan Fjeldmark, Jesper Moller (2006)	5 pm	Shakuntalam Theatre
8 February	Interaction with the photographers of “France Heritage” Exhibition	6 pm	French Pavilion
9 February	“ <i>My True Night</i> ” - A writing workshop with Dominique Sigaud - <i>on registration</i> -	11 am to 2 pm	Conference Hall
9 February	Film screening : <i>The Human Resources Manager</i> by Eran Riklis (2010)	5 pm	Shakuntalam Theatre
10 February	Film screening : <i>The Princess of Montpensier</i> by Bertrand Tavernier (2010)	5 pm	Shakuntalam Theatre

OFFICIAL INAUGURATION

MONDAY, 4TH FEBRUARY, TIME: 10:30 AM, VENUE: HALL 7 / FRENCH PAVILION



The official inauguration of the New Delhi World Book Fair will be held in the presence of **Dr. M.M. Pallam Raju**, Hon'ble Minister of Human Resource Development, Government of India, **Dr. Karan Singh**, Hon'ble Member of Parliament (Rajya Sabha) and President of Indian Council for Cultural Relations, **Mr. M.A. Sikandar**, Director of the National Book Trust (N.B.T.), **H.E. Mr. François Richier**, Ambassador of France to India, **Mr. Alain Gründ**, President of the B.I.E.F., **Mr. Jean-Guy Boin**, Director of the B.I.E.F. and the delegation of French Publishers.

LITERARY EVENTS

MONDAY, 4TH FEBRUARY

2.30 PM: A LITERARY ENCOUNTER WITH TAHAR BEN JELLOUN / BOOK SIGNING VENUE: FRENCH PAVILION (HALL 7 A, B, C)

Let's meet the acclaimed French writer **Tahar Ben Jelloun** who will be in conversation with **Kanchana Mukhopadhyay**, Publisher at Bingsha Shatabdi and editor of his book *L'Islam expliqué aux enfants (et à leurs parents)* in Bangla translation. It will be followed by a session of book signing.

Born in Morocco in 1944, **Tahar Ben Jelloun** is one of France's most celebrated writers. His first novel,

Harrouda, was published in 1973. Since then, he has written numerous novels, short stories, poetry, and essays. He is perhaps best known for his trilogy about the life of Ahmed/Zahra, a girl whose father, desperate for a male heir, raises her as a boy: *The Sand Child* (1985: a best-seller in France); *The Sacred Night* (1987: for which he received the prestigious French literary prize, the Goncourt, making him the first Maghreb

author to do so); and *The Wrong Night* (1997). Some of his other novels include *Corruption* (1994; winner of the Prix Méditerranée in 1995), the best-seller *Racism Explained to My Daughter* (1998), *This Blinding Absence of Light* (2001; winner of the International IMPAC Dublin Literary Award in 2005), and *The Last Friend* (2004). Among the other notable awards he has received are the Prix Nouredine Aba (2004) and

the Prix Ulysse (2006), both awarded for his lifetime work. His novels are critical of many aspects of society and deal with issues such as racism and the kind of state and religious repression he experienced in his home country. He does not object to "Islam in terms of a beautiful culture and great civilisation", but is against those who "use Islam in order to control women and children". In his novels Ben Jelloun often adopts



Catherine Hélie © Editions Gallimard

the perspective of female protagonists, in order to shed critical light on gender relations. Ben Jelloun's other well-known works published by Gallimard include: *Leaving Tangier* (2005) and *A Palace in the Old Village* (2009). Gallimard also published his latest novel *Le Bonheur conjugal* ("Marital Bliss") in September 2012. The author now lives in Paris and regularly contributes articles and reviews to *Le Monde*, *La Repubblica*, *El País*, and *Panorama*.

Kanchana Mukhopadhyay is actively involved in various research projects concerning Indo-French history and relationships. Her works are regularly published in various research journals in English, French and Bangla. Her specific area of interest is historical travelogues. She regularly translates from

French and English into English and Bangla. She has six published books in her credit. Her profession is editing and publishing. At present she is the president of Alliance Française du Bengale and co-convenor of the Indian National Trust for Art and Cultural Heritage (INTACH). She's the publisher of Tahar Ben Jelloun in Bangla.



Bingsha Shatabdi

MONDAY, 4TH FEBRUARY

4 PM: A LITERARY ENCOUNTER WITH KENIZÉ MOURAD

LAUNCH OF *IN THE CITY OF GOLD AND SILVER*
PUBLISHED BY FULL CIRCLE & BOOK SIGNING
VENUE: FRENCH PAVILION (HALL 7 A, B, C)

The bestselling author Kenizé Mourad will be part of the World Book Fair to launch of the English translation of her latest historical novel entitled *Dans la Ville d'or et d'argent* (Robert Laffont, 2010), published in January 2013 by Full Circle under the title *In the City of Gold and Silver*.

Launch and panel discussion with **Kenizé Mourad**, **Priyanka Malhotra**, Director of Full Circle and **Veena Talwar Oldenburg**, Professor of History at the Graduate Center and Baruch College of City University of New York (CUNY). It will

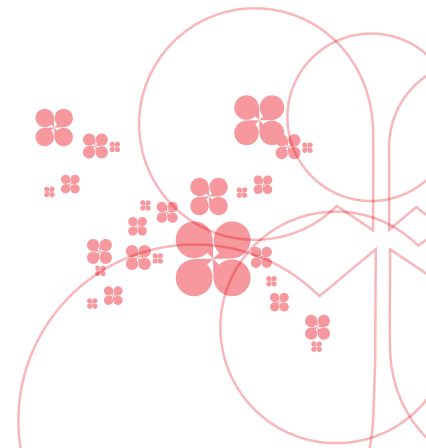
be followed by a session of book signing.

Born in Paris, **Kenizé Mourad** is the daughter of a Turkish princess and an Indian Raja. She studied sociology and psychology at Sorbonne before entering journalism. She has worked as a freelance for various newspapers including Ouest France, Les Nouvelles d'Alsace, Le Monde Diplomatique, and for radio programs at France Culture. But she made most of her career in Le Nouvel Observateur, from 1970 to 1983, covering the Middle East and the Indian



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subcontinent. Her first novel *De la part de la princesse morte* (Robert Laffont, 1987) won the Prix Anaïs Ségalas by the Académie française and the Prix des lectrices by Elle and has been translated into 34 languages. Other popular books by her include a novel *Le Jardin de Badalpour* (Fayard, 1998), a book on the Israeli- Palestinian question *Le parfum de notre terre : Voix de Palestine et d'Israël* (Robert Laffont, 2003) and *Dans la ville d'or et d'argent* (Robert Laffont, 2010). In 2012, the French government named her "Officier de l'Ordre des Arts et des Lettres". Recently, she became the Patron of 'L'Inde des Livres', an annual book fair organized in Paris by 'Les comptoirs de l'Inde'.



TUESDAY, 5TH FEBRUARY

10.30 AM – 5.30 PM: INDO-FRENCH PROFESSIONAL ROUND TABLE MEETINGS
VENUE: CONFERENCE HALL (HALL 7, 1ST FLOOR) - ON REGISTRATION -

As the Guest of Honor at the 21st New Delhi World Book Fair, France has a unique occasion to present and showcase its literature, books, writers and culture in general. The French Book Office in India and the Bureau International de l'Edition Française (B.I.E.F.), an office for the International Promotion of French Books based in Paris, wanted to take this opportunity to bring together French and Indian professionals with the help of the National Book Trust in India.

Duos of panelists, one French and one Indian, who are editors or experts

in the book industry, will share their knowledge and experiences in the context of the general panorama as well as the main fields of book publishing: non-fiction, fiction and children's literature like for international cooperation concerning illustrated books.

Comparing the editorial movements and exploring what's published in both the countries will help define what is expected by the French market from India and vice-versa. We live in a world of book publishing which is changing rapidly and therefore we must continue to do a comparative study of our

respective book markets in order to work more closely in the future and increase the professional exchanges between France and India. By sharing experiences and getting to know each other better, this "four-moments / two-voices" seminar intends to consolidate the bridge between both the countries and seek a favorable perspective for the future.

THE SEMINAR WILL INCLUDE 4 SESSIONS (GENERAL, CHILDREN'S BOOKS, FICTION AND NON-FICTION), EACH WITH A FRENCH AND AN INDIAN PUBLISHER / EDITOR.

SPEAKERS WILL INCLUDE EXPERTS FROM FRANCE AND INDIA:

Jean-Guy Boin, Director, B.I.E.F.

Alain Gründ, President, B.I.E.F.

Hugues Jallon, Editor, Non-Fiction and Essays, Le Seuil
Marianne Durand, Director, Nathan Jeunesse

Benita Edzard, Foreign rights Manager, Robert Laffont

Anita Roy, Publisher, Young Zubaan

Karthika V.K., HarperCollins India
Neeta Gupta, Publisher, Yatra Books

To register please write to sadanandan.karaye@institutfrancais.in

With your name, designation, company and contact details

WEDNESDAY, 6TH FEBRUARY

3 PM: "RECEPTION OF INDIAN LITERATURE IN FRANCE" - A TALK BY VAIJU NARAVANE
VENUE: FRENCH PAVILION (HALL 7 A, B, C)

She will give an overview of the reception of Indian Literature in France and will share her experience in acquiring rights for Indian titles that are published in French translation by Albin Michel Publishers.

Vaiju Naravane is the Europe correspondent of The Hindu in Paris. She also acquires rights for publication in French translation of Indian authors for the French publishing house, Albin Michel. She publishes authors like Vikram Seth, Rohinton Mistry, Alan Hollinghurst, Indra Sinha, Anita Nair, etc.



THURSDAY, 7TH FEBRUARY

11 AM: PRESENTATION ON THE TRAINING FOR THE PUBLISHING INDUSTRY IN FRANCE AND INDIA
VENUE: CONFERENCE HALL (HALL 7, 1ST FLOOR)

Two leading training Institutions present the Publishing Industry in France and India. For France, **ASFORED / ESCP Europe's** Specialized Master in Management for the Publishing Industry will be presented by students of the current batch. For India, Naveen Kishore, Director of the **Seagull Publishing School** will present the proposed training in Editing and Book Design. The session will be introduced by Renaud Vély, Deputy Attaché for University Cooperation and **Campus France**, Embassy of France in India.

Asfored strives to create and provide the necessary initial and professional training for the publishing industry in all its diversity. It also has a mission of auditing. Over the years, Asfored has become the undisputed reference in the profession. Established in 1819, ESCP Europe is the world's oldest business school and has educated generations of leaders and forefront thinkers. The Specialized Master in Management for the Publishing Industry, jointly managed by Asfored and ESCP Europe, is a gateway to management positions in publishing.

The Seagull School of Publishing, based in Calcutta, offers a professional course - in Editing and in Book Design - run entirely by practicing publishers, editors and designers who are passionate about the craft of publishing.

Present in nine Indian cities, Campus France is the governmental agency promoting French higher education, functioning under the aegis of the Embassy of France in India.



5.30 PM: LAUNCH OF *MOTS TRANSPARENTS* / *TRANSPARENT WORDS*
VENUE: FRENCH PAVILION (HALL 7 A, B, C)

The Embassy of France in India in partnership with GOYAL Publishers & Distributors Pvt. Ltd. is proud to announce the launch of the second opus of *Mots Transparents* / *Transparent Words*. This is a glamorous recollection of the many French words commonly used in English. After the great success of the first edition, a second opus was created due to popular demand. A new foreword by His Excellency the Ambassador of France in India, Mr. François Richier and two new sections on sport and environment (transparent words in both languages!) are added.

GOYAL Publishers & Distributors Pvt. Ltd. is a leading name in foreign language books and has been providing quality books at an affordable price for more than 35 years. Today it reprints and distributes books from leading foreign language publishers of the world and collaborates with various cultural institutes in the Indian sub-continent to bring to the Indian student books that boast of international quality at low prices. It also runs GOYAL Foreign Language Book shops that are the largest collection of foreign language books under one roof in the Indian sub-continent and has branches in Kolkata, Chennai, Pune and Ahmedabad. Books

produced and distributed by GOYAL can also be purchased online at www.goyalpublisher.com and www.goyalsaab.com.



SATURDAY, 9TH FEBRUARY

11 AM: "MY TRUE NIGHT" - A WRITING WORKSHOP WITH DOMINIQUE SIGAUD

VENUE: CONFERENCE HALL (HALL 7, 1ST FLOOR)

- ON REGISTRATION -

To register please write to
camille.dhuy@diplomatie.gouv.fr

With your name,
designation and contact
details

Join us for a creative workshop on the art of writing entitled "My True Night" which will be conducted by Dominique Sigaud.

Night is the essential common feature of human beings where they live: abandonment, discrepancy, silence, dreams, nightmares; for everyone, whatever the age, wealth, culture. Yet some nights are deeply marked

by a sense of affiliation: ceremony, rituals, war, cyclones... During this workshop, each individual will write their essential night. A real night, be it from childhood or recent times.

Dominique Sigaud used to be a free-lance reporter in southern countries facing civil wars like Lebanon, Algeria, Sudan, Rwanda. In 1996, she became a writer and published 15 novels, narratives, travel stories, police novels or essay. She's also performing writing workshop in high school, prison, mental hospital.



© Wilfrid Rouff

FILM SCREENINGS

Venue: Shakuntalam Theatre

Delicacy on Monday, 4th February at 5 pm

Film: La Délicatesse
Director: David Foenkinos, Stéphane Foenkinos (2011)
Cast: Audrey Tautou, François Damiens, Bruno Todeschini, Pio Marmai
Running time: 1h48min

Nathalie has everything to be happy. She is young, beautiful, and contentedly married. But then her husband's accidental death stops her in her tracks. For several years, she buries herself in her work and puts her love life on hold. Then suddenly, without really knowing why, she kisses one of her colleagues, Markus, a very atypical man. A peculiar love affair then

ensues between this highly improbable couple that gives rise to bewilderment and aggressiveness amongst Nathalie's colleagues. Do we really choose the way in which life is reborn? Nathalie and Markus end up fleeing so as to live their relationship and joy in peace. This story of a rebirth is also one about the strangeness of love.

The film is adapted from David Foenkinos' eight novel, winner of 10 literary awards. The film was nominated for the Cesar of Best Adapted Screenplay and Best First Film in 2012.



The Other One on Tuesday, 5th February at 5 pm



Film: L'Autre
Director: Patrick Mario Bernard, Pierre Trividic (2009)
Cast: Dominique Blanc, Cyril Gueï, Peter Bonke, Christèle Tual, Anne Benoît, Charlotte Clamens
Running time: 1h37min

Anne-Marie has a peaceful break-up with her boyfriend Alex, whom she doesn't love anymore. However, upon learning that another woman has come into his life, she becomes insanely jealous... Second feature film of the directors Trividic and Bernard, *The Other One* is an adaptation of the short film called *The Occupation* by Annie Ernaux, published in 2003.

The Princess of Montpensier on Wednesday, 6th February at 5 pm

Film: La Princesse de Montpensier (2010)
Director: Bertrand Tavernier
Cast: Mélanie Thierry, Lambert Wilson, Grégoire Leprince-Ringuet, Gaspard Ulliel, Raphaël Personnaz
Running time: 2h19min

France, 1562. The wars of religion between Catholics and Protestants rage against a backdrop of intrigue and shifting alliances. Marie de Mézières, a beautiful young aristocrat, and Henri de Guise, one of the kingdom's most intrepid heroes, are in love, but Marie's father promises her hand in marriage to the Prince of Montpensier. The prince takes Marie back

to his chateau, where she is tutored by Chabannes, the Protestant deserter he protects, who soon falls in love with the young woman. Then, on their way back from battle, Henri de Guise and the Duke d'Anjou, the heir to the throne, stop at the chateau. Henri and Marie realize their feelings for each other are as strong as ever. The film was selected for official competition at Cannes 2010.



The Other One on Thursday, 7th February at 5 pm



Film: L'Autre
Director: Patrick Mario Bernard, Pierre Trividic (2009)
Cast: Dominique Blanc, Cyril Gueï, Peter Bonke, Christèle Tual, Anne Benoît, Charlotte Clamens
Running time: 1h37min

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Astérix and the Vikings on Friday, 8th February at 5 pm

Film: Astérix et les Vikings (2006)

Director: Stefan Fjeldmark, Jesper Møller

Cast: Roger Carel, Lorant Deutsch, Sara Forestier, Jacques Frantz, Pierre Palmade, Pierre Tchernia, Bernard Alane, Marc Alfos, Jules Azem

Running time: 1h18min

A small Gaul village welcomes Goudurix, the chief's nephew, and Asterix and Obelix are given the responsibility of making a man of him. Around the same time, the Vikings arrive in Gaul, determined to find a "champion of fear". When Goudurix is kidnapped by the Vikings, all disaster

breaks loose. Asterix and Obelix must do whatever it takes to find him. While they head off to look for him, going as far as the Great North, their young protégé, roped into a dastardly plot he wants no part of, encounters beautiful and intrepid Abba and realizes that love can sometimes be like a slap on the face. True culture shock!

The Adventures of Asterix and Obelix were born from the imagination of illustrator Albert Uderzo and screenwriter, René Goscinny. Over the years, Asterix and Obelix become legendary figures in the world of comics.



The Human Resources Manager on Saturday, 9th February at 5 pm

Film: Le Voyage du directeur des ressources humaines

Director: Eran Riklis (2010)

Cast: Noah Silver, Mark Ivanir, Guri Alfi, Rozina Cambos, Julian Negulesco, Bogdan Marian Stanoevitch

Running time: 1h43min

Nothing is going right for the Human Resources manager of Jerusalem's largest bakery: he has separated from his wife, his daughter doesn't want to see him, and he is stuck in a job he hates. After the accidental death of one of the bakery's female employees, a daily newspaper accuses the firm of inhumanity and indifference, revealing that nobody on the factory staff had remarked the young

woman's absence. The HR manager is hence sent on a public relations mission by his boss. It's the beginning of an adventure that takes our hero from the mystical streets of Jerusalem to glacial Rumania to look for Yulia's village. At the head of a chaotic convoy, which includes the dead woman's teenage son, rebelling against everything, the exasperating journalist "covering" the story, an eccentric consul, and a cumbersome coffin, the HR manager rediscovers a little of his humanity and the taste for "human resources." The film was named best film, best director and best screenplay of the year at the Israeli Academy Awards, the Oscars of Israel.



The Princess of Montpensier on Sunday, 10th February at 5 pm

Film: La Princesse de Montpensier (2010)
Director: Bertrand Tavernier
Cast: Mélanie Thierry, Lambert Wilson, Grégoire Leprince-Ringuet, Gaspard Ulliel, Raphaël Personnaz
Running time: 2h19min

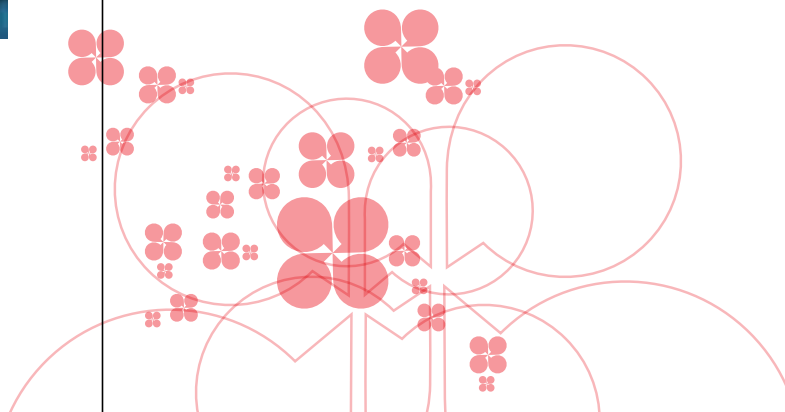
France, 1562. The wars of religion between Catholics and Protestants rage against a backdrop of intrigue and shifting alliances. Marie de Mézières, a beautiful young aristocrat, and Henri de Guise, one of the kingdom's most intrepid heroes, are in love, but Marie's father promises her hand in marriage to the Prince of Montpensier. The

prince takes Marie back to his chateau, where she is tutored by Chabannes, the Protestant deserter he protects, who soon falls in love with the young woman. Then, on their way back from battle, Henri de Guise and the Duke d'Anjou, the heir to the throne, stop at the chateau. Henri and Marie realize their feelings for each other are as strong as ever. The film was selected for official competition at Cannes 2010.



PHOTOGRAPHY EXHIBITION

OPENING: 11 AM ON MONDAY, 4 FEBRUARY
 VENUE: ENTRANCE, HALL 7, PRAGATI MAIDAN
 EXHIBITION ON VIEW UNTIL SUNDAY, 10 FEBRUARY (11 AM – 7.30 PM)



FRANCE HERITAGE

A photographic voyage of French heritage in India with Anay Mann, Gigi Scaria, Rishi Singhal, Serena Chopra, Isabel Saij along with Jean-Pierre Dubois

«Glimpses of France are still visible in the form of buildings along the Strand, city gates with inscriptions of 'Liberté, Égalité, Fraternité' as well as the rich merchant houses of the Bengali zamindars»

France Heritage is a photography project built around the labour of love of young Indian conservation architect, Ms. Aishwarya Tipnis, who has made a first attempt to map French inspiration in Indian architecture. Drawing from this research, photographers Anay Mann, Gigi Scaria, Serena Chopra, Rishi Singhal, Isabel Saij along with Jean-Pierre Dubois revisited French built and intangible heritage in India in 2012 and brought to life France in India in an exciting journey bringing back with them their own stories. Their work, under the curatorship of photographer

Anay Mann, has taken shape of an exhibition around this incredible slice of Indo-French history. The idea is not only to showcase France's connections with India and the legacy left behind but also to throw up questions related to conservation and artistic and social and other aspects.

Be these the French and Islamic architectural styles of the Chowmahalla Palace in Hyderabad, or the association between Le Corbusier and Shodhan House in Ahmedabad, or the rapidly changing built heritage landscape in Chandernagor, or again

the Moorish Mosque in Kapurthala built by French architect M. Manteaux and the Jagatjit Singh Palace (now the Sainik School) with its architecture based on the Palace of Versailles and Fontainebleau, or down south from the forts of Gingee and Cuddalore in Tamil Nadu to Tipu's Summer Palace in Bangalore, the challenges were many, but the photographers returned with their own understanding of this rather quaint and lesser known heritage of India.

The French East India Company (La Compagnie Française des Indes Orientales) maintained



© Serena Chopra

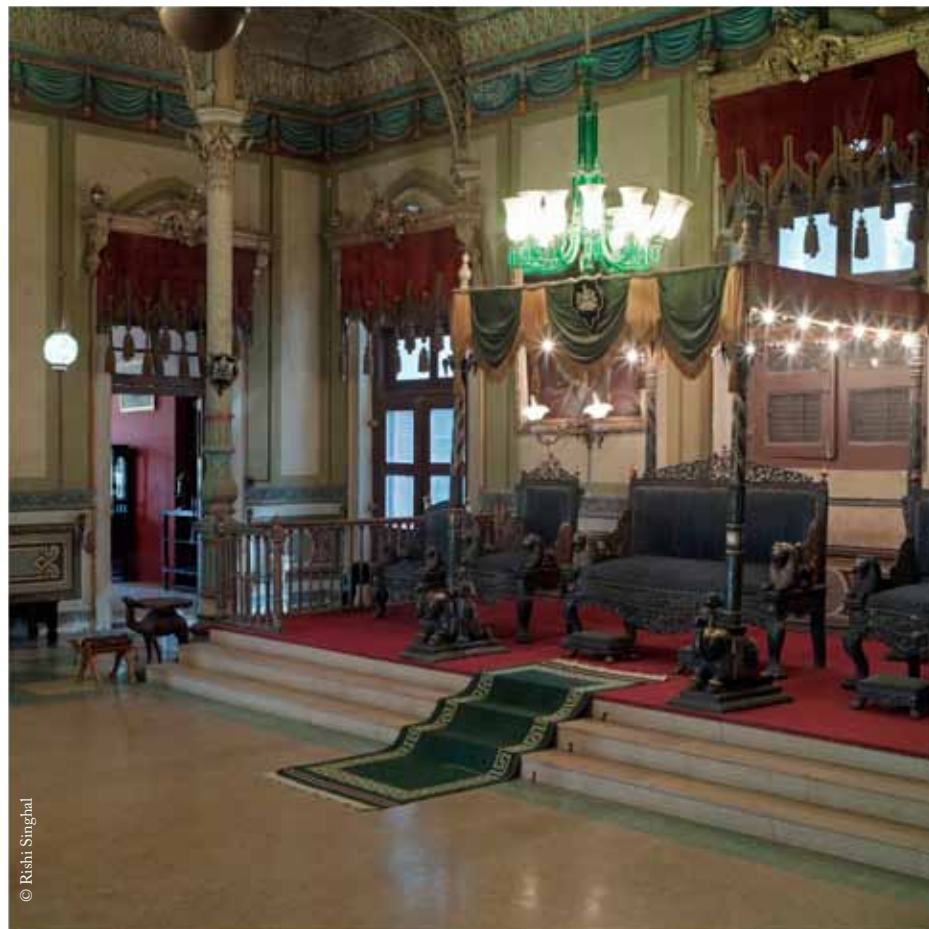
independent trading posts from the 17th to the 20th century in Pondicherry, Chandernagore, Mahe, Yanam and Karaikal. The French brought to India a new way of life, trade, governance, military warfare techniques, creating a cultural diversity which we now define as shared cultural heritage. The tangible built heritage varies from forts and military installations, public buildings, residential buildings, public squares, urban artifacts and even urban city planning. Intangible influences on culture include education systems, trade, art, design, interiors and culinary traditions.

French heritage in India is multifaceted and presents opportunities for both development of tourism and conservation and restoration.

ACKNOWLEDGEMENTS

The French Embassy / Institut Français en Inde and the photographers convey their warmest wishes and thanks to the following people and institutions without whose advice, support and help, the exhibition would not have been possible.

Ms. Aishwarya Tipnis,
Mr. Rohit Bal,
The owners and management of Chowmahalla Palace, The Archaeological Survey of India,
The Sainik School Kapurthala,
Mr. Dhritabrata Bhattachariya,
Ms Neline Mondal,
Ms. Basabi Pal,
Dr. Bhaskar Das,
Mr. Saibal Das,
Ms. Pinaki De,
Mr. Sapnendu Kar,



© Rishi Singhal

Ms. Anuradha Narayan in Bangalore,
Prof. Kulbhushan Jain,
Prof. R.J. Vasavada,
Mr. Chaitanya Dev Jhala,
Mr. Abhinav Shukla,
Mr. Nandkishore Shodhan,
Mr. Anand Sarabhai,
Ms. Manvita Baradi,
Ms. Sara Keller,
Ms. Suchitra Balasubramaniam,
Mr. Malhar Dhruv,
Mr. Jigar Purohit,
Mr. Philippe Martin,
Mr. Chintan Pandya

Isabel Saij and Jean-Pierre Dubois dedicate the project in the memory of Ambassador André Lewin, who was keenly interested in the France Heritage project, but who passed away in October 2012. André Lewin has been Ambassador to India from 1987 to 1991 and he remained an ardent EU-India diplomat besides a brilliant humanist and a seasoned diplomat with a genuine commitment for global peace and cooperation.



Indian Council for Cultural Relations



FRIDAY, 8TH FEBRUARY

6 PM: INTERACTION WITH THE FRANCE HERITAGE

PHOTOGRAPHERS

VENUE: FRENCH PAVILION (HALL 7 A, B, C)

Interaction with some France Heritage photographers including Anay Mann, Gigi Scaria, Serena Chopra and Rishi Singhal, and the conservation architect Aishwarya Tipnis.

FRENCH DELICACIES

VENUE: FRENCH PAVILION (HALL 7 A, B, C)

Le Bistrot: cuisine et culture françaises

«Le Bistrot» is now open at Aurangzeb Road, inside the magnificent Lutyens compound of the Institut Français en Inde (I.F.I.), French Embassy's Cultural Centre, in a congenial location near Khan Market and cross point of I.F.I.'s multiple cultural events. Le Bistrot will be associated with the French participation at the WBF and will sell coffee, tea and French delicacies on the French Pavilion (Hall 7 A, B, C).

Le Bistrot @ I.F.I.
2, Aurangzeb Road
New Delhi 110011

Landline: +91 - 11 - 65028384 / +91 9718182974



ACKNOWLEDGEMENTS

We thank the National Book Trust (N.B.T.) for giving us the honour to be the Guest Country for the 21st New Delhi World Book Fair 2013: in particular its director M.A. Sikandar, and Pradip Chhabra as well as Rubin DCruz.

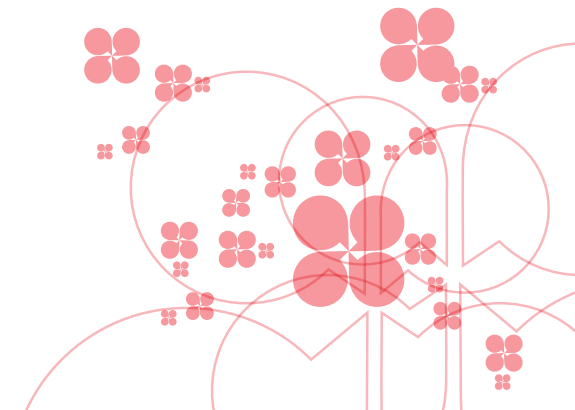
Our most sincere thanks to the Bureau International de l'Édition Française (B.I.E.F.) without whom we couldn't have organized the "French Focus" during the WBF 2013. In addition, it has been a great pleasure to work with Alain Gründ, Jean-Guy Boin and Christine Karavias.

We thank the entire French delegation for their continued partnership and valuable participation at the Book Fair.

Thanks to the following organizations for animating the French pavilion: Bingsha Shatabdi selling the French books, Le Bistrot proposing French delicacies and Campus France promoting higher education in France.

And we would like to thank Expro Events, in particular Vipul Agarwal, Mukul Agarwal, Shruti Bhatt, Sachin Jaiswal and

Narender Kumar for their worthwhile efforts in making the pavilion a nice and comfortable space.



BOOK OFFICE

For regular updates on events and latest news, visit our website:
<http://bibliofrance.in/>

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