Tschechien Frankfurter Buchmesse Ehrengast 2026

CZECHIA AS GUEST OF HONOUR AT THE FRANKFURT BOOK FAIR 2026
Press newsletter July 2026

Summer in the Czech Republic – traditions that are still alive today

Summer is a time for festivals, travel and new encounters. Anyone travelling through the Czech Republic during these months will discover not only stunning landscapes and historic towns, but also a country where centuries-old customs are still cherished with great passion to this day. Whether it's exquisite craftsmanship, colourful folk festivals or regional specialities – in many places, traditions are a natural part of everyday life and are passed down from generation to generation. Some of them are even listed as part of UNESCO's Intangible Cultural Heritage.

Crafts steeped in history
The Czech Republic looks back on an exceptionally rich tradition of craftsmanship. To this day, family-run businesses produce delicate bobbin lace, ornate blue-printed fabrics, hand-blown glass and the famous Christmas tree baubles made from glass beads. Many of these techniques have been passed down virtually unchanged for centuries and can be experienced first-hand in workshops and craft studios. They epitomise the blend of tradition, creativity and the finest craftmanship for which the Czech Republic is renowned far beyond its borders.

Folklore full of music and colour
In Moravia in particular, the cultural heritage is celebrated with impressive vibrancy. At the numerous folklore festivals, cimbalom music and folk songs ring out, dancers showcase elaborately embroidered traditional costumes, and entire villages come together to celebrate their history. Cimbalom music will also be performed at the opening of the Guest of Honour Pavilion. One of the best-known traditions is the Ride of the Kings (Jízda králů) in Vlčnov, which is part of UNESCO's Intangible Cultural Heritage. Historic carnival parades and regional harvest festivals are also an integral part of the annual calendar and offer visitors an authentic insight into the country's cultural diversity.

A taste of tradition
Traditions in the Czech Republic can also be savoured. In summer and autumn, wine festivals in South Moravia, open wine cellars and regional markets invite you to discover the country's culinary diversity. This includes sweet koláče, gingerbread, traditional baked goods, as well as Moravian wines and the world-famous Czech beer. Behind many of these specialities lie centuries-old production methods and regional crafts that are still practised today – from cooperage to viticulture.

Culture that brings people together
What makes the Czech Republic's traditions so special is their vitality. They are not merely preserved in museums, but are kept alive in village squares, workshops, wine cellars and within families. Visitors to the Czech Republic will discover a country that proudly cherishes its cultural roots whilst constantly reinterpreting them. Summer in particular offers the chance to experience this vibrant culture with all your senses – by watching, joining in the celebrations and savouring the moment.

Please do get in touch if you would like further information, to receive review copies or to arrange an interview!

Event

24 July 2026, 6.30 pm
Reading with Vratislav Maňák: „Mit Wittgenstein in der Schwulensauna"
Kultursummer Wien

Book tips

Martin Vopěnka: „Der Prager Golem, Rabbi Löw und meine jüdische Seele" (Práh, translated by Raija Hauck, published on 17 July)

The magical legend from Rudolf II's Prague takes on a new dimension thanks to the author Martin Vopěnka and the illustrator Renáta Fučíková. A fusion of Kabbalah, astronomy and alchemy – with a message of peace for the present day.

You can find further information about the book here.

Tomáš Končinský: „Im Land der Erinnerungen" (Karl Rauch Verlag, translated by Lena Dorn, to be published on 21 July)

Jasmin is a perfectly normal girl who now and then forgets to do her homework, or sometimes just can't be bothered: why should you study and try to remember things? It would be best to clear your head and enjoy life!
One night, she wakes up and realises that someone is messing with her mind. Before she knows it, she's already off on an adventurous journey through fantastical worlds, in search of a stolen memory. Along the way, she begins to understand just how important memories are to us. Will she be able to get back what she's looking for and return home safely?
Vividly illustrated by Daniel Špaček.

You can find further information about the book here.

Martin Sodomka: „Wie entsteht eine Eisenbahn?" (Atrium Verlag, translated by Yvonne Hergane, to be published on 12 August)

King Joseph I is worried. His kingdom is one of the few major powers that does not yet have a railway. So he announces a competition: three factories are to replicate the railways of the island kingdom. Among them is the Koch Engineering Works, where Max, an engineering apprentice, has just started work. The inquisitive and nimble little mouse goes through every stage of the production process. Will Max's railway win the competition in the end? With great attention to detail and realistic illustrations, Martin Sodomka explains to his readers, step by step and in a child-friendly way, how the first German railway came into being, using a fictional story set in the Kingdom of the Moe.

You can find further information about the book here.

Anna Luňáková: „Ein Bogen aus Fabeln" (Wunderhorn Verlag, translated by Martina Lisa, to be published on 17 August)

An experimental exploration of identity that delves ever deeper: the novel probes the experience of a therapy session, right to the brink of dissociation. Autobiographical motifs are interwoven with linguistic play, and the therapist's comments drive this intense journey, in which a man and a woman find themselves united in a single person, standing side by side, striving for union. Traditional notions of authenticity and gender, as well as the possibilities of storytelling, are thus questioned and re-examined. Through fragments of memory and critical reflection, the narrating 'I' carves out a path to itself in the here and now.

You can find further information about the book here.

Danuše Siering: „Buch über Bücher. 30 tschechische Autoren, die man lesen sollte" (Black Swan Media, to be published on 15 September 26)

The book presents thirty Czech writers from the last century right up to the present day. We have selected authors who – each with their own voice, yet with the same sense of urgency – explore fundamental human questions. This is neither a literary overview nor an exercise in nostalgia. It is a map of thought that refuses to come to terms with the banality of power, with indifference and with the loss of the human dimension.

You can find further information about the book here.

About the Guest of Honour

Czechia is the Guest of Honour of the Frankfurt Book Fair 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 October 7 to 11, 2026, is the world's largest trade fair for publishing. The Guest of Honour presents 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 of Honour appearance is themed "Czechia – A Country on the Coast." https://czechia2026.com/.

Ministry of Culture of the Czech Republic

MÁHRISCHE LANDES BIBLIOTHEK

Czech Lit

Partners

Česko-německý fond budoucnosti
Deutsch-Tschechischer Zukunftsfonds

PPF FOUNDATION

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