

## **PROPOSED PROVISIONAL RESOLUTION FOR THE AWARDING OF GRANTS TO SUPPORT INTERNATIONAL PROMOTION ACTIVITIES FOR CATALAN AND ARANESE LITERATURE CORRESPONDING TO THE 2020 CALL FOR PROPOSALS**

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Ref. 02/ L0124 U10\_PROMO RES. PROVISIONAL

### **BACKGROUND**

1. By virtue of the resolution issued by the Institut Ramon Llull Consortium Director (hereinafter, Institut Ramon Llull) on 9 January 2020 (OGGC no. 8047 of 22 January 2020) and the amendment made to it on 10 July 2020 (OGGC no. 8179 of 17 July 2020), for the awarding of grants, on the basis of competitive tendering, to support international promotion activities for Catalan and Aranese literature.
2. The applications submitted in the established period for the call for proposals in question are included in the file.
3. On 12 November 2020, the evaluation committee met to analyse and evaluate the applications submitted.

### **LEGAL GROUNDS**

1. Law 38/2003 of 17 November on grants and Royal Decree 887/2006 of 21 July approving the Regulations of Law 38/2003 of 17 November on grants.
2. Legislative Decree 3/2002 of 24 December approving the Revised Text of the Law on Public Finance in Catalonia.
3. Government Agreement GOV/85/2016, of 28 June, approving the modification of the model regulatory guidelines approved by Agreement GOV/110/2014, of 22 July, approving the model regulatory guidelines of procedures to award grants on the basis of competitive tendering, processed by the Administration of the Government of Catalonia and its public sector, and approving its whole text.
4. Point 10 of the guidelines governing IRL calls for proposals for grants to support international promotion activities for Catalan and Aranese Literature regulates the grant awarding procedure.
5. Point 10.3 of the aforementioned guidelines states that applications are analysed by the evaluation committee named in the call for proposals, which will include external experts.
6. Point 10.4 of these guidelines states that it is the awarding body's responsibility to formulate a proposed provisional resolution for the awarding of grants.

### **RESOLUTION**



Accordingly, I resolve:

1. To propose the applicants detailed in the appendix as the beneficiaries of the grants for the amounts and purposes mentioned.
2. To request, if applicable, that the proposed beneficiaries submit the required documentation within 10 working days, starting from the day after this resolution is published.
3. To establish that any failure to submit the required documentation within 10 working days, starting from the day after this resolution is published, shall lead to the withdrawal of the application.
4. To establish that the proposed grant beneficiaries have 10 working days, starting from the day after this resolution is published, to submit any declarations or withdraw their application.

The awarding body

Antònia Andúgar i Andreu



#### **L0124 U10 N-PRO 37/20- 1**

Applicant: Bellevue Literary Press

Dates: From 01/01/2020 to 31/12/2020

Activity: Marketing and promotion campaign for the English translation of the book *Puja a casa*, by Jordi Nopca.

Amount requested: €10,000.00

Eligible amount: €10,000.00

**Points awarded: 40 points**

Amount proposed: €8,000.00

The committee has evaluated the grant application submitted by Bellevue Literary Press to carry out a marketing and promotion campaign for the English translation of the book *Puja a casa*, by Jordi Nopca.

The committee recognises the proposal as a whole, which aims to promote the book through a marketing campaign involving sending uncorrected proofs of the book and promotional copies to the press, book shops, literary critics, etc. The publication of a specific catalogue of the book for distributors is also planned, as well as the creation of a press pack and other supporting promotional materials (points awarded: 9).

The commission recognises the applicant publisher's record, Bellevue Literary Press, a US publisher specialising in literary translation (points awarded: 8).

The committee recognises the event's repercussions on the international promotion of Catalan literature (points awarded: 9).

The committee recognises the limited nature of the co-funding provided by the entity (points awarded: 1), and the promotion campaign's potential for providing exposure in its sphere (points awarded: 13).

The committee proposes the grant to be used to fund the marketing campaign, the fees for the external marketing and design companies and the company that will distribute the uncorrected proofs and promotional copies of the book.

#### **L0124 U10 N-PRO 38/20- 1**

Applicant: Ano redaktsiya jurnala "Inostrannaya Literatura"

Dates: From 20/02/2020 to 31/10/2020

Activity: Publication of a special monographic edition of the Russian magazine Inostrannaya Literatura on Catalan literature.

Amount requested: €10,000.00

Eligible amount: €10,000.00

**Points awarded: 39 points**

Amount proposed: €7,800.00

The committee has evaluated the grant application submitted by Ano redaktsiya jurnala "Inostrannaya Literatura" for the publication of a special monographic edition of the Russian magazine Inostrannaya Literatura on Catalan literature.

The commission recognises the applicant publisher's record, Ano redaktsiya jurnala "Inostrannaya Literatura", one of the most prestigious Russian periodicals specialising in translated literature (points



awarded: 9).

The committee recognises the nature of the co-funding provided by the entity (points awarded: 4).

The committee recognises the proposal as a whole, which aims to publish in paper format a special monograph on Catalan literature that includes the following authors: Marta F. Soldado, Teresa Colom, Jordi Puntí, Damià Bardera, Elisenda Solsona, Natàlia Cerezo, Bel Olid, Marc Artigau, Xavier Theros, Imma Monsó, Matthew Tree, Ausiàs March, Joan Alcover, Joana Raspall, Jaume Coll Mariné, Oriol Prat Altimira and Carles Dach. The translations will be carried out by Alexandra Grebennikova, Olga Nikolaieva, Marina Kiienia, Xènia Dyakonova, Anna Urzhumtseva, Svatlana Alpova, Elizaveta Buhgoltseva, Ekaterina Gadaieva, Natalia Beteva, Alina Zvonareva, Marina Ketlerova and Nina Avrova, who has also taken care of coordinating and publishing the monograph (points awarded: 9).

The committee recognises the magazine's potential for exposure (points awarded: 9).

The committee recognises the magazine's international circulation (points awarded: 8).

The committee proposes the grant to be used to finance the copyright fees for the authors included in the monograph, the fees for the translators and the editor of the monograph, as well as the magazine publishing, graphic design and production expenses.

#### **L0124 U10 N-PRO 46/20- 1**

Applicant: Other Press, LLC.

Dates: From 14/05/2020 to 19/05/2020

Activity: Presentation and promotion of the English translation of the book *Dressed for a Dance in the Snow*, by Monika Zgustova.

Amount requested: €3,541.91

Eligible amount: €3,541.91

**Points awarded: 40 points**

Amount proposed: €2,833.53

The committee has evaluated the grant application submitted by Other Press, LLC for the presentation and promotion of the English translation of the book *Dressed for a Dance in the Snow*, by Monika Zgustova.

The committee recognises the proposal as a whole, which includes a book presentation by the author, a promotion and marketing campaign involving sending uncorrected proofs of the book and promotional copies to the press, book shops, literary critics, etc., and the creation of a press pack and other supporting promotional materials (points awarded: 9).

The commission recognises the applicant publisher's record, Other Press, LLC, a US publisher specialising in literary translation that has published authors like Antonio Muñoz Molina, Alberto Moravia, or Patrick Modiano, and that plans to publish another author of Catalan literature, Sergi Pàmies. (points awarded: 8).

The committee recognises the event's repercussions on the international promotion of Catalan literature (points awarded: 9).

The committee recognises the limited nature of the co-funding provided by the entity (points awarded:



1), and the promotion campaign's potential for providing exposure in its sphere (points awarded: 13).

The committee proposes that the grant be used to finance the travel and accommodation for Monika Zgustova as well as the marketing campaign (publication and distribution of promotional copies of the book and graphic materials).

**L0124 U10 N-PRO 96/20- 1**

Applicant: Idus Forlaget.

Dates: From 15/08/2020 to 15/11/2020

Activity: Promotion and presentation of the Swedish translation of the book *El monstre de colors* by Anna Llenas

Amount requested: €2,080.00

Eligible amount: €2,080.00

**Points awarded: 40 points**

Amount proposed: €1,664.00

The committee has evaluated the grant application submitted by Idus Forlaget for the promotion and presentation of the Swedish translation of the book *El monstre de colors* by Anna Llenas.

The committee recognises the proposal as a whole, which includes a promotion and marketing campaign for the book through the insertion of advertisements in various media outlets and the creation of specific newsletters to promote the book in the digital sphere (points awarded: 9).

The commission recognises the applicant publisher's record, Idus Forlaget, a long-standing Swedish publisher specialising in children's and young adult literature (points awarded: 8).

The committee recognises the event's repercussions on the international promotion of Catalan children's and young adult literature (points awarded: 8).

The committee recognises the limited nature of the co-funding provided by the entity (points awarded: 1), and the promotion campaign's potential for providing exposure in its sphere (points awarded: 14).

The committee proposes that the grant be used to finance the design and insertion of advertisements, as well as the design and creation of mailing lists and newsletters.

**L0124 U10 N-PRO 100/20- 1**

Applicant: Fum d'estampa press LTD

Dates: From 01/08/2020 to 30/10/2020

Activity: Presentation and promotion of the English translation of the book *La bogeria* by Narcís Oller.

Amount requested: €691.67

Eligible amount: €691.67

**Points awarded: 31 points**

Amount proposed: €691.67

The committee has evaluated the grant application submitted by Fum d'Estampa Press LTD for the presentation and promotion of the English translation of the book *La bogeria* by Narcís Oller.



The committee recognises the proposal as a whole, which includes the promotion of the book through a marketing and communication campaign that will involve sending promotional copies to the local media (points awarded: 9).

The commission recognises the applicant publisher's record. Though it is a new publisher, it has presented a detailed communication and marketing plan (points awarded: 6).

The committee recognises the event's repercussions on the international promotion of Catalan literature (points awarded: 6).

The committee recognises the nature of the co-funding provided by the entity (points awarded: 1)

The committee recognises the various planned events' potential for exposure among readers (points awarded: 9).

The committee proposes that the grant be used to finance the fees for the PR professional Nicolette Praça, who will design the marketing campaign, as well as the sending of promotional copies of the book to the local media.

#### **L0124 U10 N-PRO 217/20- 1**

Applicant: EDITORIAL CASALS SA

Dates: From 06/03/2020 to 08/03/2020

Activity: Presentation in Madrid of the Spanish translation of the books *Agus i els monstres*, by Jaume Copons and Liliana Fortuny: *Tour monstrosos*.

Amount requested: €1,148.89

Eligible amount: €1,148.89

**Points awarded: 39 points**

Amount proposed: €1,148.89

The committee has evaluated the grant application submitted by EDITORIAL CASALS SA for the presentation in Madrid of the Spanish translation of the books *Agus i els monstres*, by Jaume Copons and Liliana Fortuny. Title of activity: *Tour monstrosos*

The committee recognises the proposal as a whole, which includes a presentation in Madrid along with the writer and the illustrator. The activity will take place in various book shops around the city, including Casa del Libro, Libros de Arena, Las Letras Embrujadas, Fnac (points awarded: 9).

The commission recognises the applicant publisher's record, specialising in children's and young adult literature (points awarded: 9).

The committee recognises the event's repercussions on the international promotion of Catalan literature (points awarded: 7).

The committee recognises the nature of the co-funding provided by the entity (points awarded: 1).

The committee recognises the high potential for exposure among readers of the various planned events (points awarded: 13).



The committee proposes that the grant be used to finance the travel, accommodation and fees for the author and the illustrator, as well as part of the expenses incurred by the marketing and communication plan.

**L0124 U10 N-PRO 256/20- 1**

Applicant: Quirky Kid Pty LTD

Dates: From 05/08/2020 to 31/12/2020

Activity: Promotion and presentation of the book *Germans!* by Rocio Bonilla in Australia and New Zealand.

Amount requested: €10,000.00

Eligible amount: €7,000.00

**Points awarded: 41 points**

Amount proposed: €5,740.00

The committee has evaluated the grant application submitted by Quirky Kid Pty LTD for the promotion and presentation of the book *Germans!* by Rocio Bonilla in Australia and New Zealand.

The committee recognises the proposal as a whole, which includes a promotion and marketing campaign involving the production of promotional and graphic materials (such as displays for book shops), advertisements in the media, a press pack, and the production of podcasts. A digital marketing campaign focusing on social media in Australia and New Zealand is also planned. The author's participation in an online talk is also planned (points awarded: 9).

The commission recognises the applicant publisher's record, Quirky Kid Pty LTD (points awarded: 8).

The committee recognises the event's repercussions on the international promotion of Catalan literature (points awarded: 8).

The committee recognises the nature of the co-funding provided by the entity (points awarded: 3), and the promotion campaign's potential for providing exposure in its sphere (points awarded: 13).

The committee proposes that the grant be used to finance the expenses relating to the marketing campaign (design and production of promotional materials, advertisements, videos and podcasts), the production of displays for book shops, as well as the fees for the digital marketing agency and the participants in the talks.

**L0124 U10 N-PRO 274/20- 1**

Applicant: Fum d'estampa press LTD

Dates: From 21/07/2020 to 15/10/2020

Activity: Promotion campaign of the English translation of the book *Londres nevat* by Jordi Llavina.

Amount requested: €709.97

Eligible amount: €709.97

**Points awarded: 29 points**

Amount proposed: €709.97

The committee has evaluated the grant application submitted by Fum d'Estampa Press LTD for the promotion of the English translation of the book *Londres nevat* by Jordi Llavina.



The committee recognises the proposal as a whole, which includes the promotion of the book through a marketing and communication campaign that will involve sending promotional copies to the local media (points awarded: 7).

The commission recognises the applicant publisher's record. Though it is a new publisher, it has presented a detailed communication and marketing plan (points awarded: 6).

The committee recognises the event's repercussions on the international promotion of Catalan literature (points awarded: 6).

The committee recognises the nature of the co-funding provided by the entity (points awarded: 1).

The committee recognises the various planned events' potential for exposure among readers (points awarded: 9).

The committee proposes that the grant be used to finance the fees for the PR professional Nicolette Praça, who will design the marketing campaign, as well as the sending of promotional copies of the book to the local media.

#### **L0124 U10 N-PRO 333/20- 1**

Applicant: Tiring House

Dates: From 15/10/2020 to 31/12/2020

Activity: Promotion and presentation of the Italian translation of the book *Acte de violència* by Manuel de Pedrolo.

Amount requested: €4,700.00

Eligible amount: €4,700.00

**Points awarded: 38 points**

Amount proposed: €3,572.00

The committee has evaluated the grant application submitted by Tiring House to carry out a promotion campaign for the Italian translation of the book *Acte de violència* by Manuel de Pedrolo.

The committee recognises the proposal as a whole, which includes a promotion and marketing campaign for the book through the following activities: production of a pre-recorded video of an interview with the translator of the book, Beatrice Parisi, and the writer of the book's introduction, Alberto Prunetti; production of audio recordings of excerpts of the book being read by professional actors; and presentations in various Italian cities led by the translator and the writer of the introduction. The campaign also involves hiring a communication agency (points awarded: 9).

The commission recognises the applicant publisher's record, Tiring House, a publisher that carries out significant cultural work (points awarded: 7).

The committee recognises the event's repercussions on the international promotion of Catalan literature (points awarded: 8).

The committee recognises the limited nature of the co-funding provided by the entity (points awarded: 1), and the promotion campaign's potential for providing exposure in its sphere (points awarded: 13).

The committee proposes that the grant be used to finance the expenses relating to the marketing





campaign, the fees for the professional actors and the participants in the events, the accommodation and travel expenses for the translator and the writer of the introduction, the expenses incurred by the production of the pre-recorded videos, as well as the fees for the external communication agency.

**L0124 U10 N-PRO 337/20- 1**

Applicant: Fundación Filba, for the promotion of literature and culture in general (Filbita Festival).

Dates: From 16/10/2020 to 24/10/2020

Activity: The illustrator (Pep Montserrat) virtual presence at the Filba Online Buenos Aires International Literature Festival 2020.

Amount requested: €810.00

Eligible amount: €810.00

**Points awarded: 38 points**

Amount proposed: €810.00

The committee has evaluated the grant application submitted by Fundación Filba for the illustrator (Pep Montserrat) virtual presence at the Filba Online Buenos Aires International Literature Festival 2020.

The committee recognises the proposal as a whole, which includes the author's participation in an illustration workshop. The activity will be made up of three sessions and will be broadcast via the platform Zoom. It also involves a conversation between the illustrator Pep Montserrat– along with other local illustrators and authors – and readers (points awarded: 8).

The commission recognises the applicant publisher's record, one of the most important international literary festivals in Latin America (points awarded: 8).

The committee recognises the event's repercussions on the international promotion of Catalan literature (points awarded: 8).

The committee recognises the nature of the co-funding provided by the entity (points awarded: 1).

The committee recognises the event's potential for exposure in the Argentinian and Latin American literary sphere (points awarded: 13).

The committee proposes that the grant be used to finance the expenses relating to the fees for the participants, as well as the expenses corresponding to the external communication agency and the marketing campaign (design and layout of graphic materials).

**L0124 U10 N-PRO 338/20- 1**

Applicant: Fundación Filba, for the promotion of literature and culture in general (Filbita Festival)

Dates: From 16/10/2020 to 24/10/2020

Activity: Participation of Jordi Puntí and Lluçia Ramis in the Filba Online Buenos Aires International Literature Festival 2020. Online participation

Amount requested: €1,000.00

Eligible amount: €1,000.00

**Points awarded: 38 points**

Amount proposed: €1,000.00



The committee has evaluated the grant application submitted by Fundación Filba for the participation of Jordi Puntí and Lluçia Ramis in the Filba Online Buenos Aires International Literature Festival 2020.

The committee recognises the proposal as a whole, which includes the two selected authors' participation in various events and talks with readers. They will give readings of their own work, which will be recorded in advance and shown during the festival. In addition, Lluçia Ramis will participate in an autobiographical writing workshop. The talks will be broadcast via Zoom and Youtube platforms (points awarded: 8).

The commission recognises the applicant publisher's record, one of the most important international literary festivals in Latin America (points awarded: 8).

The committee recognises the event's repercussions on the international promotion of Catalan literature (points awarded: 8).

The committee recognises the nature of the co-funding provided by the entity (points awarded: 1).

The committee recognises the event's potential for exposure in the Argentinian and Latin American literary sphere (points awarded: 13).

The committee proposes that the grant be used to finance the expenses relating to the fees for the participants, as well as the expenses corresponding to the external communication agency and the marketing campaign (design and layout of graphic materials).

#### **L0124 U10 N-PRO 339/20- 1**

Applicant: Orlanda Verlag GmbH

Dates: From 01/09/2020 to 31/12/2020

Activity: Promotion of the German translation of the work *La filla estrangera* by Najat el Hachmi.

Amount requested: €5,450.00

Eligible amount: €5,450.00

**Points awarded: 40 points**

Amount proposed: €4,360.00

The committee has evaluated the grant application submitted by Orlanda Verlag GmbH for the promotion of the German translation of the book *La filla estrangera* by Najat el Hachmi.

The committee recognises the proposal as a whole, which includes a digital marketing and promotion campaign carried out by a communication agency specialising in social media, involving the publication of various advertisements in literary magazines (points awarded: 8).

The commission recognises the applicant publisher's record, Orlanda Verlag GmbH, a publisher specialising in literary translation that has already published a work of Catalan literature by the writer Lluçia Ramis (points awarded: 8).

The committee recognises the event's repercussions on the international promotion of Catalan literature (points awarded: 8).

The committee recognises the limited nature of the co-funding provided by the entity (points awarded: 2), and the promotion campaign's potential for providing exposure in its sphere (points awarded: 14).



The committee proposes that the grant be used to finance the expenses relating to the marketing campaign (design and insertion of advertisements and other graphic materials) and the fees for the digital marketing agency.

**L0124 U10 N-PRO 445/20- 1**

Applicant: Editora Biruta

Dates: From 04/10/2020 to 15/12/2020

Activity: Promotion of the illustrated book *Un pèl a la sopa*, by Àlex Nogués in Brazil.

Amount requested: €515.00

Eligible amount: €515.00

**Points awarded: 38 points**

Amount proposed: €515.00

The committee has evaluated the grant application submitted by Editora Biruta for the promotion of the illustrated book *Un pèl a la sopa*, by Àlex Nogués in Brazil.

The committee recognises the proposal as a whole, the first part of which is an online conversation between the author and Denise Viotte, the head of one of the main children's and young adult literature reading clubs in Brazil, A Taba. The second activity planned is an online reading of the book *Un pèl a la sopa* by a well-known children's 'booktuber' from Brazil, Fafá Conta (points awarded: 8).

The commission recognises the applicant publisher's record (points awarded: 8).

The committee recognises the event's repercussions on the international promotion of Catalan literature (points awarded: 8).

The committee recognises the nature of the co-funding provided by the entity (points awarded: 1).

The committee recognises the event's potential for exposure in the Brazilian and Latin American literary sphere (points awarded: 13).

The committee proposes that the grant be used to finance the expenses relating to the fees for the author, the head of the reading club and the narrator, as well as the expenses incurred from marketing and promoting the activity on the social media described in the application.

**L0124 U10 N-PRO 446/20- 1**

Applicant: Fum d'estampa press LTD

Dates: From 15/10/2020 to 15/11/2020

Activity: Promotion of the English translation of the book *One Day of Life is Life* by Joan Maragall.

Amount requested: €714.28

Eligible amount: €714.28

**Points awarded: 31 points**

Amount proposed: €714.28

The committee has evaluated the grant application submitted by Fum d'Estampa Press LTD for the promotion of the English translation of the book *One Day of Life is Life* by Joan Maragall.



The committee recognises the proposal as a whole, which includes the promotion of the book through a marketing and communication campaign that will involve sending promotional copies to the local media (points awarded: 9).

The commission recognises the applicant publisher's record. Though it is a new publisher, it has presented a detailed communication and marketing plan (points awarded: 6).

The committee recognises the event's repercussions on the international promotion of Catalan literature (points awarded: 6).

The committee recognises the nature of the co-funding provided by the entity (points awarded: 1).

The committee recognises the various planned events' potential for exposure among readers (points awarded: 9).

The committee proposes that the grant be used to finance the fees for the PR professional Nicolette Praça, who will design the marketing campaign, as well as the sending of promotional copies of the book to the local media.

#### **L0124 U10 N-PRO 448/20- 1**

Applicant: Treci Trg

Dates: From 13/11/2020 to 15/11/2020

Activity: Participation in the 14th Belgrade Poetry and Book Festival of the poet Xevi Pujol and the translators Jelena Petanovic and Pau Bori.

Amount requested: €3,330.00

Eligible amount: €3,330.00

**Points awarded: 40 points**

Amount proposed: €2,664.00

The committee has evaluated the grant application submitted by Treci Trg for the participation in the 14th Belgrade Poetry and Book Festival of the poet Xevi Pujol and the translators Jelena Petanovic and Pau Bori.

The committee recognises the proposal as a whole, which includes the poet and the guest translators giving three poetry readings and participating in a round table on poetry translation (points awarded: 9).

The commission recognises the applicant publisher's record, Treci Trg, a publisher that has been working with the festival for a long time and has invited other Catalan poets to previous editions (points awarded: 9).

The committee recognises the event's repercussions on the international promotion of Catalan literature (points awarded: 8).

The committee recognises the limited nature of the co-funding provided by the entity (points awarded: 1), and the promotion campaign's potential for providing exposure in its sphere (points awarded: 13).

The committee proposes that the grant be used to finance the expenses relating to the fees for the participants (Xevi Pujol, Jelena Petanovic i Pau Bori), the accommodation and travel expenses for



Jelena Petanovic and Pau Bori, as well as the expenses relating to marketing and graphic materials.

**L0124 U10 N-PRO 470/20- 1**

Applicant: Éditions du Seuil Groupe La Martinière.

Dates: From 06/10/2020 to 01/12/2020

Activity: Promotion of the French translation of the book *Aprendre a parlar amb les plantes*, by Marta Orriols.

Amount requested: €1,650.00

Eligible amount: €1,650.00

**Points awarded: 42 points**

Amount proposed: €1,386.00

The committee has evaluated the grant application submitted by Éditions du Seuil for the marketing campaign for the French translation of the book *Aprendre a parlar amb les plantes*, by Marta Orriols.

The committee recognises the proposal as a whole, which includes a promotion and marketing campaign for the book through the insertion of advertisements in various literary magazines, as well as the creation of a press pack and other supporting promotional materials (points awarded: 9).

The commission recognises the applicant publisher's record, Éditions du Seuil, a publisher specialising in literary translation that plans to publish a work of Catalan literature by the writer Irene Solà soon (points awarded: 9).

The committee recognises the event's repercussions on the international promotion of Catalan literature (points awarded: 9).

The committee recognises the limited nature of the co-funding provided by the entity (points awarded: 1), and the promotion campaign's potential for providing exposure in its sphere (points awarded: 14).

The committee proposes that the grant be used to finance the expenses relating to the marketing campaign (design and production of promotional materials) and the fees for the marketing agency.

**L0124 U10 N-PRO 472/20- 1**

Applicant: La Nuova Frontiera SRL

Dates: From 15/10/2020 to 31/12/2020

Activity: Promotion of the republication of *La plaça del diamant*, by Mercè Rodoreda, in Italian, with a new introduction, and the creation of a booklet on her works.

Amount requested: €618.10

Eligible amount: €618.00

**Points awarded: 39 points**

Amount proposed: €618.00

The committee has evaluated the grant application submitted by La Nuova Frontiera SRL for the promotion of the republication of *La plaça del diamant*, by Mercè Rodoreda, in Italian, with a new introduction. The activity involves the creation of a promotional booklet on all the author's books translated into Italian and published by the aforementioned publisher.

The committee recognises the proposal as a whole, which includes a promotion campaign for the



republication of the book through the creation of a promotional booklet on all the author's books translated into Italian and published by the aforementioned publisher (points awarded: 9).

The commission recognises the applicant publisher's record, La Nuova Frontiera SRL, a publisher that has translated many works of Catalan literature, most notably the works of Mercè Rodoreda (points awarded: 8).

The committee recognises the event's repercussions on the international promotion of Catalan literature (points awarded: 7).

The committee recognises the nature of the co-funding provided by the entity (points awarded: 1), and the promotion campaign's potential for providing exposure in its sphere, Italy. (points awarded: 14).

The committee proposes that the grant be used to finance the fees for the writer of the introduction to the new edition of the book, as well as the expenses relating to the promotion and marketing campaign (design and printing of graphic materials and advertisements in the media and on social media).

#### **L0124 U10 N-PRO 474/20- 1**

Applicant: Kupido verlag (Frank Henseleit)

Dates: From 25/11/2020 to 30/12/2020

Activity: Pre-publication campaign for the German translation of the book *El mar*, by Blai Bonet.

Amount requested: €9,250.00

Eligible amount: €9,250.00

**Points awarded: 39 points**

Amount proposed: €7,215.00

The committee has evaluated the grant application submitted by Kupido Verlag (Frank Henseleit) for the pre-publication campaign for the German translation of the book *El mar*, by Blai Bonet

The committee recognises the proposal as a whole, which includes a promotion and marketing campaign for the book through the publication of various advertisements in literary magazines and the creation of a press pack and other supporting promotional materials. The campaign also involves hiring an external communication agency (points awarded: 9).

The commission recognises the applicant publisher's record, Kupido Verlag (Frank Henseleit), a German publisher specialising in translating classic authors and books, such as Fernando Pessoa, Gabriel García Márquez or Manuel Chaves Nogales (points awarded: 7).

The committee recognises the event's repercussions on the international promotion of Catalan literature (points awarded: 8).

The committee recognises the nature of the co-funding provided by the entity (points awarded: 2), and the promotion campaign's potential for providing exposure in its sphere (points awarded: 13).

The committee proposes that the grant be used to finance the expenses relating to the marketing campaign (design and production of promotional materials) and the fees for the communication agency.



#### **L0124 U10 N-PRO 476/20- 1**

Applicant: Thaqafa for Publishing & Distribution.

Dates: From 20/11/2020 to 27/12/2020

Activity: Promotion and presentation of the book *La vida secreta dels mocs* by Mariona Tolosa.

Amount requested: €1,000.00

Eligible amount: €845.00

**Points awarded: 36 points**

Amount proposed: €845.00

The committee has evaluated the grant application submitted by Thaqafa for Publishing & Distribution for the promotion and presentation of the book *La vida secreta dels mocs* by Mariona Tolosa, in the United Arab Emirates.

The committee recognises the proposal as a whole, which includes a social media promotion campaign as well as the production of a promotional video for the book (points awarded: 8).

The commission recognises the applicant publisher's record (points awarded: 7).

The committee recognises the event's repercussions on the international promotion of Catalan literature (points awarded: 7).

The committee recognises the nature of the co-funding provided by the entity (points awarded: 1).

The committee recognises the event's potential for exposure in the Arabic language's geographical and linguistic sphere (points awarded: 13).

The committee proposes that the grant be used to finance the expenses relating to the social media promotion campaign, as well as the expenses relating to the production of a promotional video for the book.

#### **L0124 U10 N-PRO 479/20- 1**

Applicant: Alberdania, SL

Dates: From 27/10/2020 to 29/10/2020

Activity: Promotion of the Basque translation of the book *Canto jo i la muntanya balla*, by Irene Solà, in the Basque Country.

Amount requested: €1,421.47

Eligible amount: €1,421.47

**Points awarded: 37 points**

Amount proposed: €1,421.47

The committee has evaluated the grant application submitted by Alberdania, SL, to carry out a promotion campaign for the Basque translation of the book *Canto jo i la muntanya balla*, by Irene Solà, in the Basque Country.

The committee recognises the proposal as a whole, which includes the author's participation in a literary discussion at the Donostia-San Sebastián Municipal Library, along with the writer Uxue Alberdi, and in a series of meetings with local journalists for promotional interviews (points awarded: 8).





The commission recognises the applicant publisher's record, one of the most important in the Basque Country (points awarded: 8).

The committee recognises the event's repercussions on the international promotion of Catalan literature (points awarded: 7).

The committee recognises the nature of the co-funding provided by the entity (points awarded: 1.), and also the high potential for exposure among readers of the various planned events (points awarded: 13).

The committee proposes that the grant be used to finance the fees, travel and accommodation for Irene Solà and for Maria Colera (Basque-Catalan interpreter), as well as the expenses corresponding to the external communication agency and part of graphic materials.

#### **L0124 U10 N-PRO 480/20- 1**

Applicant: Blackie Edizioni

Dates: From 30/08/2020 to 22/11/2020

Activity: Promotion of the Italian translation of the book *Canto jo i la muntanya balla*, by Irene Solà.

Amount requested: €7,402.00

Eligible amount: €7,402.00

**Points awarded: 38 points**

Amount proposed: €5,625.52

The committee has evaluated the grant application submitted by Blackie Edizioni to carry out a promotion campaign for the Italian translation of the book *Canto jo i la muntanya balla* by Irene Solà.

The committee recognises the proposal as a whole, which includes a promotion campaign for the book through the publication of various advertisements in literary magazines and the creation of promotional materials, as well as a digital marketing campaign focusing on social media in Italy (points awarded: 9).

The commission recognises the applicant publisher's record, Blackie Edizioni (points awarded: 7).

The committee recognises the event's repercussions on the international promotion of Catalan literature (points awarded: 7).

The committee recognises the nature of the co-funding provided by the entity (points awarded: 1), and the promotion campaign's potential for providing exposure in its sphere (points awarded: 14).

The committee proposes that the grant be used to finance the expenses relating to the marketing campaign (design and production of promotional materials and advertisements) and the fees for the communication agency.

#### **L0124 U10 N-PRO 491/20- 1**

Applicant: Editorial Aurora Boreal

Dates: 28/11/2020

Activity: Promotion of the Danish translation of the work *La meitat de l'ànima* by Carme Riera, with an advertisement published in the press.





Amount requested: €562.00

Eligible amount: €562.00

**Points awarded: 37 points**

Amount proposed: €562.00

The committee has evaluated the grant application submitted by Editorial Aurora Boreal for the promotion of the Danish translation of the work *La meitat de l'ànima* by Carme Riera, with an advertisement published in the press.

The committee recognises the proposal as a whole, which includes a publication of an advertisement in the culture section of the national Danish newspaper Kristeligt Dagblad (points awarded: 9).

The commission recognises the applicant publisher's record, Editorial Aurora Boreal (points awarded: 8).

The committee recognises the event's repercussions on the international promotion of Catalan literature (points awarded: 7).

The committee recognises the limited nature of the co-funding provided by the entity (points awarded: 1), and the promotion campaign's potential for providing exposure in its sphere (points awarded: 12).

The committee proposes that the grant be used to finance the design and insertion of advertisements.

#### **L0124 U10 N-PRO 493/20- 1**

Applicant: dtv Verlagsgesellschaft mbH & Co. KG

Dates: From 01/11/2020 to 31/12/2020

Activity: Digital promotion campaign of the German translation of the book *Aprendre a parlar amb les plantes*, by Marta Orriols.

Amount requested: €2,948.00

Eligible amount: €2,948.00

**Points awarded: 44 points**

Amount proposed: €2,594.24

The committee has evaluated the grant application submitted by dtv Verlagsgesellschaft mbH & Co. KG Digital for the promotion campaign of the German translation of the book *Aprendre a parlar amb les plantes*, by Marta Orriols.

The committee recognises the proposal as a whole, which includes a promotion campaign for the book through the publication of various advertisements in literary magazines and the creation of promotional materials, as well as the printing of promotion copies of the book (points awarded: 9).

The commission recognises the applicant publisher's record, dtv Verlagsgesellschaft mbH & Co. KG, one of the longest-standing publishers in Germany (points awarded: 9).

The committee recognises the event's repercussions on the international promotion of Catalan literature (points awarded: 8).

The committee recognises the nature of the co-funding provided by the entity (points awarded: 5), and the promotion campaign's potential for providing exposure in its sphere (points awarded: 13).



The committee proposes that the grant be used to finance the expenses relating to the marketing campaign (design and production of promotional materials and advertisements) and the fees for the publication of promotional copies of the book.

**L0124 U10 N-PRO 498/20- 1**

Applicant: Alexander Margulis

Dates: From 01/01/2020 to 31/12/2020

Activity: Ayesha Catalan Bilingual Virtual Library

Amount requested: €9,100.00

Eligible amount: €5,800.00

**Points awarded: 35 points**

Amount proposed: €4,060.00

The committee has evaluated the grant application submitted by Alexander Margulis for the publication of the Ayesha Catalan Bilingual Virtual Library.

The commission recognises the applicant publisher's record, Alexander Margulis; head of Ayesha publisher (Agencia Literaria y de Servicios de Gestión Cultural), an Argentinian periodical publication specialising in translated literature that published a monograph on Catalan literature in 2019 (points awarded: 8).

The committee recognises the limited nature of the co-funding provided by the entity (points awarded: 2).

The committee recognises the proposal as a whole, which aims to publish in digital format a special monograph on Catalan literature that includes the following authors: Carla Gracia, Silvia Tarragó, Gaspar Hernández, Coia Valls, Nadia Ghulam, Sebastià Bennasar, Víctor Amela, Oriol Guilera, Teresa Colom, Rafael Vallbona, Jordi Nopca and Sergi Pàmies (points awarded: 8).

The committee recognises the magazine's potential for exposure (points awarded: 8).

The committee recognises the magazine's international circulation (points awarded: 9).

The committee proposes that the grant be used exclusively to finance the copyright fees for the aforementioned authors included in the monograph, as on the day the application was submitted, fees for the translators and editors, and magazine publishing, graphic design and production expenses.

**L0124 U10 N-PRO 511/20- 1**

Applicant: Fragmenta Editorial S.L.

Dates: From 01/11/2020 to 31/12/2020

Activity: Activity: Seven conversations in Spanish about each of the seven books from the series *Pecados capitales*, by various authors (Oriol Quintana, Marina Porras, Oriol Ponsatí-Murlà, Adrià Pujol Cruells, Anna Punsoda, Raül Garrigasait and Jordi Graupera).

Amount requested: €3,450.00

Eligible amount: €3,450.00

**Points awarded: 39 points**

Amount proposed: €2,691.00



The committee has evaluated the grant application submitted by Fragmenta Editorial to carry out seven conversations in Spanish about each of the seven books from the series *Pecados capitales*, by various authors (Oriol Quintana, Marina Porrás, Oriol Ponsatí-Murlà, Adrià Pujol-Creus, Anna Punsoda, Raül Garrigasait and Jordi Graupera).

The committee recognises the proposal as a whole, which includes a series of online talks with the aforementioned authors. The talks will be broadcast via the platform Zoom, in partnership with the publisher's distributors for the Latin American market, which is the promotion campaign's target audience (points awarded: 9).

The commission recognises the applicant publisher's record, Fragmenta Editorial, one of the longest-standing publishers of essays and scholarly works in the Spanish language (points awarded: 8).

The committee recognises the event's repercussions on the international promotion of Catalan literature (points awarded: 8).

The committee recognises the nature of the co-funding provided by the entity (points awarded: 1), and the promotion campaign's potential for providing exposure in its sphere (points awarded: 13).

The committee proposes that the grant be used to finance the expenses relating to the marketing campaign (design and production of graphic materials) and the fees for the participants, as well as the fees for the communication agency.

#### **L0124 U10 N-PRO 512/20- 1**

Applicant: Fragmenta Editorial S.L.

Dates: 21/01/2020

Activity: Promotion and presentation in Madrid of the book *El islam hoy*, by Dolors Bramon.

Amount requested: €468.40

Eligible amount: €468.00

**Points awarded: 35 points**

Amount proposed: €468.00

The committee has evaluated the grant application submitted by Fragmenta Editorial S.L. for the presentation in Madrid of the book *El islam hoy*, by Dolors Bramon.

The committee recognises the proposal as a whole, which includes a book presentation by the author in Meta librería book shop, in Madrid (points awarded: 8).

The commission recognises the applicant publisher's record, specialising in the publication of essays and scholarly works on religions and spirituality (points awarded: 8).

The committee notes the event's repercussions on the international promotion of essay works in Catalan (points awarded: 6).

The committee recognises the limited nature of the co-funding provided by the entity (points awarded: 1), and the activity's potential for exposure on the Spanish essay scene (points awarded: 12).



The committee proposes that the grant be used to finance the expenses relating to the fees for the participants, as well as the fees for the communication agency.

**L0124 U10 N-PRO 513/20- 1**

Applicant: Codice Edizioni, srl

Dates: From 01/11/2020 to 31/12/2020

Activity: Promotion of the Italian translation of the work *Germà de gel* by Alicia Kopf.

Amount requested: €9,800.00

Eligible amount: €9,800.00

**Points awarded: 38 points**

Amount proposed: €7,448.00

The committee has evaluated the grant application submitted by Codice Edizioni to carry out a promotion campaign for the Italian translation of the book *Germà de gel* by Alicia Kopf.

The committee recognises the proposal as a whole, which includes a promotion and marketing campaign for the book through the publication of various advertisements in literary magazines and the creation of promotional graphic materials, the production of pre-recorded interviews and promotional videos as well as a digital marketing campaign focusing on social media in Italy (points awarded: 8).

The commission recognises the applicant publisher's record, Codice Edizioni, srl (points awarded: 8).

The committee recognises the event's repercussions on the international promotion of Catalan literature (points awarded: 7).

The committee recognises the nature of the co-funding provided by the entity (points awarded: 1), and the promotion campaign's potential for providing exposure in its sphere (points awarded: 14).

The committee proposes that the grant be used to finance the expenses relating to the marketing campaign (design and production of promotional materials and advertisements), the expenses relating to the production of the pre-recorded interviews and the promotional videos and the fees for the digital marketing agency.

**L0124 U10 N-PRO 514/20- 1**

Applicant: Livros da Matriz

Dates: 14/11/2020

Activity: Online presentation of the book *Els dies felïços*, by Bernat Cormand.

Amount requested: €1,600.00

Eligible amount: €1,600.00

**Points awarded: 38 points**

Amount proposed: €1,216.00

The committee has evaluated the grant application submitted by Livros da Matriz for the online presentation of the book *Els dies felïços*, by Bernat Cormand.

The committee recognises the proposal as a whole, which includes an online presentation via the Zoom platform by the book's author and illustrator, Bernat Cormand, along with an illustrator from Brazil and another from Uruguay (points awarded: 8).



The commission recognises the applicant publisher's record, Livros da Matriz (points awarded: 8).

The committee recognises the event's repercussions on the international promotion of Catalan literature (points awarded: 8).

The committee recognises the nature of the co-funding provided by the entity (points awarded: 1), and the promotion campaign's potential for providing exposure in its sphere (points awarded: 13).

The committee proposes that the grant be used to finance the expenses relating to the fees for the participants in the book presentation and expenses relating to the production of the resulting video (editing and subtitling), as well as the fees of the external communication agency, Lugar de Ler.

#### **L0124 U10 N-PRO 519/20- 1**

Applicant: Zalozba Malinc, Ales Cigale s.p.

Dates: From 24/11/2020 to 29/11/2020

Activity: Online participation of various authors (Care Santos, Vicenç Pagès Jordà, Maite Carranza and Alejandro Palomas) in the Slovene Book Fair.

Amount requested: €2,600.00

Eligible amount: €2,600.00

**Points awarded: 43 points**

Amount proposed: €2,236.00

The committee has evaluated the grant application submitted by Zalozba Malinc, Ales Cigale s.p to carry out the online participation of various authors (Care Santos, Vicenç Pagès Jordà, Maite Carranza and Alejandro Palomas) in the Slovene Book Fair.

The committee recognises the proposal as a whole, which includes Catalan writers' participation in various digital round tables as part of the book fair. The talks will be pre-recorded and subtitled. The participation of the translators and moderators Veronika Rot, Barbara Pregelj and Polona Kojedic is also planned (points awarded: 9).

The commission recognises the applicant publisher's record, Zalozba Malinc, Ales Cigale s.p, a publisher that has been working with the book fair for a long time and has invited other Catalan poets to previous editions (points awarded: 9).

The committee recognises the event's repercussions on the international promotion of Catalan young adult literature (points awarded: 7).

The committee recognises the nature of the co-funding provided by the entity (points awarded: 5), and the promotion campaign's potential for providing exposure in its sphere (points awarded: 13).

The committee proposes that the grant be used to finance the expenses relating to the promotion campaign, which includes the fees for the participants, the expenses relating to marketing and graphic materials, video production and post-production, part of the marketing campaign, as well as expenses relating to participation in the Slovene Book Fair.

#### **L0124 U10 N-PRO 520/20- 1**



Applicant: Kalamar LLC

Dates: From 01/01/2020 to 21/10/2020

Activity: Promotion and marketing campaign for various books by the illustrators Anna Llenas, Susanna Isern and Rocio Bonilla in Ukraine.

Amount requested: €3,998.00

Eligible amount: €3,998.00

**Points awarded: 43 points**

Amount proposed: €3,438.28

The committee has evaluated the grant application submitted by Kalamar LLC for the promotion and marketing campaign for various books by the illustrators Anna Llenas, Susanna Isern and Rocio Bonilla and Marie G in Ukraine.

The committee recognises the proposal as a whole, which includes the illustrators' participation in various webinars organised by the publisher. The talks will be pre-recorded and subtitled. There will also be a promotion and marketing campaign, which will involve creating graphic materials, producing displays for book shops, and finally, hiring a communication agency to work with influencers and literary critics specialising in children's and young adult literature (points awarded: 9).

The commission recognises the applicant publisher's record, Kalamar LLC, a publisher specialising in the publication of quality illustrated books (points awarded: 9).

The committee recognises the event's repercussions on the international promotion of Catalan children's and young adult literature (points awarded: 8).

The committee recognises the nature of the co-funding provided by the entity (points awarded: 4), and the promotion campaign's potential for providing exposure in its sphere (points awarded: 13).

The committee proposes that the grant be used to finance the expenses relating to the promotion campaign, which includes the fees for the participants in the webinars and expenses relating to marketing and graphic materials, video production and post-production, production of displays for book shops, and hiring the communication agency.

#### **L0124 U10 N-PRO 562/20- 1**

Applicant: Biuro Literackie

Dates: From 30/05/2020 to 30/12/2020

Activity: Promotion campaign of the Polish translation of the book *La pell de brau* by Salvador Espriu.

Amount requested: €7,380.00

Eligible amount: €7,380.00

**Points awarded: 42 points**

Amount proposed: €6,199.20

The committee has evaluated the grant application submitted by Biuro Literackie for the promotion campaign of the Polish translation of the book *La pell de brau* by Salvador Espriu.

The committee recognises the proposal as a whole, which includes a promotion and marketing campaign, the presentation of the book at the Station Literature Festival in Poland, featuring participation from Filip Lobodzinski. The recording of professional actors reading excerpts from the book, as well as the production of music videos, are also planned. A presentation of the book at the



Instituto Cervantes in Krakow, led by the translator Xavier Farré Vidal, is also planned (points awarded: 9).

The commission recognises the applicant publisher's record, Biuro Literackie, that has already published Catalan authors, such as Pere Calders (points awarded: 8).

The committee recognises the event's repercussions on the international promotion of Catalan literature (points awarded: 8).

The committee recognises the nature of the co-funding provided by the entity (points awarded: 3), and the promotion campaign's potential for providing exposure in its sphere (points awarded: 14).

The committee proposes that the grant be used to finance the expenses relating to the marketing campaign (design and production of promotional materials), the expenses relating to the production of promotional videos (recorded readings and music videos) and the fees for translators, musicians, actors, camera operators, photographers and technical staff.