

PRESS RELEASE

ITB Book Awards 2012

Recipients are the adventurer, wildlife filmmaker and author Andreas Kieling and Volkmar Mair of the travel publishing group Mairdumont.

Berlin, 24 January 2012 – “There is nothing that acquaints us more closely with people and the landscape”, as Volkmar Mair once commented, “than travelling on one’s own – taking to the road.” Encounters with people and making one’s own discoveries form the credo of the man who, for many years, has been the chairman of the management and of the administrative board of the Mairdumont travel publishing group. In May 2011 the publisher celebrated his 80th birthday and just under a year later has been delighted to receive the ITB Berlin Book Award for a lifetime in journalism.

In a number of very relevant and fascinating categories the ITB Book Awards identify those authors, titles, topics, trends and innovations in travel journalism, as chosen by an independent and highly qualified jury, comprising experts on specific countries, and representatives of the media and the book trade.

This year the main category of the “Destination Awards” is dedicated to “Egypt”, one of the classic destinations and the official partner country of ITB Berlin 2012. The Book Awards are not a financial prize but comprise the presentation, a certificate and unlimited free use of this symbol of quality. ITB Berlin provides its support for the winners’ brochures, which are distributed to those attending the fair and to German-language bookshops.

The winners of the ITB Book Award 2012 in the individual categories are:

Destination Awards Egypt

Travel Calendar for Egypt

As a visually impressive introduction to the upcoming travel season, at the beginning of December each year ITB Berlin announces the winners of the most attractive travel calendar. This award is presented by the management of ITB Berlin together with the RavensBuch bookshop. In 2012 the winner is the **Stürtz calendar “Egypt 2012”** from the publishers Verlagshaus Würzburg, and the **Weingarten calendar “The Drowned World of the Pharaohs”** from KV&H Verlag.

Travel guide for Egypt

The award, for the compact travel guide to Egypt, **“Ägypten” (Merian**



Official partner country of
ITB Berlin 2012:



Press contacts:

Messe Berlin:

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

ITB Berlin / ITB Asia:

Astrid Ehring
Press Officer
Messedamm 22
14055 Berlin
Tel.: + 4930 3038-2275
Fax: + 4930 3038-2141
ehring@messe-berlin.de
www.messe-berlin.com

For additional information:

www.itb-berlin.com
www.itb-convention.com

Management:
Raimund Hosch (CEO), Dr.
Christian Göke
Chairman of the Supervisory
Board: Hans-Joachim Kamp
Companies Register:
Amtsgericht (District Court)
Charlottenburg, HRB 5484 B

33/e

live!), was won by an Egypt specialist with many years of experience, **Michel Rauch**, while the author **Ralph-Raymond Braun**, highly respected among lone travellers, was chosen for the travel guide “**Ägypten**” (**Michael Müller Verlag**). Also among the winners were the DuMont pocket travel guide “**Ägypten. Die klassische Nilreise**” (**Egypt. The Classic Nile Journey**) by **Hans-Günter Semsek**, and the **KOSMOS** diving guide “**Ägypten. Rotes Meer**” (**Egypt. Red Sea**) by **Manuela Kirschner** and **Matthias Bergbauer**. A unique visit to the wonders of the pyramids from the comfort of one’s own sofa is provided by the opulent series of illustrations by **Zahi Hawass** in “**Die Pyramiden**” (**The Pyramids**), published by **White Star Verlag**. The jury also commended the collection of historic, monochrome images of Egypt in the small format book “**Ägypten. Eine Reise durch drei Zeiten**” (**Egypt. A Journey Through Three Ages**) from **Books on Demand** by the author **a.petit**.

Egyptian Literature

ITB has awarded a prize recognizing the efforts made by the publishing house **Züricher Unionsverlag** to foster a better understanding of historical and modern developments in Egypt through the country’s literature, efforts which have earned it international renown. Among the novels it has published are those of **Baha Taher** (“**Die Oase**” - **The Oasis**), **Mansura Eseddins** (“**Hinter dem Paradies**” - **Behind the Paradise**) and the writer and winner of the Nobel Prize for Literature, who died in 2005, **Nagib Machfus** (“**Das junge Kairo**” - **Young Cairo**).

Literary Travel Book about Egypt

Another highly recommended read is **Carmen Rohrbach**’s outstanding travel book “**Im Reich von Isis und Osiris**” (**In the Empire of Isis and Osiris**), published by **Malik**. This travel writer describes a journey down the Nile from Abu Simbel to Alexandria.

In other travel categories awards were made to the following:

Outstanding Travel Guide Series

“**55 Reise-Verführungen**” (**55 Inviting Journeys**) was chosen for its thorough and in-depth research. This series is published by **Folio Verlag**, Vienna, which covers such visually attractive regions as Istria and Salzkammergut, and seeks to acquaint travellers in more depth with the nature, cuisine, culture, history and a few more bizarre aspects too.

Outstanding Travel Books

The winner in this category is a particularly useful and fascinating source of advice for travellers: from Bloomsbury Berlin. The “**Handbuch für die gefährlichsten Orte der Welt**” (**Handbook for the World’s Most Dangerous Places**) is, as its publishers promise, the ultimate survival kit for travellers, journalists and adventurers. It is a compilation of the remarkable

experiences gained by the British journalist Rosie Garthwaite in her work as a correspondent for “Al Jazeera English” in various crisis zones of the Middle East and Iraq.

Literary Travel Books

Travel destinations as a cultural delectation, described in elegant literary language and already the recipient of an ITB Book Award in 2011: In cooperation with the weekly **Die Zeit**, publishers **Corso Verlag** have introduced a new series with some scintillating contributions by a number of writers and has now claimed an ITB Book Award for 2012 with the titles “**Sehnsuchtsorte**” (Places of Desire) and “**Die Reise meines Lebens**” (The Journey of My Life). The award also goes to the literary travel report “**Hundert Tage Amerika**” (One Hundred Days in America), published by **mareverlag**, in which **Zora del Buono** provides an intense, atmospheric and informative description of her trip along the US East Coast in the company of her dog Lino.

Illustrated Travel Books

Fantastic impressions with breathtaking views of the Blue Planet and the icy world of the South Pole that are unavailable to the normal tourist can be found in the massive illustrated volumes “**Antarctica**” by **Lynn Woodworth** and **David McGonigal (Verlag Delius Klasing)** and “**Wundervolle Erde**” (Wonderful Earth) (**Kunth Verlag**).

Travel Cookery Books

The panel chose two cookery books with the most exquisite recipes and tourist information that whetted the appetites of the jurors: “**Gscheitgut-Kochbuch**” (**Michael Müller Verlag**) with the most tempting recipes from the Franconian homeland of the travel guide publisher **Michael Müller** and his co-author **Corinna Brauer**, and “**Cooking from Cape to Cairo**” with 160 original recipes by **Dorah Sitole**, published by **Christian Verlag**.

Travelling with Children

Two series have now been chosen for this ITB Book Award: The titles “**Wir entdecken ... Spanien**“, “**Türkei**“, “**Italien**” und “**China**” (Discovering Spain, Turkey, Italy and China) from **Annette Betz Verlag** are intended for children aged 5 and upwards, contain colourful illustrations and are also provided with a CD of children’s songs and language exercises, as an ideal way of acquiring an initial familiarity with the culture and lifestyles of these countries.

Companions Verlag, which publishes the **Familien-Reiseführer** (Family Travel Guides), focuses on travel with children, with a wealth of fascinating information and attractions. They cover a number of destinations in German-speaking countries, elsewhere in Europe and, from 2012 with an

edition devoted to New York, international destinations too.

Hiking, Cycling, Maps

The award has also been given for the newly designed “**Kompass Fahrradführer**” (**Compass Cyclists’ Guidebook**). This contains easy-to-understand, clearly structured maps and information with plenty of illustrations about leisure routes for cyclists and is tear- and waterproof, making it practical and robust.

Sailing

A book full of adventure, delight and enjoyment of life: in “**1200 Tage Samstag**” (1200 Saturdays), published by **Delius Klasing**, “**Sönke Roever**” invites readers to enjoy his entertainingly written account of a round the world trip in the yacht “Hippopotamus”.

Adventurers 2012

Andreas Kieling was the winner in this category. His calm and carefully thought out radio items, his animal films and books about numerous adventurous trips and walks are among the very best contributions by a travel correspondent. The books “**Expeditionen zu den Letzten ihrer Art**” (Expeditions to the Last of their Kind) and “**Ein deutscher Wandersommer**” (A Summers’ Walks) are published by **Malik**, and “**Bären, Lachse, wilde Wasser**” (Bears, Salmon, Wild Waters) by **Piper Verlag**.

Demonstrating their partiality for the subject of mountains, the jury gave the award to “**Abenteurer der Berge**” (Mountain Heroes: Portraits of Adventure) by **Huw Lewis-Jones**, published by **Frederking & Thaler**, which contains 100 portraits of bold alpinists of the past and prominent present-day climbers including Reinhold Messner, Stephan Siegrist and the Huber brothers.

Lifetime Achievement Award

An ITB Book Award for a publishing success story: In 1957 the now 80-year old **Volkmar Mair** took over the management of the company, founded in 1948, consisting of the publisher Mairs Geographischem Verlag and the printworks Mairs Graphische Betrieb, and saw it become what is now one of Europe’s leading travel publishers, since 2005 under the name MAIRDUMONT.

Innovation Prize

For the first time this prize goes not to a technical product innovation but for the implementation of a wonderfully romantic idea from **Edition Panorama**: a folding panorama, in a box, of the Bavarian mountains known as the “**Münchner Hausberge**”. Photographed and described by **Uwe-Carsten Fiebig**.

Tourism Reference Book

Albrecht Steinecke, professor of economic and tourism geography at the University of Paderborn, has received the award for his reference book, in the style of a thriller, entitled “**Populäre Irrtümer über Reisen und Tourismus**” (Popular Misconceptions about Travel and Tourism), published by **Oldenbourg Verlag**.

Cultural Book Prize

Dale Templar, **Brian Leith** and photographer **Timothy Allen** were sent by the BBC to the farthest corners of the earth in order to investigate the many and diverse relationships between mankind and nature. They have been chosen to receive an ITB Book Award for their documentation, packed with illustrations, entitled “**Human Planet**“, published by **Frederking & Thaler**.

Special Prize awarded by the management of ITB Berlin

and the Jury’s ITB Book Award

The Special Prize from ITB Berlin honours a brilliant journalistic project, consisting of two unique art books on travel, published by **Marco Polo**: “**My New York**“ and the “**City Guide New York**“, designed by the pop artist **James Rizzi**, who died in 2011, and written by **Peter Bühner**.

The jury concurs with this choice by presenting an **ITB Book Award**.

Presentation of the ITB Book Awards 2012

An event on the Exhibition Grounds, (by invitation only)

Friday, 9 March 2012

Egypt Hall 23 a

4 to approx. 5 p.m.

This event will be presented by Mary Amiri.

The Jury for the ITB Book Awards 2012

Astrid Ehring (chair, Press Officer ITB Berlin)

Cornelia Camen (editorial department, BuchMarkt)

Andreas Heimann (dpa Themendienst, Berlin)

Armin Herb (editorial department, Armin Herb, Munich)

Peter Hinze (freelance journalist, Munich)

Martina Kraus (branch manager, RavensBuch, Friedrichshafen)

Burghard Rauschelbach, (GIZ, Eschborn)

Raphaela Sabel (editorial department, Börsenblatt, Frankfurt)

Management and communication Margrit Philipp, Büro Philipp,
Friedrichshafen.

www.itb-berlin.com/bookawards

ITB Book Awards Lounge 2012

An exhibition of books featuring the winning titles at ITB Berlin

Venue: Hall 10.2, Stand 106 a

About ITB Berlin and the ITB Berlin Convention

ITB Berlin 2012 will be taking place from Wednesday, 7 to Sunday, 11 March, and from Wednesday to Friday will be open to trade visitors only. Parallel with the trade show, the ITB Berlin Convention, the largest travel industry event of its kind in the world, will be held from Wednesday, 7 to Friday, 9 March 2012. Additional information is available at www.itb-convention.com. ITB Berlin is the global travel industry's leading trade show. In 2011 a total of 11,163 companies from 188 countries displayed their products and services to 170,000 visitors, who included 110,791 trade visitors.

Join the **ITB Press Network** at www.linkedin.com.

Become a **fan of ITB Berlin** at www.facebook.de/ITBBerlin.

Follow ITB Berlin on http://www.twitter.com/ITB_Berlin.