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CANADIAN REPRESENTATION AT THE FIRST INTERNATIONAL BOOK FESTIVAL IN NICE (MAY 31 TO JUNE 10, 1969)

The Department of External Affairs announced today that Canada will be participating on a large scale in the First International Book Festival in Nice, France, with a pavilion covering some 3,000 square feet.

The Canadian Pavilion will be operated under the auspices of the Department of External Affairs, with the support of the Canadian Government Exhibition Commission, working in close cooperation with the Canada Council, the National Library, the Office of the Queen's Printer, the Conseil Supérieur du Livre and the Canadian Book Publishers' Council. It has facilities for exhibiting more than 600 recent Canadian publications in the two official languages. It will also contain a collection of rare books and de luxe editions and an information display covering various aspects of cultural and artistic activity in Canada. Ultra-modern in design, the Pavilion was conceived as a means of bringing home the size and variety of the Canadian publishing industry, both to people in the book business and to the general public, and of pointing up the intensity and scope of Canadian cultural activities.

The layout of the Canadian book catalogue has received particularly careful attention, having been entrusted to Gagnier, Fleury and Associates, the Montreal firm of graphic artists. The only truly Canadian type face, Cartier, was selected for the printing of the text. As well as a message from the Prime Minister, the catalogue contains a number of essays on Canadian books written by well-known authors and critics.

As an adjunct to the exhibition of books from various countries, the Nice Festival will include several other cultural activities. New literary prizes known as Aigles d'Or, or Golden Eagles, will be awarded to books that are outstanding either in literary merit or in layout, binding,