



A WORLD FIRST – ACROSS THE WORLD

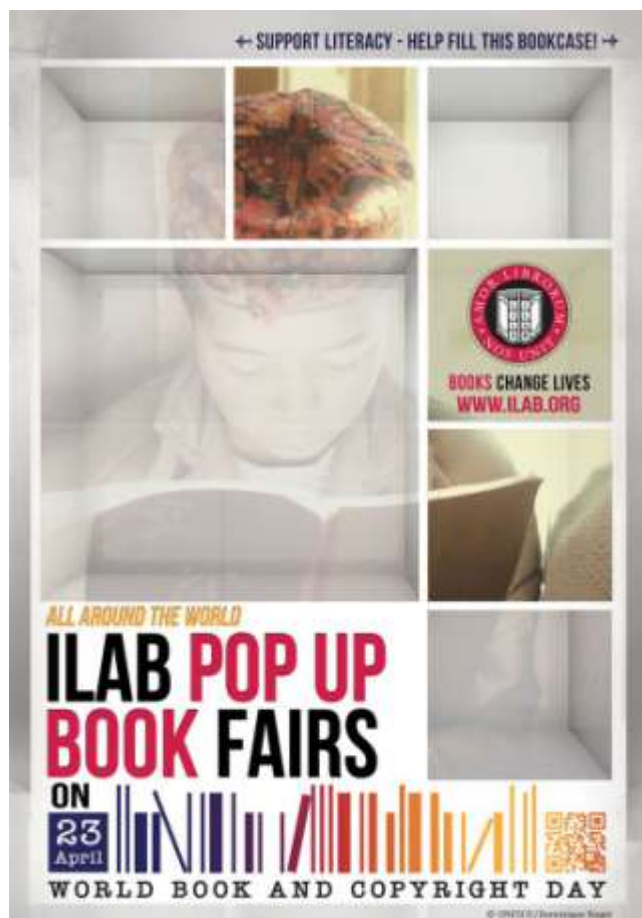
ILAB POP UP BOOK FAIRS ON UNESCO WORLD BOOK AND COPYRIGHT DAY, 23 April 2015

From Sydney to Tokyo to Cape Town, from Moscow, London and all the major European capitals to New York, Washington, Chicago and the Pacific Northwest of the United States ILAB Pop Up Book Fairs, organized by the world's expert antiquarian booksellers, will appear on 23 April, 2015.

WHERE? In a woolshed in the Australian bush, at central stations, on boats, in museums, libraries, streets, cocktail clubs, brew pubs, on roof terraces and at the top of skyscrapers. On UNESCO World Book and Copyright Day ILAB booksellers will bring rare books to the people in the most unexpected places!

HOW? Like a Mexican wave starting the day in Australia and, as the sun goes, finishing the day in the United States, scores of rare book dealers will be organizing Pop Up Fairs – a

mixture between bookish flash mob and speed dating for booklovers, lasting only a few hours at unusual, but busy locations where passers-by will discover a stunning selection of rare books, prints, manuscripts and ephemera to promote the trade of old and rare books and to support the UNESCO literacy projects in Africa.



WHY? Reading is a gift, reading is a fundamental human right! “The power of books to advance individual fulfilment and to create social change is unequalled”, says Irina Bokova, Director-General of UNESCO. Year by year on UNESCO World Book and Copyright Day booklovers worldwide celebrate the power of the book. For the first time in 2015, the International League of Antiquarian Booksellers (ILAB) and its affiliates will be a part of it! Each ILAB Pop Up Book Fair will feature a large poster of an “empty bookcase”, symbolic book spines will be “sold” with the money from each going directly to UNESCO’s South Sudan Project. A donation of 3 US \$ will send one book to a child in South Sudan, 15 US \$ purchase a set of 12 school books for a classroom, and 500 US \$ provide 45 school book collections for a rural community in Africa.

BOOKS CHANGE LIVES! Come and join us on UNESCO World Book and Copyright Day, 23 April 2015! Enjoy the bibliophile treasures at the ILAB Pop Up Book Fairs worldwide, get in contact with the ILAB booksellers and help us filling as many “empty bookcases” with symbolic book spines as possible to support literacy and to fulfill the human right to read all across the world!

FOR MORE INFORMATION and a full list of all ILAB Pop Up Book Fairs visit www.ilab.org.
For more details on UNESCO’s World Book and Copyright Day visit www.unesco.org/new/en/wbcd.

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