

PRESS *kit*

#IAMINTROVERT



Kultūras ministrija

LV100

LATVIAN LITERATURE

The "Latvian Literature" platform was established in order to promote Latvian literature and its distribution abroad, as well as strengthen international cooperation among publishers, literary agents, writers, translators, and organisations working in the fields of literature and publishing. We are here to provide you with a variety of information about Latvian authors, books, our publishing industry and innovations within the industry.



#IAMINTROVERT CAMPAIGN

#iamintrovert is an international publicity campaign done by the Latvian Literature platform that was done in preparations for the London Book Fair 2018. Latvia was one of the fair's Market Focus countries.

We decided to stop pretending who we are not, and start to be proud of what we are. We're better at writing than doing small-talk.

THE LEGEND

WE ARE PROUD TO BE INTROVERTS

The world is a perfect place for extroverts. For the kind of people who know how to start a relaxed conversation with a stranger, perform in front of an audience, say something flattering about them, or hug someone for no reason at all. But we are different. Latvians can feel deeply confused when kissed on both cheeks.

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Or when suddenly talked to on a public bus or tram. If someone compliments a Latvian, he will turn red-white- red.

Latvia is one of the world's most introverted nations. And so are our writers, of course. And we are proud of that. We allow our books to speak for us, since literature is the perfect world for introverts.

WHAT WE DID?

INTROVERT WARDOBE

We set up an introverted wardrobe at our stand at the London Book Fair 2017, giving visitors the chance to make an anti-selfie with the Baltic Sea on the background and a quote by Latvian authors on their back. In 2018, visitors were presented with the chance to complete an interactive test, *What Kind of Introvert Are You* and take photos on a chosen Latvian landscape, of course, wearing quotes by Latvian authors again.

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COMIC SERIES

In cooperation with Latvian artist **Reinis Pētersons**, we created a comic series about the introverted writers I. and I., which inevitably grew into a love story. Almost thirty stories have been collected and printed in a book under the title, *Life of I.*

THE LIFE OF I. - AN INTROVERTED LATVIAN WRITER CONFIDENCE



THE LIFE OF I. - AN INTROVERTED LATVIAN WRITER - COLLEAGUE -



THE LIFE OF I. - AN INTROVERTED LATVIAN WRITER COMPLIMENT



BEER

In cooperation with **Krišjānis Zelģis**, a poet and the chief brewer at Malduguns Brewery, an introverted beer with six different labels was created, with potato as the secret ingredient.



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T-SHIRTS

#iamintrovert t-shirts were made together with actress and artist **Madara Botmane**, featuring ten different quotes from Latvian authors. The quotes can be changed by zipping them on and off the shirt. The exact same quotes will be displayed for the visitors of the 2018 London Book Fair on the backs of coats at the introverted wardrobe.



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RESTAURANTS

We started the restaurant promo campaign, *Introverted Lunch*, where people were invited to taste food from recipes written by Latvian authors. After tasting the food and a drink, the visitors **can** receive a card with a recipe and an illustration created for the campaign by one of many Latvia's excellent artists.



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SPOTIFY

We asked Latvian authors to submit playlists with their favourite songs that we have collected on the Latvian Literature channel on Spotify.

PINS, RAIN COATS, PENS ETC.

We also made pins, rain coats, beer mats, pens and other types of giveaway goods with the #iamintrovert campaign emblems, and visitors of the 2018 London Book Fair will be able to get their hands on these by taking a photo and taking part in a lottery at our stand.



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info@latvianliterature.lv

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THE LONDON BOOK FAIR AUTHORS

NORA IKSTENA (Author of the Day)

Nora Ikstena (1969) is a prose writer and essayist. Ikstena is one of the most visible and influential prose writers in Latvia, known for an elaborate style and detailed approach to language. In her prose, Nora Ikstena often reflects on life, love, death and faith. Ikstena is also a prolific author of biographical fiction, non-fiction, scripts, essays, and collections of short prose. Ikstena is an active participant in Latvia's cultural and political life, and a co-founder of the International Writers and Translators' House in Ventspils.

Awards

2006 – Latvian Literature Award for The Indefinite Was

2006 – The Baltic Assembly Prize for Literature for The Indefinite Was

2004 – Latvian Literature Award for Life Stories

2001 – Latvian Literature Award for The Virgin's Lesson

Books translated in English: Soviet Milk (2018), Peirene Press



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KĀRLIS VĒRDIŅŠ

Kārlis Vērdiņš (1979) is a Latvian poet, literary theoretician, author of research papers, monographs, and six collections of poetry, as well as an editor of various publications. One of his most touching poems, *Come to Me*, was listed by the experts at the Southbank Centre among 50 greatest modern love poems of our day. Vērdiņš has been called “the most honest Latvian poet of his generation” by his peers.

Awards

2017 – Latvian Literature Award as the Best Children's Book for Dad

2015 – Latvian Literature Award as the best Poetry Collection for The Grown-ups

2007 – Latvian Literature Award as the Best Children's Book for The Alphabet Soup

Books translated in English: *Come to Me* (2015), Arc Publications.



LUĪZE PASTORE

Luīze Pastore (1986) is the author of eight prose books for children. The latter five books constitute a series in which Luīze Pastore explores the ways in which literature can attractively combine adventures of solving a mystery and reintroducing famous paintings of Latvian canonical artists of different periods and modes, thus helping school youth get in touch with Latvian art. Awards

2016, Latvian Literature Award as the Best Children's Book for The Coming of the Stranger. Art Detectives III

2015, Jānis Baltvilks Award in Children's Literature for the Art Detectives series

2013, Latvian Literature Award as the Best Children's Book for The Story of Maskachka District

Books translated in English: Dog Town (2018), Firefly Press, Great Britain.



INGA ĀBELE

Inga Ābele (1972) is a prose writer, poet and playwright. Inga Ābele is the author of four novels and three collections of short stories. She is one of the most important Latvian writers of her generation due to her unique style, which embraces the richness of language and human psychology, as well as variety of contexts – different historical times and current issues. Inga Ābele's short story *Ants and Bumblebees* was included in the prose anthology *Best European Fiction 2010* published by Dalkey Archive Press, the USA.

Awards

2015, Latvian Literature Award for *Wicker Monk*

2008, Latvian Literature Award for *High Tide*

2008, the Baltic Assembly Prize for Literature for *High Tide*

2004, Latvian Literature Award for *Notes During the Time of Snow*

2003, Latvian Literature Award for *Plays*

Books translated in English: *High Tide* (2013), Open Letter, USA.

