

'Czechia – A Country on the Coast' / CZECHIA 2026

Press conference on 16th of October 2025 at the Frankfurt Book Fair 2025/Press release

The press conference presenting Czechia as the Guest of Honour at the Frankfurt Book Fair 2026 took place on the 16th of October 2025. The concept and events of the programme were presented, which focus on the cultural and literary diversity of the country under the motto 'Czechia – A Country on the Coast'. The 2026 Guest of Honour appearance will be accompanied by a Year of Czech culture, which Czechia will launch in October 2025.

Juergen Boos, director of the Frankfurt Book Fair, Tomáš Kubíček, director general of the Moravian Library and director of the Czech Guest of Honour programme, and Martin Krafl, director of the Czech Literary Centre and programme director of the Czech Guest of Honour programme, presented the upcoming themes and highlights of the Guest of Honour programme. Martin Vopěnka, publisher, author and chairman of the Association of Czech Booksellers and Publishers, also gave a brief insight into the Czech book market. The Minister of Culture of the Czech Republic Martin Baxa sent his greetings in a video message.

Juergen Boos, director of the Frankfurt Book Fair, said: 'I am very much looking forward to the Czech Republic's appearance as Guest of Honour. The motto "Czechia – A Country on the Coast" may sound surprising at first for a landlocked Central European country. It is based on a phrase from a work by Shakespeare: "Bohemia by the sea" – a poetic image of longing, openness and new horizons. It catches the eye and stimulates our imagination, far beyond the literary motif. We can already experience some authors of contemporary Czech literature at this fair. With today's press conference, we are setting the next milestone for the guest of honour appearance in 2026, when we will welcome numerous literary voices from the country to Frankfurt – I am very much looking forward to everything that will emerge in the coming months.'

The Frankfurt Book Fair 2025 marks the beginning of the Year of Czech Culture. In the coming days, we look forward to welcoming authors such as Bianca Bellová, Viktorie Hanišová, Michal Ajvaz, Martin Vopěnka, Ondřej Buddeus and Petr Hruška, comic artist Jindřich Janíček, and singer Anna Vaverková. Each will give us initial insight into the diversity of Czech literature and culture. Exchange with other countries is particularly important to us, leading us to join forces with the current Guest of Honour, the Philippines. There will be a discussion about translations of Filipino authors into Czech as well as Czech writers in the Philippines. Yesterday, 15 young talents within the book market from eight European countries visited our national stand. In addition, Jindřich Janíček, together with colleagues from Germany and Slovenia, is taking part in a discussion on current trends in the graphic novel genre, on the International Stage,' said programme director Martin Krafl, explaining this year's programme at the Frankfurt Book Fair.

Literary guests also had their say: journalist Eric Marr spoke with authors Bianca Bellová and Petr Hruška about their impressions of the coming year.

From the start of the Frankfurt Book Fair 2025 until the end of 2026, the Year of Czech Culture will bring various authors and artists to events and readings in German-speaking countries. A total of 31 authors will present their works at 27 events at six literature festivals and other venues between November 2025 and February 2026. Further events from March to December 2026 will be announced during the course of the year. Visitors to the Czech-German Cultural Days 2025 in Dresden can look forward to seeing Dora Kaprálová, Jaroslav Rudiš, Jan Šícha, Luboš Palata, and Radek Fridrich in November. Buch Wien invites young and adult readers to literary encounters with authors Petra Soukupová and Alena Mornštajnová.

For almost ten years, translations of Czech literature into German have been a priority for Czech cultural diplomacy. 'The CZECHIA 2026 project aims to increase the number of authors represented on the German-speaking market, raise the profile of Czech literature in English-, French-, and

Spanish-speaking countries, and promote and support the work of literary translators. As part of a rich accompanying programme, the project will raise the profile of Czech culture, provide opportunities for the Czech creative industries, and support the entire book industry,' says Tomáš Kubíček, director general of the Moravian Library and director of the Czech Guest of Honour programme. CZECHIA 2026 also aims to motivate students of Bohemian studies at European and international universities and strengthen cooperation between libraries and memory institutions.

About the Guest of Honour

Czechia will be the Guest of Honour at the Frankfurt Book Fair in 2026. The Guest of Honour appearance is being organised by the Moravian Library in Brno and its Czech Literature Centre section. It is being financed by public funds from the Ministry of Culture of the Czech Republic and is implemented with the support of PPF Foundation.

Partner of the Year of Czech Culture and Guest of Honour is Deutsch-Tschechischer Zukunftsfonds / Česko-německý fond budoucnosti.

The Frankfurt Book Fair, which will take place from 7 to 11 October 2026, is the world's largest trade fair for publishing. The guest country will present its literature and culture at the fair, in the city of Frankfurt, and at many other locations in Germany, Austria, and Switzerland. Czechia's guest appearance will be held under the motto 'Czechia – A Country on the Coast'.

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