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Berlin, 09.01.2015

Other Ways of disseminating Literature in Europe

- Through the CROWD project, the EU is promoting the development of the independent literary scene.

The European literary scene is both diverse and inspiring. CROWD's (CReating Other Ways of Dissemination) two-year project, now being funded until November 2016 by the European Union's CREATIVE EUROPE programme, primarily aims to encourage in-depth exchange between literary activists across the EU, finding new ways to access a wider audience through both analogue and digital means.

- The central focus of this unique project is to create a European literary public. CROWD facilitates face-to-face encounters and digital interaction with fresh, emerging literature that ventures beyond the established literary canon. CROWD wants to discover the most diverse ideas in contemporary European literature, collectively develop and introduce them to public discourse Europe-wide. CROWD is receiving crucial support from the German Federal Cultural Foundation, the Nordic Culture Point, the Ministry of culture of Finland, the Cypriot Ministry of Education and Culture, the Cyprus Tourism Organisation, the Austrian Federal Chancellery, dem Land Steiermark, Culture Graz, in addition to the Berlin Senate, the Hamburg Cultural Foundation, the Prussian Maritime Trade Foundation and numerous other patrons and sponsors across Europe.

At the heart of CROWD's constantly expanding network is a core of literary activists from Lettrétage (Project Coordinator), Forum Stadtpark (Austria), Nuoren Voiman Liitto (Finland) and IDEOGRAMMA (Cyprus).

The CROWD project will be sectioned into several phases up until November 2016, kicking off with a conference for independent literary events organisers on 23rd and 24th January 2015. Fundamental questions on literary promotion, national cultural policies, as well as aesthetics and funding opportunities will be addressed.

Over the next two years, CROWD will also be hosting a literary festival and OMNIBUS reading tour, spanning across Europe from north to south. Altogether over a hundred authors will be participating in the three-month roadtrip from Finland to Cyprus. The tour will take authors to urban as well as rural European regions. Through readings and discussions, an in-depth dialogue will be generated between authors and the local audience.

Moreover, through the mobile app AGORA, due to be launched in 2016, CROWD can offer both audience and literary activists alike the opportunity to experience and get involved in the European literary scene – in all its diversity.

Should you have any questions or interview requests, please do not hesitate to contact the organisers. Equally, we will assist you with photographic material or logos for participants.

Press contact and additional information below:

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Co-funded by the
Creative Europe Programme
of the European Union

funded by

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