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Literature Night 2020

Final Report



ČESKÁ CENTRA
CZECH CENTRES



— Šaloun studio



I INTRODUCTION

Contemporary literature, unusual places, familiar faces: this is a literary happening called the Literature Night, which, in attractive or commonly inaccessible places brings excerpts from **European writers' new books, presented by well-known actors, to the general public.** A unique **combination of an unusual place, distinctive interpretation and literary text** offers a unique cultural experience and an opportunity to learn about **contemporary European authors' thinking.** Indeed, the Literature Night event has become **an integral part of the Czech cultural scene.** Its target group is not strictly defined; the project is intended for the general public and includes all age and social groups.

It is a **non-profit** event and **admission is free.**



Since 2006, the Literature Night project has been organized by **the Czech Centres in cooperation with EUNIC** (Association of National Cultural Institutes of EU Countries), foreign embassies, and the Labyrint publishing house.

The aim of the event is to increase public interest in contemporary European fiction, showing its art forms and creativity. Moreover, it highlights the importance of **multilingualism** and the value of translating from large and small languages.

This year, reading chapters from selected works presented **20 contemporary authors from 18 European countries in Czech translation; Ukrainian literature was included for the second time and Romani literature for the third time.**

Since 2013, more and more Czech cities have participated in the project through SKIP, and their number is increasing every year. In addition, **in cooperation with the Czech Centres abroad**, numerous European and non-European cities participate in the Literature Night. The project is gradually expanding and has become **a cultural event with international reach.**



The 14th year of the Literature Night was extraordinary from the beginning of the preparations: **the original spring term changed to autumn**, and many more things had to be adapted to the current circumstances.

A record number of cities signed up to participate in 2020, not only libraries but also various cultural facilities. However, as a result of government regulations, their number has naturally **decreased**.

The time gained was used to produce **a new website** prepared by **the IT department of the Czech Centres**.

A great benefit was the **increased activity on social networks**, especially in the form of short **video spots**, which presented two new books on Facebook every week. The author of the video spots is **Františka Bakošová**.

Due to travel restrictions, some authors sent **short greetings**, which were posted on social networks or screened as part of the reading.

The Literature Night established **cooperation with the Prague Film Academy of Performing Arts FAMU**, and its students created records of all readings during the whole evening, thus capturing the atmosphere of the LN 2020 in Prague.

Ukraine took part in the Literature Night 2020 for **the second time**.

For **the third time**, **Romani literature** was presented at the Literature Night.

Due to hygienic measures, the number of **seats at individual reading venues was limited**, and visitors consistently used **face masks and disinfectant**.



III BOOKS PRESENTED IN 2020

Country	Author/book	Translator	Publisher
Belgium	Stefan Hertmans War and Turpentine	Veronika ter Harmsel Havlíková	Argo 2020
Danmark	Anne Cathrine Bomannová Agathe	Lada Halounová	Host 2019
Estonia	Andrus Kivirähk The Man Who Spoke Snakish	Naděžda Slabihoudová	Kniha Zlín 2011
France	Albert Camus/Jacques Ferrandez Stranger	Petr Himmel	Garamond 2020
Ireland	Kevin Barry City of Bohane	Alena Dvořáková	Argo 2016
Italy	Domenico Starnone Ties	Alice Flemrová	Kniha Zlín 2019
Hungary	Péter Esterházy My Lady Pancreas	Robert Svoboda	Dybbuj 2019
Germany	Nino Haratischwili The Eighth Life: (for Brilka)	Michaela Škultěty	Host 2020
Netherlands	Roman Helinski The Waffle Factory	Blanka Juranová	Plus 2018
Norway	Gunstein Bakke Expectant	Marta Bartošková	Argo 2019
Poland	Wiesław Myśliwski Horizon	Lenka Kuhar Daňhelová	Havran 2020
Portugal	José Eduardo Agualusa The Book of Chameleons	Lada Weisssová	Triáda 2020
Austria	Marlene Haushofer The Wall	Kateřina Lepic	Revolver revue 2019
Slovakia	Vanda Rozenbergová Three Deaths are Sailing		Slovart 2018
Spain	Antonio Muñoz Molina The Polish Rider	Vladimír Medek	LEDA 2018
Sweden	Patrik Svensson The Gospel of the Eels	Martin Severýn	Kniha Zlín 2020
Switzerland	Gianna Molinari Anything Could Happen Here	Marta Eich	Archa 2020
Ukraine	Vladimir Rafejenko Long Times	Jekaterina Gazukina Tereza Chlaňová	Větrné mlýny 2019
Great Britain	Kate Atkinsonová Transcription	Veronika Volhejnová	Argo 2019
Romani	Andrej Giňa Pať iv	Jana Kramářová Karolína Ryvolová	Triáda 2013

IV LITERATURE NIGHT IN PRAGUE

OCTOBER 7th, 2020
PRAGUE 10 – VRŠOVICE
& KRÁLOVSKÉ VINOHRADY



Městská
část
Praha



During the Literature Night in Prague, literature always comes to life in a different district, which also co-organizes the whole event. This year, it was Prague 10 and its parts Vršovice and Královské Vinohrady. Traditionally, the project was financially supported by the City Hall of Prague.

OPENING

The reason for cooperation with Prague 10 was, among other things, to commemorate **the 130th anniversary of the birth of Karel Čapek**, who lived in this part of the city. The Literature Night 2020 was also **officially opened** on October 7th in the premises of **the House of the Čapek brothers** with the participation of the Prague 10 district's officials, journalists, and other guests. **The Literature Night 2020** became the last large-scale public event in Prague before the launch of government anti-epidemic measures and took place in **strict compliance with hygiene regulations**.



TRADITION & ALTERNATIVE

The Literature Night reading venues are selected, among other things, to highlight the specific nature of the hosting city district. The 2020 event in Vršovice and Královské Vinohrady was called **Tradition and Alternative**, which characterizes the given area well. Just as traditional themes were intertwined with new perspectives in the twenty selected books, in this part of the city, during the Literature Night, **traditional venues** were mixed, in a unique way, with those to which **the fresh content brought new life**.

TRADITION



— The Vršovice Sokol Gym



— Church of St. Wenceslas



— Karel Čapek Primary School



— Vršovice Literary Centre Waldes



— Two Antiquarians



— The Pavilion in the Herold's Park



— Šaloun Studio



— Café Šlágr

ALTERNATIVE



— Noise Kitchen



— Unusual Clubroom



— Polevku.cz



— Xoaxax



— Vršovice Garden



— Rybalka



— Studio Krymská



— Modern Art Gallery



— Petrohradská Collective



— Svět Hub

TRADITIONAL & NEW AUDIENCES

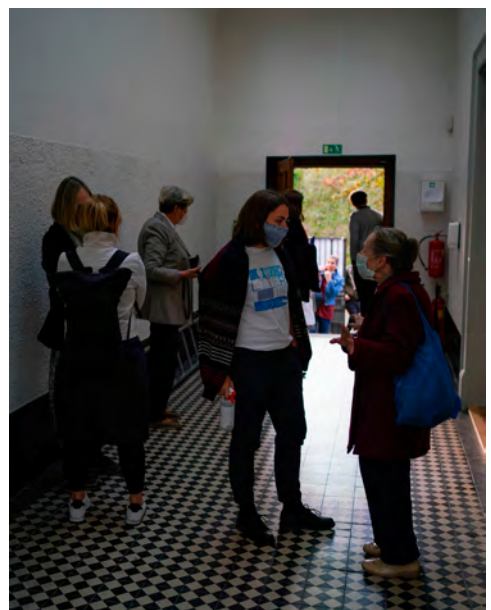
Over the years, the Literature Night has earned its traditional and loyal audience; however, the year 2020 saw a **large increase in the number of young visitors**. This may be attributed to **the present situation**, but also to **the successful selection of reading venues**, campaigns on **social networks**, and young people's growing **interest in literature and events happening in Europe**.





VOLUNTEERS – ASSISTANTS AT READING VENUES

Due to the difficult situation and distance learning in schools, there were **concerns** about whether a sufficient number of **volunteers - assistants** at reading positions - would join the Literature Night. This year their role was more demanding than in previous years; they had an additional job of enforcing **hygienic measures**, inspecting **face masks**, and providing **disinfectant**. This required extraordinary **flexibility, commitment, and independence**. Despite the lower number of participants, the **team of 37 assistants** did an admirable job, and, thanks to their great contribution, the Literature Night 2020 went smoothly and safely.



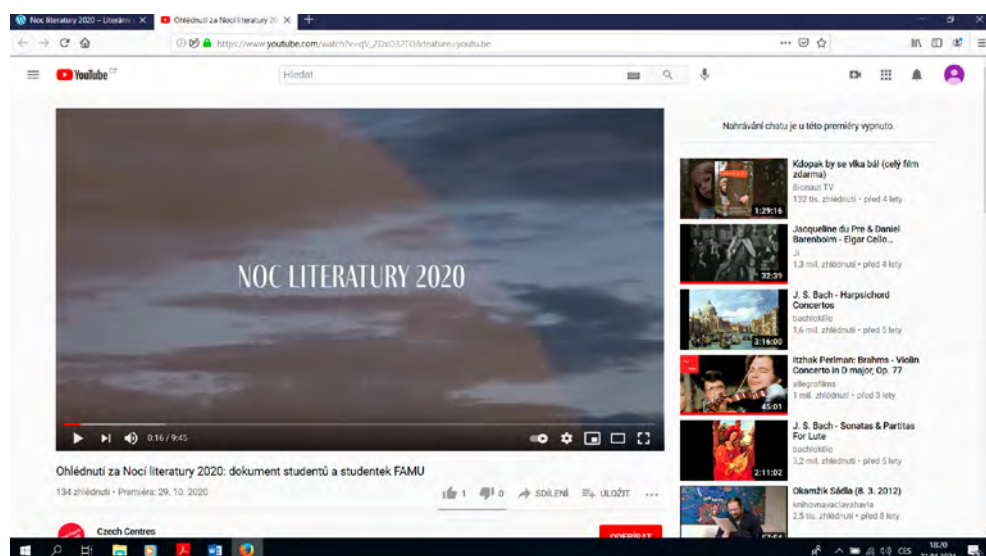




FAMU AND A DOCUMENTARY ABOUT LITERATURE NIGHT 2020

The Czech Centres managed to establish cooperation with the **Film Academy of Performing Arts (FAMU)** through the Department of Production and Camera. Thanks to this school, **students of all FAMU study fields** participated in the creation of a unique **documentary on the Literature Night 2020**. Naturally, the project's implementation team will continue to be interested in cooperating with FAMU in the coming years.

https://www.youtube.com/watch?v=qV_ZDxO32TQ & feature=youtu.be



LITERATURE NIGHT IN PRAGUE – PROGRAMME

Venue	Country	Author/book	Performer
Šaloun Studio	Belgium	Stefan Hertmans War and Turpentine	Václav Jílek
Rybalka	Danmark	Anne Cathrine Bomannová Agathe	Hanuš Bor
The Pavilion in Herold's Park	Estonia	Andrus Kivirähk The Man Who Spoke Snakish	Ondřej Pavelka
Studio Krymská	France	Albert Camus/ Jacques Ferrandez Stranger	Vojtěch Vondráček
Café Sladkovsky*	Ireland	Kevin Barry City of Bohane	Simona Babčáková*
Polevku.cz	Italy	Domenico Starnone Ties	Lenka Krobotová
Hus' House	Hungary	Péter Esterházy My Lady Pancreas	Ivan Trojan
Café Šlágr	Germany	Nino Haratischwili The Eighth Life: (for Brilka)	Berenika Kohoutová
XAOXAX	Netherlands	Roman Helinski The Waffle Factory	Zdeněk Piškula
Unusual Clubroom	Norway	Gunstein Bakke Expectant	Eva Leimbergerová
Vršovice Literary Centre Waldes	Poland	Wiesław Myśliwski Horizon	Ivan Řezáč
Two Antiquarians	Portugal	José Eduardo Agualusa The Book of Chameleons	Ivan Lupták
Karel Čapek Primary School	Austria	Marlene Haushofer The Wall	Ivana Uhlířová
Modern Art Gallery	Slovakia	Vanda Rozenbergová Three Deaths are Sailing	Zuzana Onufráková
The Vršovice Sokol Gym	Spain	Antonio Muñoz Molina The Polish Rider	Daniel Bambas
Vršovice Garden	Sweden	Patrik Svensson The Gospel of the Eels	Václav Neužil
Noise Kitchen	Switzerland	Gianna Molinari Anything is Possible Here	Michaela Maurerová
Svět Hub	Ukraine	Vladimir Rafejenko Long Times	Igor Orozovič
Church of St. Wenceslas	Great Britain	Kate Atkinsonová Transcription	Tereza Dočkalová
Petrohradská Collective	Romani	Andrej Giňa Pať iv	Jan Cina

* cancelled due to the performer's illness

ATTENDANCE

Given the current situation, the capacity of the reading venues was limited to **15–30 seats**, with regard to social distancing and the number of seats. The number of visitors allowed to stay in individual venues was also affected by changes in selected reading spots; this again occurred in connection with government measures and the overall situation. Nevertheless, the total attendance recorded was almost **3,500 visitors**.



Despite the growing popularity of social networks and new media, traditional media - print, television, radio and online news sites - still have a huge reach. Over the years, we have managed to establish relationships with major media houses and further deepen contact with public media.

As part of effectively promoting the project, all available communication channels were used, including **outdoor advertising** (e.g. spots on plasma screens at the Central Station) as well as **accompanying PR activities** (the opening ceremony for representatives of the press and media in Čapek's villa). Effective promotion would not be possible without **the support of key media partners, all in the form of unpaid advertising: Czech Television, Czech Radio, Čro Radiožurnál, Čro Vltava, TV Praha, CNN Prima News, ČTK** and many others.

MEDIA SUPPORT

Overview of media responses to download:
www.nocliteratury.nocliteratury.cz/o-projektu



— Graf 1:
 Development of topics over time.
 The media attention curve is growing in October 2020 with the Literature Night (source: Newton Media)



— Graf 2:
Media impact measured by AVE method
(source: Newton Media)

TRANSFER OF MEDIA INTERVENTION BY THE AVE METHOD

AVE helps to find out how media interventions of the monitored PR activities would be reflected in potential profits; that is a conversion of publicity to the price of comparable advertising space in a given medium. **(The Czech Centres do not spend any funds on the purchase of paid space; this figure only shows how much they have „saved“ through their own publicity or how much they have actually gained - without actually spending these funds).** 3 variables are important for the calculation: the first is the **size/format** of our placed advertisement, the second is the **total size of the article**, and the last is the **advertising price** in the given medium. In October 2020, the Literature Night theme dominated the media space in the amount of **CZK 5,351,157**. Indeed, it is necessary to emphasize that the **given financial amount was not actually spent: it is a purely mathematical calculation of the media space value/ related to the LN 2020 topic.**

OUTDOOR ADVERTISING





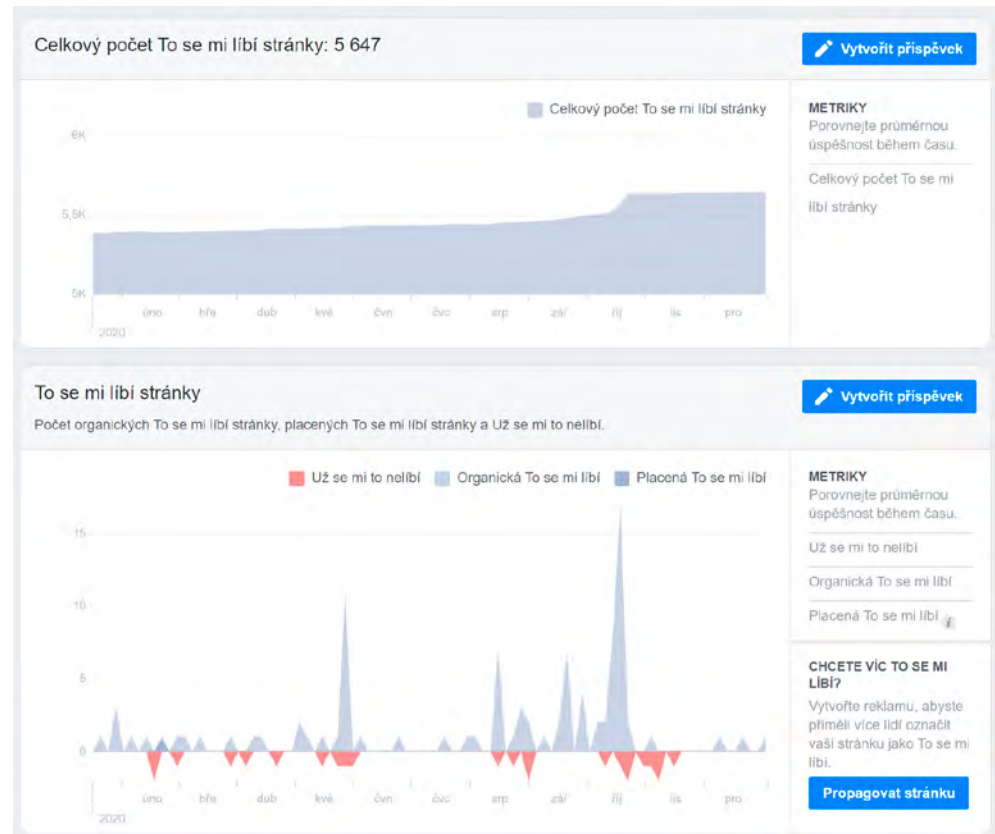
PRINTED ADVERTISING





VI SOCIAL NETWORKS

FACEBOOK fb/noci.literatury



— LIKES

Beginning: 5 388/ End: 5 647/ New fans: 259



— REACH

1. 1.–20. 12. 2020

Noc literary
Zveřejněno Pájou Hradcovou · 9. září ·

#12 **Gunstein Bakke — V OČEKÁVÁNÍ**
O životě, smrti, normalitě, mateřství, lidském těle, a především hranici mezi tím vším. Co je podstatou lidství a co je v nás zvířecího? A za jakých okolností přestáváme být lidmi? 

[Noc literary 2020](#)
[Norwegian Embassy in Prague](#)

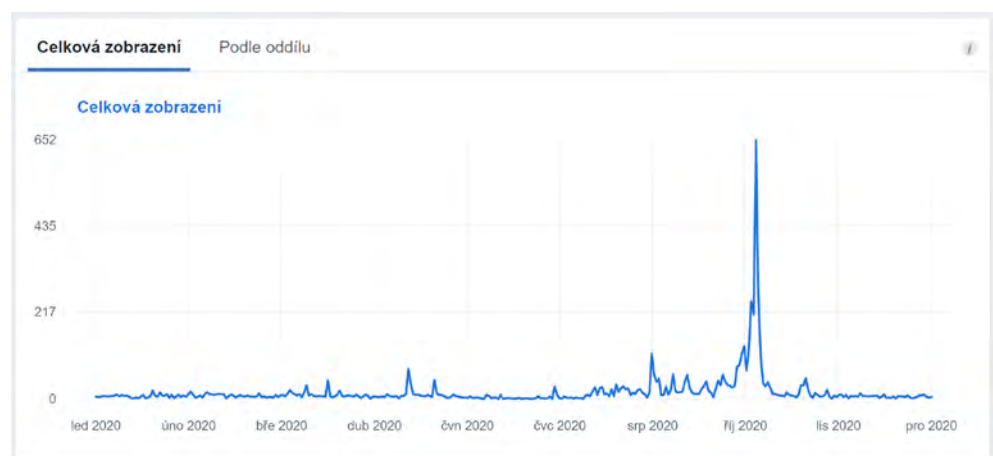


7 351
Oslovení lidé

144
Zájem

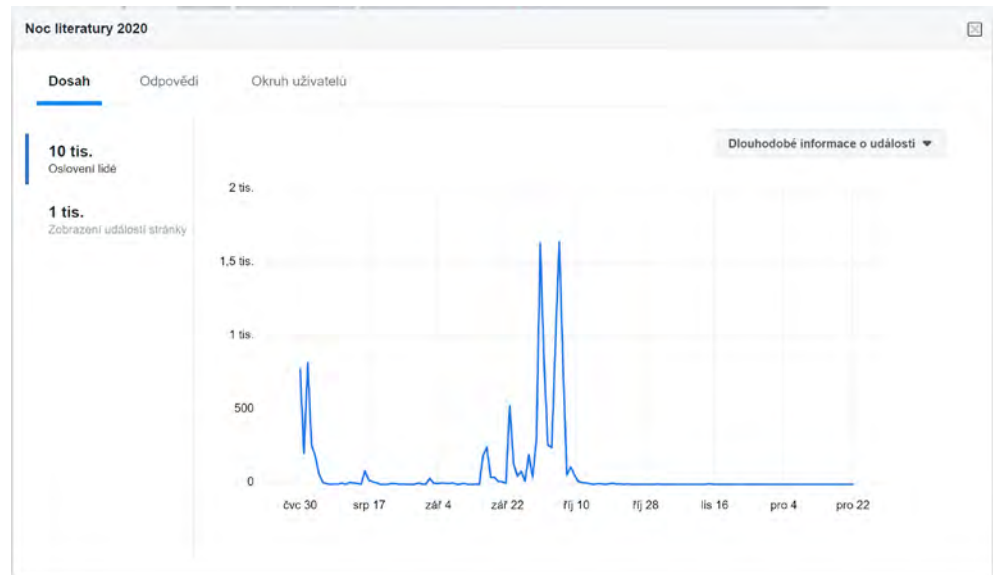
[Propagovat příspěvek](#)

— The maximum reach: 7 351

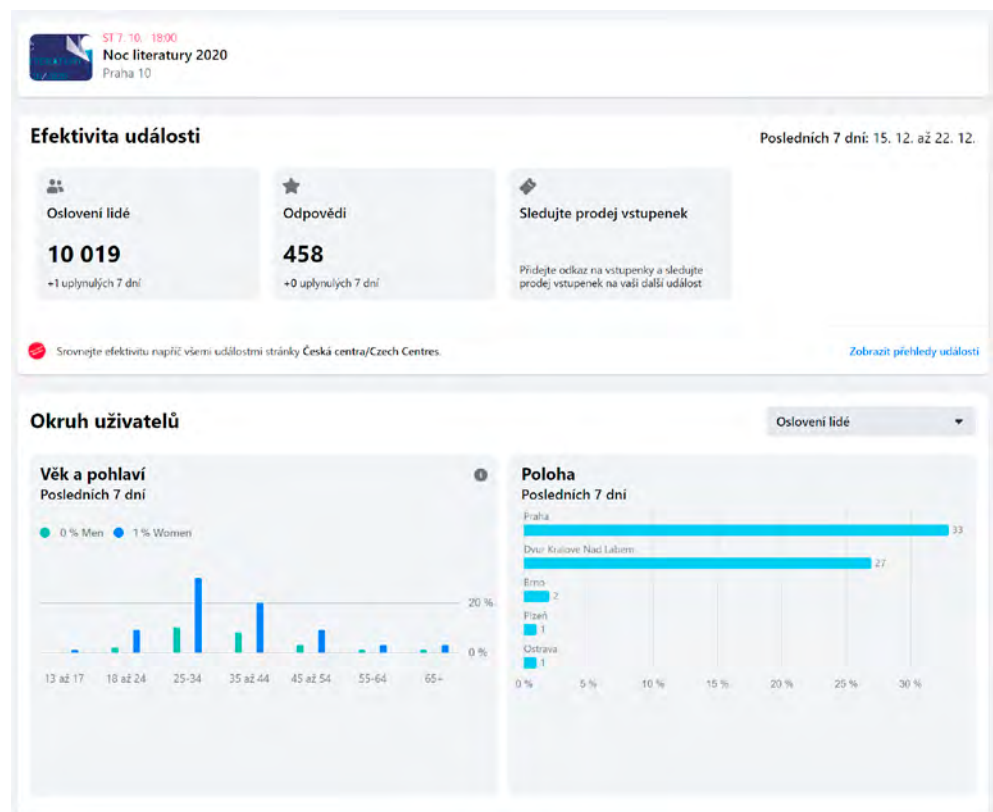


— VIEWING THE SITE

7th Oct (on the day of the event.) Viewed by 652 people



— EVENT Addressed 10 000 people



— 136 people clicked to “participate”/
322 people were “interested”



— CONTRIBUTIONS

Videos showing short films related to books

Photos (throughout the evening, after the event)

The FAMU film

Contributions from partners

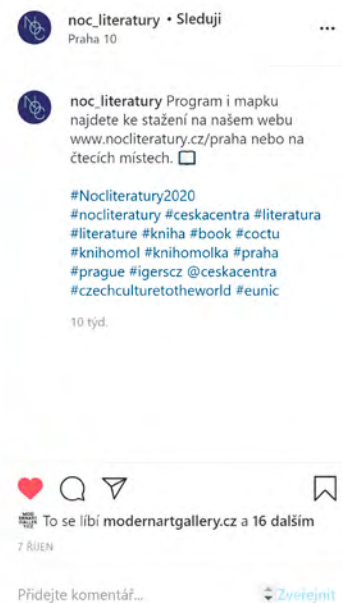
Most likes: 90 (including sharing)



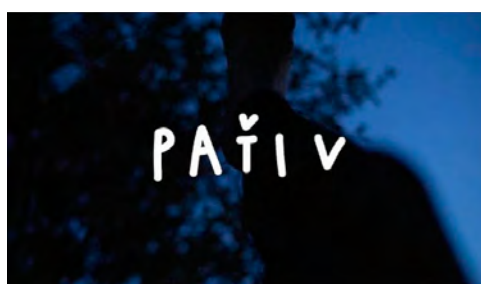
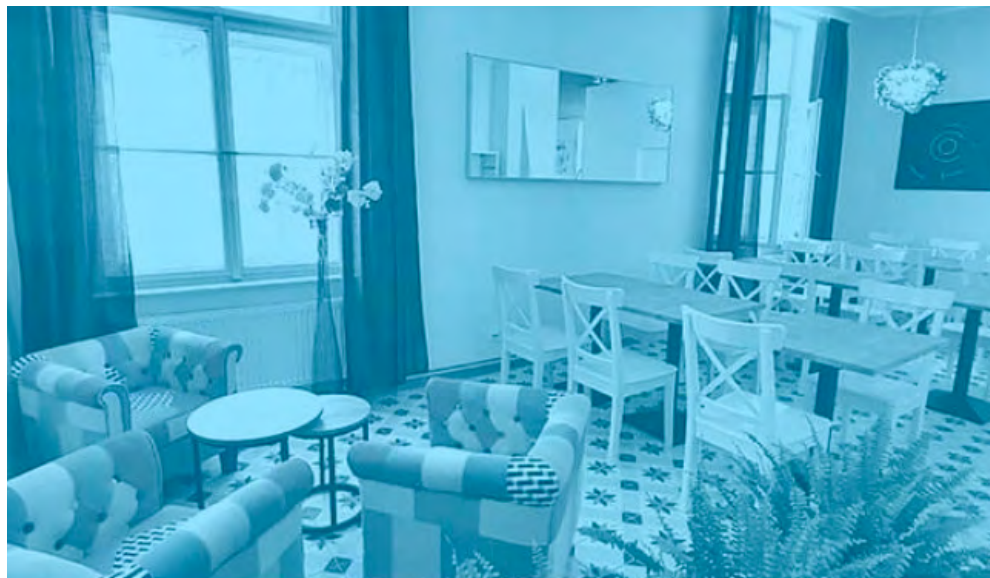
— FACEBOOK VISITORS' REACTIONS

INSTAGRAM

http://www.instagram.com/noc_literatury/



— The numbers of fans to 20. 12. 2020: 630



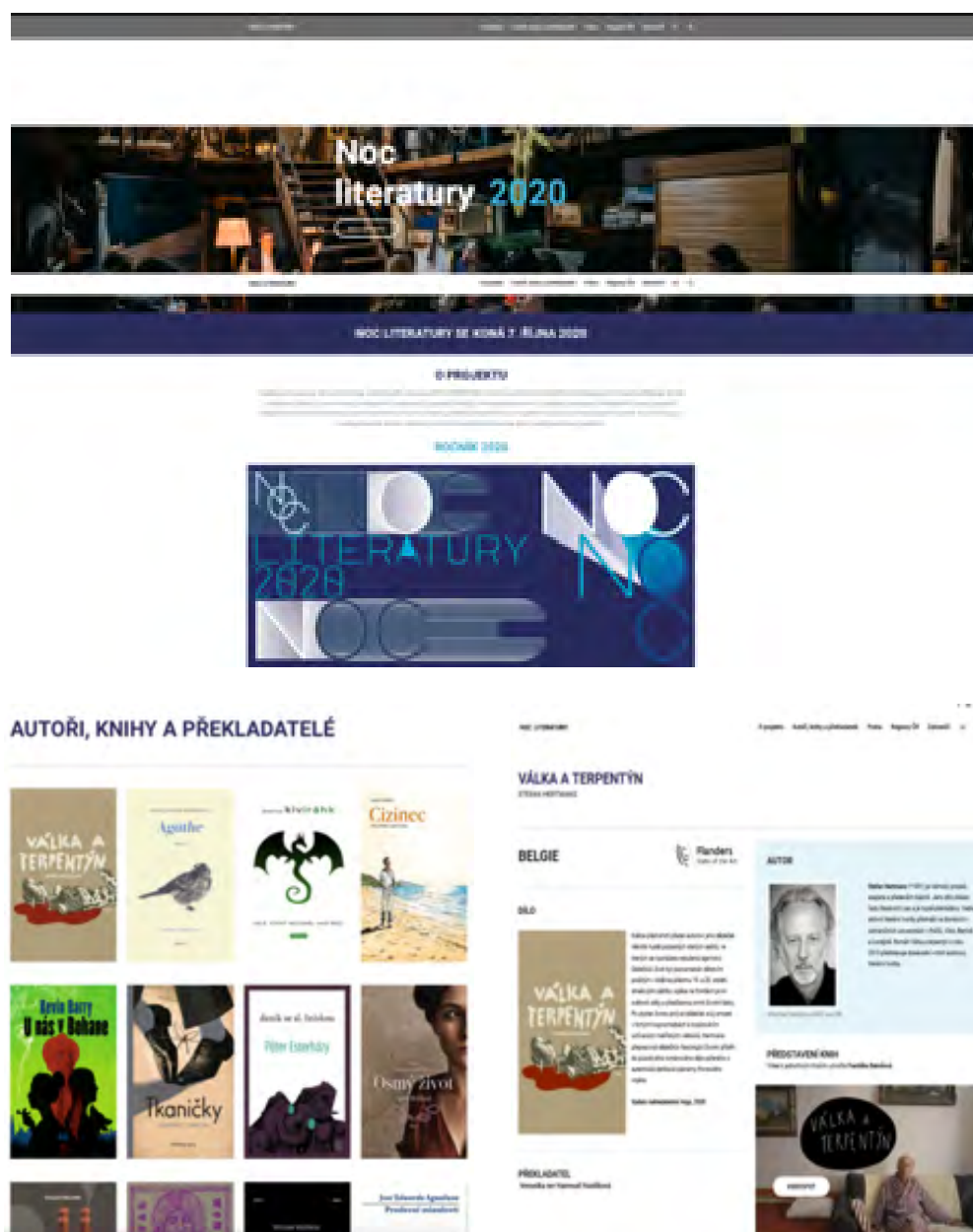
— CONTRIBUTIONS:

Video previews, guessing places, greetings from the authors

NEW LITERATURE NIGHT WEB

<https://www.nocliteratury.cz/>

In 2020, a **new website** was designed and launched, created by employees of **the IT department of the Czech Centres**. In addition to them, CC interns were in charge of its management. The newly created website proved to be very **functional and user-friendly** and **meets the requirements** for the form and operability of a necessary platform.



Given the nature of the project, creating the website was based on the assumption that visitors would access it mainly from a **computer or mobile phone** as they move from place to place. Figures from 7/10/2020 confirm this estimate as the proportion of user visits by device used is **almost balanced**.

A significant **source of visitor numbers** was also supported by **links to the web on other sites** or **social networks**, which directed **592 users** to the web (in most cases from Facebook, which corresponds to a strong campaign on this social network). **Paid search was not used** in the project.

WEB VISITORS 7. 10. 2020

On the day of the event (October 7, 2020), a total of **2,201 users** visited the website, of which **1,870 were on the website for the first time**. The website received **2,750 visits** during the day.



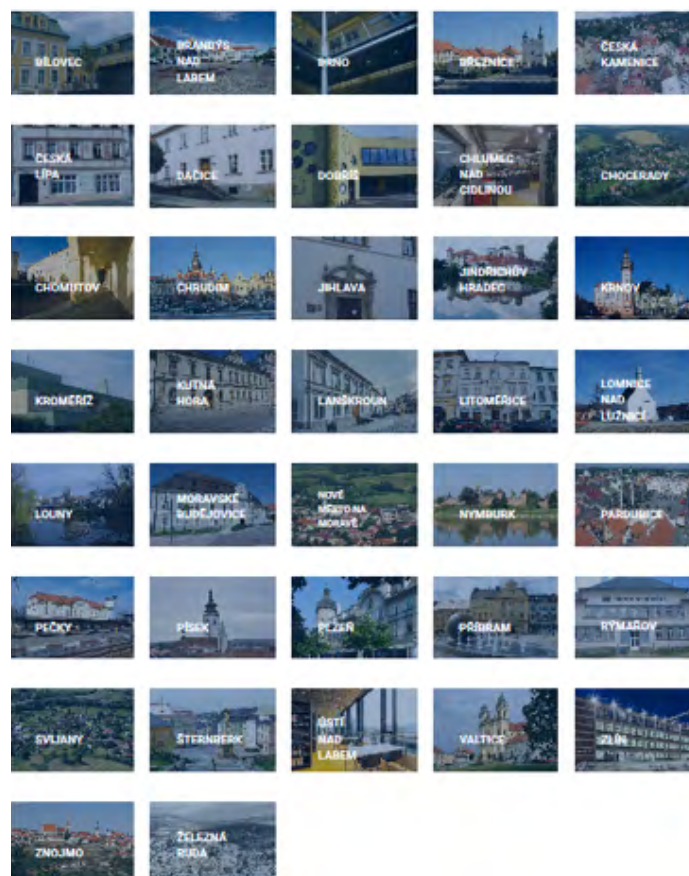
In total, visitors viewed 13,938 pages during this day - the most visited page was **Prague**, which had **4,555 views**.

LITERATURE NIGHT MAP

In Prague, the „Literature Night Map“ (<https://mapa.nocliteratury.cz>) works for the project, which offers a plan of reading venues in given streets, together with other information. The site recorded a total of **438 visits**.

VII CITIES IN THE CZECH REPUBLIC

Due to epidemiological restrictions and government regulations, only **26 cities** organized the 2020 Literature Night event out of the **originally registered 72 cities**. Other cities postponed the event or had to cancel it.



REGIONS BOOKS PRESENTED IN THE CZECH REPUBLIC

(information based on reports provided by the libraries)

Author/book	City
Stefan Hertmans War and Turpentine	Chlumec nad Cidlinou, Chocerady, Jindřichův Hradec, Lomnice nad Lužnicí, Louny, Pečky, Plzeň
Anne Cathrine Bomannová Agathe	Brno, Dačice, Chomutov, Jihlava, Jindřichův Hradec, Kroměříž, Kutná Hora, Nové Město na Moravě, Plzeň, Ústí nad Labem
Andrus Kivirähk The Man who Spoke Snakish	Březnice, Jihlava, Nové Město na Moravě, Plzeň, Ústí nad Labem, Svijany
Albert Camus/Jacques Ferrandez Stranger	Brno, Jindřichův Hradec, Nymburky, Pečky
Kevin Barry City of Bohane	Chlumec nad Cidlinou, Chomutov, Pardubice
Domenico Starnone Ties	Březnice, Dačice, Chlumec nad Cidlinou Chocerady, Chomutov, Kroměříž, Kutná Hora, Lanškroun, Moravské Budějovice, Nymburk, Rýmařov, Svijany,
Péter Esterházy My Lady Pancreas	Březnice, Chomutov, Pardubice
Nino Haratischwili The Eighth Life: (for Brilka)	Dačice, Kutná Hora, Lanškroun, Pečky, Plzeň
Roman Helinski The Waffle Factory	Brno, Lanškroun, Moravské Budějovice, Nové Město na Moravě, Rýmařov
Gunstein Bakke Expectant	Jihlava, Jindřichův Hradec, Moravské Budějovice, Svijany, Ústí nad Labem
Wiesław Myśliwski Horizon	Lanškroun, , Lomnice nad Lužnicí, Moravské Budějovice, Nové Město na Moravě, Valtice
José Eduardo Agualusa The Book of Chameleons	Jindřichův Hradec, Kutná Hora, Litoměřice, Moravské Budějovice, Valtice, Plzeň
Marlene Haushofer The Wall	Brandýs nad Labem, Březnice, Dačice, Jihlava, Lomnice nad Lužnicí, Moravské Budějovice, Pečky
Vanda Rozenbergová Three Deaths are Sailing	Česká Kamenice, Kroměříž, Lanškroun, Lomnice nad Lužnicí, Moravské Budějovice, Nové Město na Moravě, Plzeň, Rýmařov
Antonio Muñoz Molina The Polish Rider	Lomnice nad Lužnicí, Pardubice, Ústí nad Labem
Patrik Svensson The Gospel of the Eels	Chocerady, Chomutov, Lanškroun, Nymburk, Valtice
Gianna Molinari Anything is Possible Here	Brandýs nad Labem, Brno, Moravské Budějovice, Nymburk
Vladimir Rafejenko Long Times	Česká Kamenice, Pardubice
Kate Atkinsonová Transcription	Brandýs nad Labem, Česká Kamenice, Chlumec nad Cidlinou, Jindřichův Hradec, Lanškroun, Pečky
Andrej Giňa Pať iv	Česká Kamenice, Jindřichův Hradec, Pardubice, Pečky, Svijany

PHOTOGALLERY – CZECH CITIES



— Březnice



— Brno



— Chocerady



— Chomutov



— Lanškroun



—Kutná Hora



— Dačice



—Jindřichův Hradec



— Brandýs nad Labem



—Česká Kamenice



— Chlumec nad Cidlinou



— Moravské Budějovice



— Nymburk



— Chrudim



— Jihlava



— Plzeň



— Rýmařov



— Nové Město na Moravě



— Valtice



— Svijany



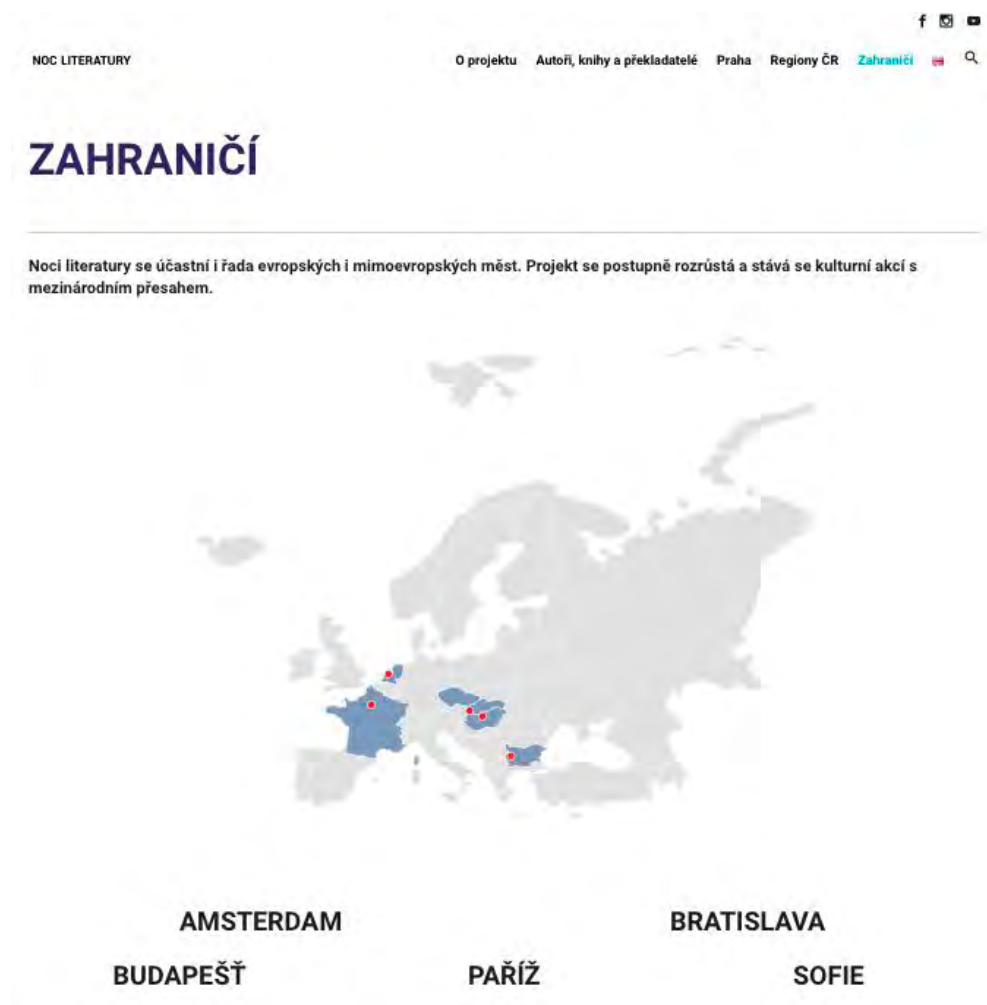
— Ústí nad Labem



— Litoměřice

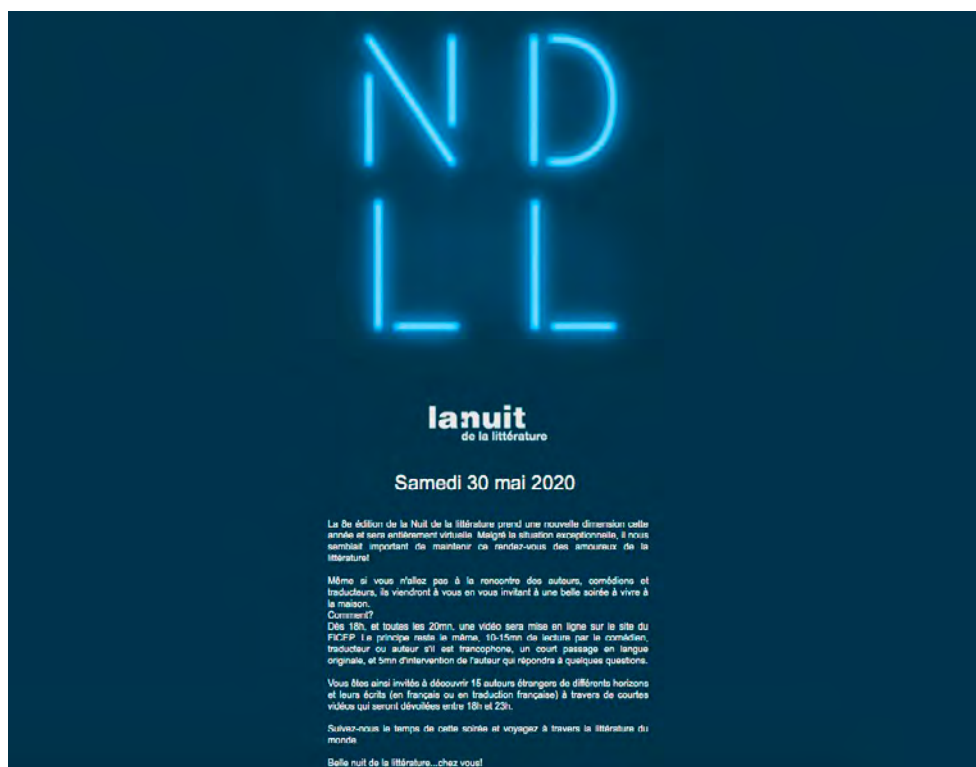
VIII LITERATURE NIGHT ABROAD

According to the agenda of **the Czech Centres abroad**, it was originally planned that the Literature Night 2020 would be held also abroad; however, due to the situation, it could only be organized in five of them, either live or in an online version.





— Bulgaria



— France

Noc literatury 2020

13. 05. 2020 – 23. 05. 2020

Online událost

Noc literatury 2020 bude vypadat jinak, než jak jste zvyklí. Zcela jistě ji však nezmeškáte a navíc můžete vidět všechna čtení. Noc literatury budete mít na dotek, na sociálních sítích. Od 13. května na facebookové stránce Noc literatury budeme postupně zveřejňovat deset videí s nahranými ukázkami textů evropských autorů. Letos sice neabsolvujete procházku po zajímavých místech ve městě, kde byste potkali své oblíbené herečky a herce, ale odkudkoliv si budete moci shlédnout a poslechnout ukázky ze všech knih. Deset knih evropských autorů v podání třinácti vynikajících interpretů. Od 25. května najdete všechny ukázky z večerních čtení i na YouTube Českého centra



Online přenos najdete na fejsbúkové stránce [Noc literatury](#).

Jednotlivé části letošní Noci literatury lze hodinku po videopremiéře poslouchat i na podcastu RTVS Rádio DEVÍN relace Ars litera jako bonusový materiál.



PARTNEŘI TÉTO UDÁLOSTI

- Zastoupení Evropské komise na Slovensku a Anasoft litera



— Slovakia



— Hungary

Home Program Evropská noc lite...

Evropská noc literatury 2020 - Pavla Horáková

18. 09. 2020 – 18. 09. 2020

Letošní ročník Evropské noci literatury bude součástí Evropského kulturního fóra (Forum on European Culture) a uskuteční se v prostorách vlámského kulturního střediska De Brakke Grond. Ústředním tématem tohoto každoročního literárního happeningu je 'Literature, the Antidote' (Literatura jako protilátka). Českou literaturu bude zastupovat Pavla Horáková. Akci pořádá České centrum ve spolupráci s EUNIC (sdružení zahraničních kulturních institutů v Nizozemsku), stálým zastoupením Evropské komise v Nizozemsku a amsterdamskou univerzitou UvA. Účast Pavly Horákové na noci literatury umožnilo České literární centrum a Velvyslanectví České republiky v Haagu.

Pavla Horáková je česká spisovatelka a překladatelka anglické a srbské beletrie. Pracuje pro Český rozhlas a přispívá do jeho anglického vysílání Radio Prague International. Momentálně píše knihu čerpající z paměti své prababičky. V roce 2019 získala Magnesii Literu v kategorii próza za knihu Teorie podivnosti (2018, ARGO).

©Jan Kříkava

Více informací: <https://argo.cz/autori/horakova-pavla-2/>



— Netherlands

IX IMPLEMENTATION OF LITERATURE NIGHT

CZECH CENTRES TEAM

Adriana Krásová – projekt manager

Petra Jungwirthová – promotion and PR

Ondřej Kavalír – selection and editing of texts, Labyrinth Revue

Olga Plchová – production, Prague

Pavla Hradcová – social networks

Martina Tučková, Petr Dočkal – web

Edita Hornová – coordination of volunteers, Prague, a CC trainee

Martin Matoušek – regions, web, a CC trainee

Jan Brtnický – web, a CC trainee

Františka Bakošová – videospots

Design – Monsters (Michaela Labudová & Pavel Frič)

Print – Printing studio Jiří Bartoš – SLON

Pfotographs – Filip Šach, Anna Němcová

Documentary – FAMU

ORGANIZER

The Czech Centres

EUNIC

CO-ORGANIZER IN PRAGUE

The City of Prague 10

COOPERATION

Labyrint Revue

Austrian Cultural Forum

Representation of the Flemish Government

British Council

Instituto Camoões

Embassy of Estonia

Goethe Institut

Hungarian Institute

French Institute

Instituto Cervantes

Embassy of Spain

Italian Cultural Institute

Embassy of the Republic of Ireland

Embassy of the Kingdom of the Netherlands

Embassy of the Kingdom of Norway

Polish Institute

Slovak Cultural Institute

Slovak Literary Centre

Embassy of Sweden

Embassy of the Swiss Confederation

Ukrainian Institute

Embassy of Denmark

Publishing House KHER

Representation of the European Commission in the CR

FAMU

SKIP

UNDER THE AUSPICES OF

Prague City Hall

Prague 10 City District

PARTNERS

Academia

Railreklam

MEDIA PARTNERS

Czech Television

Radio 1

Czech Radio Vltava

Radio Weekly

Radiotheque

Radio Wave

Local Culture

CityBee

AND 37 VOLUNTEERS!



Despite the unfavorable situation due to the epidemic and the resulting need to reschedule the event from the originally planned date and related subsequent changes, the Literature Night 2020 may be considered a successful and exceptional event, whose importance and popularity is growing.

It could take place in Prague thanks to the cooperation and financial support of the Prague 10 District and the City Hall. of the City of Prague, the helpfulness and cooperation of reading venues' operators, the dedicated work of volunteers, the excellent work of the Czech Centres' interns, and, last but not least, the participation of great actors.

In 2020, a new website was designed and launched, created by employees of the Czech Centres' IT department. In addition to them, CC interns were in charge of its management. The newly created website proved to be very functional and user-friendly and meets the requirements for the form and operability of a similar platform.

Although the project was not implemented in all cities of the Czech Republic, the high interest in participating in it is a very positive signal for the coming years. The current restrictions badly affected the implementation of the project abroad, but even there the Czech Centres tried to find a way to share the reading experience with the public.

International cooperation and the involvement of the Literature Night in the European context succeed in fulfilling the Czech Centres' mission – to spread the good name of the Czech Republic abroad.

LITERATURE NIGHT 2021
WILL BE HELD ON
22nd September 2021