

## **PRESS RELEASE**

### **ITB Book Awards 2014 at Messe Berlin**

#### **A spectacular display of colours: the Calendar Award 2014 goes to the Munich-based publisher Ackermann Kunstverlag for 'ReiseWelten 2014'**

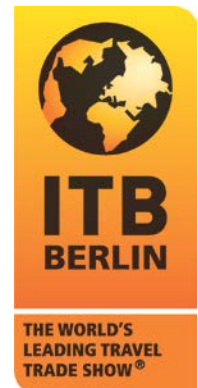
*Berlin, 8 November 2013* – Preparations for the ITB Book Awards 2014 are under way. To whet appetites for this coming travel season, the event opens with an award for next year's travel calendar featuring the best images, chosen by ITB Berlin in cooperation with the RavensBuch bookstore from Friedrichshafen.

Commenting on this year's winners David Ruetz, head of ITB Berlin, said: "With its calendar entitled 'ReiseWelten 2014' the Ackermann Kunstverlag invites us to go on a spectacularly colourful armchair journey around the world which takes in the fascinating diversity of the countries and peoples of the world. Artistic photography combined with brief and informative descriptions offer an insight into cultures, traditions, handicrafts and religions, which make us yearn for faraway destinations." The folding calendar also received special praise, whose design and composition providing overall page views was very well received. The Ackermann calendar opens with a January 2014 picture of Greenland, and in February takes us to the land of the pharaohs in ancient Egypt. In March we can marvel at the beauty of "blue Morocco" and in April admire Peru, the land of the Incas. In May we continue on to Japan, in June to Kenya, and in July to Tibet. August takes us to India, September to Yemen, October to Australia, and November to Cambodia, while December takes us back to Norway in the far north and to the ice-bound home of the Sami people. David Ruetz: "This work is a calendar that lets us long for harmony on our planet and for the beautiful things that live inside us."

Together with the jury's selection of other awards - for the best traditional travel guides, travel books, illustrated books and publishing innovations - the Calendar Award will be presented at the world's largest travel trade show in March 2014 in Berlin. The Destination Awards 2014 will focus on Brazil as a travel destination.

Chairing the jury of the ITB Book Awards 2014 will be Astrid Zand (ITB Berlin). Other members include:

- Eckart Baier (editor-in-chief, Buchjournal)



#### **Press contacts:**

**Messe Berlin**  
Michael T. Hofer  
Messe Berlin Group Press  
and Public Relations  
Director

#### **ITB Berlin / ITB Asia:**

Astrid Zand  
Press Officer  
Messedamm 22  
14055 Berlin  
Tel.: + 4930 3038-2275  
Fax: + 4930 3038-2141  
[zand@messe-berlin.de](mailto:zand@messe-berlin.de)  
[www.messe-berlin.com](http://www.messe-berlin.com)

#### **Additional information:**

[www.itb-berlin.com](http://www.itb-berlin.com)  
[www.itb-convention.com](http://www.itb-convention.com)

Management board:  
Dr. Christian Göke (CEO),  
Ingrid Maaß (COO)  
Chairman of the Supervisory  
Board:  
Hans-Joachim Kamp  
Commercial Register:  
Amtsgericht Charlottenburg  
(District Court) HRB 5484 B  
(Commercial Code)

No.25e

- Cornelia Camen (editorial department, BuchMarkt)
- Armin Herb (jury spokesman, editorial offices, Armin Herb)
- Martina Kraus (RavensBuch)
- Burghard Rauschelbach (independent consultant for sustainable tourism (GIZ))
- Gerd W. Seidemann (travel desk, Der Tagesspiegel)
- Michael Zehender (dpa Themendienst)

Jury members presiding over other categories:

- "Brazil as a Travel Destination", Karl Mertes (journalist),  
Regine Kiepert (Schropp Land & Karte)
- Travel Guides, Travel Books, Travel Cook Books, Lifetime Achievement  
Margrit Philipp (Büro Philipp)

The presentation of the ITB Book Awards 2014 will take place on Friday, 7 March 2014 at 4 p.m. at the cinema in the Marshall Haus (Berlin Exhibition Grounds, Summer Garden)

Entries must be submitted by 16 December 2013.

Contact:

Organisation: Büro Philipp

Schanzstrasse 5

D-88045 Friedrichshafen

Tel.: +49-7541-37 48 635

Fax: +49-7541-37 48 636

Mobile: +49-0-170-4 57 91 83

E-mail: [info@buero-philipp.de](mailto:info@buero-philipp.de)

[www.itb-berlin.com/BookAwards](http://www.itb-berlin.com/BookAwards)

[www.buero-philipp.de](http://www.buero-philipp.de) (in German only)

#### **About ITB Berlin and the ITB Berlin Convention**

ITB Berlin 2014 will take place from Wednesday to Sunday, 5 to 9 March. From the Wednesday to the Friday ITB Berlin is open to trade visitors only. The ITB Berlin Convention is held parallel with the trade fair, from Wednesday to Friday, 5 to 7 March 2014. It is the world's largest specialist convention for the industry. More details are available at [www.itb-convention.com](http://www.itb-convention.com). ITB Berlin is the leading trade fair for the worldwide travel industry. In 2013 a total of 10,086 companies and organisations from 188 countries exhibited their products and services to 170,000 visitors, who included 110,000 trade visitors.

Join the **ITB Press Network** at [www.linkedin.com](http://www.linkedin.com).

Become a **fan of ITB Berlin** at [www.facebook.de/ITBBerlin](http://www.facebook.de/ITBBerlin).

**Follow ITB Berlin** on [www.twitter.com/ITB\\_Berlin](http://www.twitter.com/ITB_Berlin).

**Get the latest updates** from the **Social Media Newsroom** at <http://newsroom.itb-berlin.de/en>.

**You can find press releases on the internet** at [www.itb-berlin.com](http://www.itb-berlin.com) under the section heading Media Centre / Press Releases. Make use of our information service and subscribe to our **RSS feeds**.

If you would no longer like to receive our ITB Berlin press releases then simply send an e-mail to [presse-itb@messe-berlin.de](mailto:presse-itb@messe-berlin.de).