

**TURLA TALKS
LIT-FEST**

**NEW TITLES
FROM TURLA**

PUBLISHING^{IN} TURKEY



**TURLA Meetings: A New Platform
For Publishing Professionals**



**TURLA Meetings Virtual Fair took place
between 17 - 19 November 2020. Over 140 publishers
came together on the platform.**



**REPUBLIC OF TURKEY
MINISTRY OF CULTURE
AND TOURISM**

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GREETINGS FROM TURKEY

First of all, I would like to give my condolences to those who have passed away due to Covid-19, I wish patience for their families and a fast recovery for those being treated.

The pandemic has changed all of our lives. We are unable to carry out any activities that need physical travel.

The TURLA project we started in 2017, with the support of the Istanbul Development Agency, set up an online platform with support from the Ministry of Culture and Tourism and the Istanbul Chamber of Commerce. Before the pandemic, we were travelling the world, attending various bookfairs and introducing the works of publishers that could not go themselves. But with the online platform we could get publishers from all around the world together.

Our goal for the TURLA Meetings program held between 17-19 of November was to have the meetings we would normally have at bookfairs using an online platform. And we see that we accomplished this when we look at feedback. Besides the world's biggest book fair, TURLA Meetings has proved its own capacity. 70 publishers from Turkey met with 72 publishers from 38 countries.

I hope TURLA Meetings will be prosperous for everyone in the forthcoming days and I would like to thank the Ministry of Culture and Tourism, and the Istanbul Chamber of Commerce to give their support to realize the event.

We also organized a literature festival on the platform. Prominent writers and translators talked about their professions. We believe that TURLA Meetings will be one of the outstanding platforms in the publishing world.

We as the Press and Publishing Association and TURLA are working to make this goal a reality. The Turkish publishing sector presents new, dynamic and promising titles to people regardless of which country they are from. All books are waiting for their enthusiastic publishing professional, that is you.



EMRAH KISAKÜREK
THE CHAIRMAN OF ASSOCIATION
OF PRESS AND PUBLISHING

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TURLA Meetings Virtual Fair for Publishers

ELİF ŞENTÜRK GÜL



Virtual Fair for Publishers
17-19 November 2020

turlameetings.com



TURLA Meetings Virtual Fair which is organized by the Association of Press and Publishers was taken place between 17 - 19 November 2020 with the supports of the Ministry of Culture and Tourism and of the Trade.

Turkish Literature Abroad (TURLA) Project aims to introduce Turkish literature and to represent Turkish publishers in the world since 2017. TURLA introduce to international publishers the Turkish publishers' books in the Children-Adult, Fiction, Nonfiction publishing catalogs. TURLA which decided to transfer these catalogs to the turkishliterature.org website in 2020, continues to introduce Turkish literature and books owing to this website during the pandemic.

their publishing catalogs on their virtual showcase thanks to TURLA Meetings. They advertised their books as are in a traditional book fair.



The photos from online B2B meetings

Because of the cancellation or of the digital organization of the international book fairs, TURLA decided to organize TURLA Meetings Virtual Fair this year for the first time. Publishers from around the world met online B2B meetings and added their books and

TURLA Meetings Virtual Fair was taken place between 17 - 19 November 2020 on turlameetings.com. TURLA Meetings Virtual Fair started with the opening speech of the Deputy Minister of the Ministry of Culture and Tourism Mrs. Özgül Özkan Yavuz. Vice-Chairman of Istanbul Chamber of Commerce İsrail Kuralay, Chairman of the Federation of Publishers' Associations Münir Üstün and Chairman of Association of Press and Publishing Emrah Kısakürek made also an opening speech.

142 publishers from 38 countries participated in TURLA Meetings. During TURLA Meetings, publishers met about 500 B2B meetings with each other. At the same time, they added 2243 books and 139 catalogs to their online showcase.

At the same time, participants followed the online panel broadcasted during the event. On the first day, the Panel of the International Success of Turkish Publishing was moderated by Burcu Ünsal Çeküç from Kalem Agency with participation by Dr. Melike Günyüz from Erdem Publishing Group and Baha Sönmez from Redhouse Kidz.

On the second day of TURLA Meetings, the Panel of the Indian Publishing Opportunities in Turkey was done moderated by Elif Şentürk Gül being TURLA Copyright Specialist with participation by Münir Üstün

from Profil Book and Pranav Johri from Rajpal & Sons Publishing. On the last day, the Panel of the Evil Under The Same Sun: The century-long History of Crime Writing in Turkey was realized moderated by Nazlı Berivan Ak from April Publishing with participation by Amy Marie Spangler from Anatolia Agency and Algan Sezgintüredi being Mystery Writer.

On 19 November the online closing meeting was taken place with all participants. In this meeting, General Coordinator of TURLA Esra Ceceli thanked all participants and informed the new TURLA Projects.



The Closing Meeting

You can watch the panels following links:

International Success of Turkish Publishing: youtu.be/nKxotlwG2V8

Indian Publishing Opportunities in Turkey: youtu.be/SsxXVOWqcrM

Evil Under The Same Sun: The century-long History of Crime Writing in Turkey: youtu.be/9hM-w-aQNmQ

The Opinions of The Participants About TURLA Meetings

ELİF ŞENTÜRK GÜL



ÖZGÜL ÖZKAN YAVUZ

Deputy Minister,
Republic of Turkey Ministry of Culture and
Tourism

Turkish publishing sector, which gained considerable impetus in the 90's is on its way to have a say globally. In addition to the support of our Ministry, successful organizations by the Association of Press and Publishing that gathers our publishers with their global counterparts both in Turkey and abroad has a fair share in this achievement. It was a great pleasure for me to be with you at the TURLA Meetings Virtual Exhibition. This year's exhibition took place online thanks to the support provided by Istanbul Chamber of Commerce and our Ministry. Culture and Tourism Ministry's support to such events will go on. I wish to meet on the occasion of new future events especially in the fair industry.

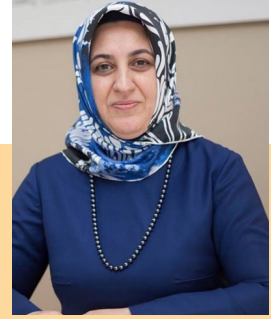


MÜNİR ÜSTÜN

Chairman Federation of Publishers'
Associations (Turkey)

Firstly, I congratulate the Association of the Press and Publisher and the TURLA's Team. Turkey reads books, my friends. I want to inform you about the number of printed books since 2010. As following;

2010 - 214 Million Printed Books,
2011 - 289 Million Printed Books,
2012- 293 Million Printed Books,
2013- 330 Million Printed Books,
2014 - 344 Million Printed Books,
2015 - 384 Million Printed Books,
2016 - 405 Million Printed Books,
2017 - 408 Million Printed Books,
2018 - 411 Million Printed Books,
2019 - 424 Million Printed Books.
By 2019, 850 million books were published; which is equivalent to 5 culture books and 5 education books per person. Turkey is number 16 in the world in revenue, is number 6 in the world when it comes to producing new titles. We can continue to say that books are a founding power. As publishers, authors, readers, etc., we have a big effort in increasing reading culture. Everyone should support this development. Let's work on actions to achieve this success. Let's work together on this wonderful contribution to our country.



MELİKE GÜNYÜZ

Erdem Publishing (Turkey)

The pandemic is the big surprise for all of us. It has led to complete digitalization of almost every stage of the publishing world: even international meetups. TURLA Meetings has become an exemplary project as a boutique, practical and effective program in terms of meeting international publishing professionals. In fact, as a user, I can say that half-hour meetings at international fairs were often not fully efficient due to delays, environmental factors, and mobile deterrents in the environment. On the other hand, online half-hour meetings enabled us to have completely business-oriented meetings where both parties are fully concentrated and use the time in the best way. Of course, nothing can replace travel. Nevertheless, even if we do not exchange books with our colleagues from the other side of the world, it was very good for all of us to focus on this business for 3 days thanks to TURLA Meetings.

DARIKA FUOCHI,

White Star Srl (Italy)

Thank you so much to all the people who made extra efforts to make this happen! Bravo to everyone and see you soon!



KHANDAKER MANIRUL ISLAM,
Bhashachitra (Bangladesh)

It was really a great platform for the publishers from the different countries of the world. It was really great opportunities for the publishers. Thanks to TURLA Meetings.

MAKA SHULIAI,
Sulakauri Publishing (Georgia)

Thank you all so much: the organizers and all the participants. It was a pleasure meeting you online and i'm very happy to have established new contacts and i am really hoping for the longterm partnerships with you! Hope we can meet in person as well.

CARLOS WYNTER,
FUGA Editorial (Panama)

It was a great event. Congratulations and THANKS for everything.

WAEEL EL MULLA,
Masr El Arabia for Publishing and Distribution (Egypt)

Thank you so much for the great organization. Very professional and everything went very smooth.



HELENE BUTLER,
Johnson & Alcock Literary Agency (England)

This is fantastic! Thank you very much. Dare I say Frankfurt bookfair would have a lot to learn from your organisation and platform!?!

ZEHRA GÜNDOĞDU,
Yeditepe Publishing (Turkey)

Virtual Book Fair TURLA Meetings was one of the "few" good things about 2020! During pandemic,

we realize two things: We need to intensify our ties with the world and we need to be more solution oriented when our plans are not going so well. TURLA Meetings provided us an opportunity to both connecting with the world and maintaining fair tradition in an alternative way.

As Yeditepe Publishing, we would like to point out that TURLA Meetings was quite advantageous. We connected with many publishers all around the world. Besides, we took our time with them that maybe we couldn't have a chance to get to know each other that much under "normal" circumstances. We thank the Association of Press and Publishers and the Ministry of Culture and Tourism for conducting and supporting TURLA Meetings. Also, many thanks to the kind support team of TURLA Meetings!



NAZLI BERIVAN AK
April Publishing (Turkey)

An Exciting Platform for the New Era: TURLA Meetings

Physical book fairs, meetings, and gatherings left their place for online meetings this year. The pandemic has changed our whole life, we are in a new era and developing new habits as publishers every single day. 2020 was the year of creativity, solidarity, and austerity and the TURLA Meetings was one of the events where we experienced all these keywords in their best form.

As an editor and foreign rights executive, this year I had the chance to meet a great many esteemed publishers and agents via TURLA, worked on spreading our literature

worldwide, and discussed the works to be published in Turkish. There were various themes this year: modern classics, ecological suspense, dystopic thrillers, learn-at-home books, and activity titles for children. Now I have these interesting and exciting titles waiting for me to go over and hopefully share with our Turkish readers in the coming publishing season.

TURLA Meetings earned great attention also with the sessions their team organized. With one of Turkey's literary agents Amy Marie Spangler, and writer, translator, and the head of the Mystery Writers of Turkey, Algan Sezgintüredi, I had a session called Evil Under the Same Sun: The century-long History of Crime Writing in Turkey. It was a joy to discuss the deep roots of the crime writing tradition of our territory.

In a summary, the Turkish publishing industry got adapted to the new world quite professionally and TURLA Meetings was one of the most successful programs achieved in the pandemic times. We have already started getting ready for next year, in the meantime, I invite all the publishers to take a look at the TURLA website, check our catalogues, and enjoy the sessions.

SIMA ÖZKAN,
FOM Kitap (Turkey)

TURLA Meetings were organized by the Association of the Press and Publisher, succeed to gather distant geographies in the same window during the days of the New Coronavirus Outbreak, which affected the whole world and caused the world to reverse. The fact that the Turkish publishing industry has kept up with these changes in our new life without face-to-face meetings was great support for our industry. As Fom Kitap, we hope that this platform, which allows us to save time, will be repeated every year in these meetings where we connect from our desks at certain intervals of the day, in the comfort of the office.

Opening Window to Turkish Publishing Sector: TURLA Talks

ELİF ŞENTÜRK GÜL



Virtual Fair
for Publishers
17-19 November
2020

International Success of Turkish Publishing

Moderator:



Burcu Ünsal Çeküç
Kalem Agency

Speakers:



Melike Günyüz
Erdem Publishing



Baha Sönmez
Redhouse Kidz

17/11/2020 15:00
(GMT+03)

The International Success of Turkish Publishing was the first panel within TURLA Meetings Virtual Fair. This panel was taken place moderated by Burcu Ünsal Çeküç from Kalem Agency with the participation of Dr. Melike Günyüz from Erdem Publishing and Baha Sönmez from Sev Publishing.

In the panel, the rise of Turkish publishing sector's international success over the years was discussed by the participants. Mrs. Günyüz mentioned that the qualified teams were created in the publishing houses especially with the qualified illustrators' graduation from the universities and with the editors' participation in the international book fair. These qualified teams contributed to created the English book catalogs and to be attended the international book fair. The qualified teams and good content have enabled Turkish publishing to open up international markets.

Mr. Sönmez said that the cultural projects supported by the Ministry of Culture and Tourism as like TURLA, the Fellowship İstanbul, and TEDA contribute to the

opening of Turkish Publishing to the international market. He added also that these projects are significant to introduce Turkish literature and the Turkish publishing sector at the same time.

On the second day of TURLA Meetings, the Panel of the Indian Publishing Opportunities in Turkey was done moderated by TURLA Copyright Specialist Elif Şentürk Gül with participation by Münir Üstün from Profil Book and Pranav Johri from Rajpal & Sons Publishing. The rising of the Indian culture and literature in the cultural arena in the world, the cultural similarities between India and Turkey, and the cooperation opportunities between Indian and Turkish publishing sectors were talked about by the participants in the panel.

Mr. Johri said that the Indian publishing industry is a huge market. And also he mentioned that Indian publishers are interested in the Turkish publishing market.

Mr. Üstün mentioned that in general, the Turkish publishers focus on the publishing markets in the West

Country Focus: Indian Publishing Opportunities in Turkey

**Virtual Fair
for Publishers**
17-19 November
2020

Moderator:



Elif Şentürk Gül
TURLA Copyrights Specialist

Speakers:



Pranav Johri
Rajpal & Sons Publishing



Münir Üstün
Profil Publishing

18/11/2020 15:00
(GMT+03)

just like European countries, maybe it's time to open up a new market like the Indian market.

On the last day of the TURLA Meetings Program, the Panel of the Evil Under The Same Sun: The century-long History of Crime Writing in Turkey was moderated by Nazlı Berivan Ak from April Publishing with participation Amy Marie Spangler from AnatoliaLit Agency and writer Algan Sezgintüredi. The participants looked for the answer to the following questions: What's happening in the detective literature in Turkey? What do Turkish detective writings promise to the world?

Mr. Sezgin Türedi said that Turkey is the third country where crime novels are written in the history of the world. The first country is England, the second country is France. There is no difference between Turkish detective novels and English or American detective novels. Nothing is no different from sexism to tension. Nothing is different, from sexuality to tension.

Mrs. Spangler mentioned that we need very good translators to introduce Turkish literature books. We need to train translators who can translate the details of Turkish to other languages.

Evil Under the Same Sun: The Century-long History of Crime Writing in Turkey

**Virtual Fair
for Publishers**
17-19 November
2020

Moderator:



Nazlı Berivan Ak
April Publishing

Speakers:



Amy Marie Spangler
AnatoliaLit Agency



Algan Sezgintüredi
Mystery Writers of Turkey

19/11/2020 15:00
(GMT+03)

TURLA Talks Lit-Fest

M. MURTAZA ÖZEREN



TURLA Talks Literature Fest

The Fingerprints of Turkish Short Stories

Zeynep Delav (Writer), Muhammet Erdevir (Writer), Arzu Alkan Ateş (Writer)

15 December 2020 11:00 GMT+3

What are Children's Writers Inspired by?

Melike Günyüz (Erdem Publishing), Koray Avcı Çakman (Writer), Figen Yaman Coşar (Writer)

15 December 2020 13:00 GMT+3

Turkish Literary Translation

Sedat Demir (Dithello Books), Beyza Fırat Gonzales (Translator), Mehmet Sait Şener (Translator), Murat Erşen (Translator)

15 December 2020 16:00 GMT+3

www.turlameetings.com

Association of Press and Publishing Turkey, REPUBLIC OF TURKEY MINISTRY OF CULTURE AND TOURISM

TURLA talks

The Fingerprints of Turkish Short Stories

Zeynep Delav (Writer), Muhammet Erdevir (Writer), Arzu Alkan Ateş (Writer)

TURLA Talks Literature Fest
15 December 2020
11:00 GMT+3

www.turlameetings.com

Association of Press and Publishing Turkey, REPUBLIC OF TURKEY MINISTRY OF CULTURE AND TOURISM

TURLA Talks Lit-Fest was held on 15 December 2020. Turkish writers and translators talked about Turkish literature's different parts and presented a point of view from inside of Turkish book sector to all publishing professionals all around the world.

The first session was on Turkish storytelling. The moderator of the session, Zeynep Delav, hosted short story writers Muhammet Erdevir and Arzu Alkan Ateş. The aspects that made them different from the "fingerprints" of the story and storytellers was in the center of the conversation.

First of all, three storytellers examined the setting of atmosphere in their own story world through the issue of atmosphere in the story. Muhammet Erdevir pointed out the atmosphere it embodies as one of the most important elements of the story, because happening, as a matter of fact, is at the heart of the novel, legend or news text. However, the differentiation of the short story from these genres takes place through the intense, reader-guiding atmosphere created by the writer, and reinforcing what the author wants to tell.

Author Arzu Alkan Ateş, on the other hand, examined the peculiar features of the story through the "single effect" theory and talked about how this theory can be received by readers.

The second session was held around the sources of inspiration of children's writers. The moderator was Melike Günyüz, herself a writer of children's books and editor of Erdem publishing house. Günyüz was accompanied by Koray Avcı Çakman and Figen Yaman



What are Children's Writers Inspired by?

TURLA Talks Literature Fest
15 December
2020
13:00 GMT+3

Melike Günyüz
Erdem Publishing

Koray Avcı Çakman
Writer

Figen Yaman Coşar
Writer

www.turlameetings.com

Association of Press and Publishing Turkey
REPUBLIC OF TURKEY
MINISTRY OF CULTURE AND TOURISM

Coşar. In this session, which proceeded in the form of a conversation, the participants touched on the factors that are effective while writing their books starting from their adventure of being a writer.

Issues such as the effects that push them to become writers, the sources they feed on while writing, their relationships with their readers and the effect of the pandemic on them were discussed. Günyüz's own writing and publishing background presented an example for Koray Avcı Çakman and Figen Yaman Coşar and they talked about how their childhood experiences led them to authorship. The roots of the elements that feed their pens today have been examined. In doing so, the important events and situations of the last 40-50 years of Turkish cultural and political life were inevitably touched upon.

Therefore, three important names of Turkish children's writing, in a sense, drew a portrait of "children's book writing" based on the issues that exist in the past of every Turkish children's book writer today, and that affect their authorship indirectly, if not directly.



Turkish Literary Translation

TURLA Talks Literature Fest
15 December
2020
16:00 GMT+3

Sedat Demir
Othello Books

Beyza Fırat Gonzales
Translator

Mehmet Sait Şener
Translator

Murat Erşen
Translator

www.turlameetings.com

Association of Press and Publishing Turkey
REPUBLIC OF TURKEY
MINISTRY OF CULTURE AND TOURISM

In the third and last session, experienced publisher Sedat Demir hosted three valuable Turkish translators: Murat Erşen, Mehmet Sait Şener and Beyza Fırat Gonzales. These names, who made translations from French, English, Spanish and Korean, did not only examine the role of translation in the Turkish literary world through their own experiences, but also talked about what the translation phenomenon is like and what processes it progresses.

Sedat Demir continued discussions with questions aimed at understanding the translation industry and examined to live in Turkey, which is in good situation.

Translation market in Turkey is lively when compared to the past and these three translators and a publisher who mainly produce translated works talked about how translated works produce and how they take response from the readers. Therefore, the panel presented an illuminating account for whom are interested in Turkish book sector.

New Book Titles From TURLA

M. MURTAZA ÖZEREN



HOT SKULL

Afşin Kum

It's not every day that a book is chosen as a new TV show by Netflix! **Hot Skull** by **Afşin Kum**, a bold new Turkish writer, has been very well received in Turkey, indicated by the fact that it won the best novel award at the Gio Awards in 2017, which is the one of the most prestigious Turkish awards for literature.

Netflix announced that **Hot Skull** will be the third Turkish show on the platform and it is slated to be broadcast worldwide soon.

Hot Skull is about a language-based pandemic that breaks out, spreading from word to word, mouth to mouth, and mind to mind—all by talking. Murat Siyavus, an ex-linguist who has not yet been infected, finds out that he is being pursued by the cruel Outbreak Agency, so he is forced to leave his hideout as he seeks a cure for the disease and a wild adventure starts in Istanbul, where every corner is filled with layers of mystery and intriguing twists. **Hot Skull** has been acclaimed for its original storyline as well as its universal themes. Sample translation and a detailed summary is available. I hope that you will also want to add this conversation-starting book to your lists, and I look forward to discussing it with you.



DOGS EVENING

Bülent Ata

Writing stories is often like taking a picture. The author is the one who takes a photograph of a moment, an event, a person, a place or an object in life and paints it verbally. For this reason, the story that best touches the reader is the most memorable one. Literature and art set out to explain the human reality indirectly with a photo frame.

The short story book of Bülent Ata who is an acclaimed author in Turkey, *Dogs Evening*, will be released by İz Publishing soon. Each of the stories in this book takes a photograph of the moment, place and person. In this respect, we can compare the author to a photographer who takes frames from time to time; with one difference, it is the device it uses, not a machine, but a pen. However, while taking the photograph, both of them look from the window of their heart and humanity. Window is similar window. Even though the landscapes change, the issue is one. The concept we call time is relative. Past, present or future; hours, years, or moments all come from an unbreakable flow. It often happens that the past and the present, the future and the past are mixed with each other. In this whole, showing a person who tries to classify time with hours,

years and seasons will only penetrate the truth itself. Perhaps the stories of Bülent Ata serve this the most.

Touching the space is as important as touching the time. An author has difficulty writing a place that he does not know, does not breathe in, and does not know its people. However, space has a soul. The spirit of that place influences the reader, even if it is barely involved in the story from the shore. For this reason, the relationship of the story with space becomes the relationship of the reader with space. Therefore, it is also important to touch people with it. The author looks at people while taking pictures of moments. This is where the author and the reader meet. The author, who touches the person, place and people beautifully, means that he has played a pen for beautiful stories. You will see that Bülent Ata approached these elements I mentioned while reading this book with fine sensitivity. In every story of his book, there is another human condition and another truth of life.



THE PRINCE OF SPRING

Melike Günyüz

Little Feather buys a bottle of scent from the Dream-Sellers. But it turns out to be nor full or perfumed. Turkish reknown author Melike Günyüz focuses on increasing consumption culture in today's world and criticizes how people tend to turn personal images into a showcase. In this book, Günyüz emphasizes the importance of one's own effort and imagination. The text is accompanied with collages and aesthetically beautiful pictures.



THE STORY OF THOSE THAT CAN CALL A SHORT LINE, A SHORT LINE

Hüseyin Kural

"I call it biting into desperation. With short sentences, I mean. This may seem like simple rhetoric to you but rhetoric is an on-point kind of art. The pieces that get stuck between your teeth when you bite into desperation teach you what the short line is."

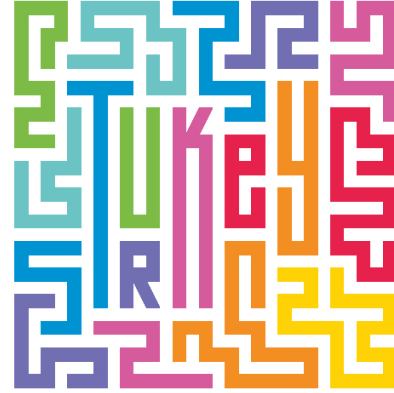
The Story of Those That Can Call A Short Line, A Short Line is the work of an author who at times believes in miracles, at others turns his back to them, is captivated by small instances but is stuck among people who are unable to see large events and has turned every moment of life into a source of inspiration for himself.

This book, which is made up of nineteen stories, speaks of those who voice the truth, heedless of what the crowds might say. It voices the necessity to fight and the imperative to run... It speaks of the proximity of insanity and enlightenment...It touches upon the darkness of the inner world of human beings...

In the stories that Hüseyin Kural has crafted the personal and the societal at times intersect and at times become tangent to one another. The irony and the darkly humorous yet distinguished vein that flows through these stories are easy to hear. This playful and looping new text of the Modern Turkish Literature cannon carries with it a strength that can challenge the years to come.

What is TEDA?

ELİF ŞENTÜRK GÜL



TEDA is a grant program intended to foster the publication of Turkish literature as well as works about Turkish art and culture in languages other than Turkish. Run by the Republic of Turkey's Ministry of Culture and Tourism, it is a subvention program for translation and publication, providing incentives to publishers abroad who wish to publish Turkish literature and works on Turkish art and culture in foreign languages.

The TEDA Program, which began in 2005, allows foreign readers to access Turkish literature, and as well as the opportunity to read about Turkey's vast cultural wealth, in their own respective languages. In this way, the Program increases the visibility of books by Turkish authors in the global book market.

The TEDA Program, which is run by the Ministry of Culture, provides funding for applications approved by the TEDA Advisory and Evaluation Committee, with the aim of fostering the greater circulation of Turkish literature worldwide.

Only publishers located outside of Turkey may apply. The application process may manage as online on www.teda.ktb.gov.tr. TURLA's Team also can support you in the application process.

TEDA Statistics Between 2005 - 2019

2970 applications 700 publishers from 79 countries to 60 different languages were supported for translation and publication so far from these works 2389 total are printed and met with readers.



www.turlameetings.com

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