

Silberfuchs
VERLAG
HÖREN & WISSEN



PUBLISHING HOUSE
„SILBERFUCHS-VERLAG“
HÖREN UND WISSEN / HEAR AND KNOW

**The “nation series” of talking books/audio-cds
was awarded the
ITB BOOK AWARD 2010
of International Tourism Fair Berlin and
Annual Prize of German Record
Reviewers**



URKUNDE



In Anerkennung hervorragender publizistischer Leistungen
verleiht die Messe Berlin im Rahmen der ITB Berlin 2010

dem

Silberfuchs-Verlag

für die Reihe

**Hörbuch „Türkei hören“
sowie für die gesamte Hörbuchreihe
„Länder hören – Kulturen entdecken“**

den

ITB BuchAward 2010

in der Kategorie

**Hörbuch Türkei;
Reihe Reise-Hörbücher**

Kriterien für die Preisvergabe sind die inhaltliche und die herstellerische Qualität,
Aktualität, Umfang der Themen, Sprecherleistung, künstlerischer Gesamteindruck.

Berlin, 12. März 2010



David Ruetz, Senior Manager ITB Berlin

Astrid Ehring, Pressereferentin ITB Berlin und Vorsitzende der Jury

Mitglieder der Jury unter dem Vorsitz von Astrid Ehring sind im Jahr 2010:
Volkhard Bode (Freier Journalist, Berlin), Cornelia Camen (Redaktion BuchMarkt),
Armin Herb (Redaktionsbüro Armin Herb, München), Peter Hinze (Nachrichtenmagazin FOCUS),
Martina Kraus (Filialeiterin RavensBuch, Friedrichshafen),
Christian Röwekamp (gms/dpa Themendienst, Hamburg)

**The “nation series” of talking books/audio-cds of Silberfuchs-Verlag
was awarded the ITB BOOK AWARD 2010
of International Tourism Fair Berlin Berlin.**

PREIS DER DEUTSCHEN SCHALLPLATTENKRITIK



Der Jahresausschuss des
Preises der deutschen Schallplattenkritik e. V.
hat die CD-Produktionen der

Reihe „Länder hören“

Produktion: Corinna Hesse, Antje Hinz
Silberfuchs-Verlag (bislang 9 CDs)

mit einem

JAHRESPREIS 2008

ausgezeichnet.

Ein Land per Hörbuch vorstellen ist in jeder Hinsicht ein Wagnis. Zu bedenken ist nicht nur, welche Details der Geschichte und Kulturgeschichte einem Neugierigen das Land näherbringen, sondern auch, ob sich die Vorgestellten richtig und gut repräsentiert sehen. Diese schier unmöglich scheinende Balance zu halten, ist dem Silberfuchs Verlag mit der Reihe „Länder hören“ gelungen. Dicht und bunt gestrickte Collagen, reich an historischen Fakten, gewürzt mit Textproben aus literarischen, Ausschnitten aus musikalischen Werken und Beschreibungen der verschiedensten Kunst- und Bauwerke, eröffnen Wege ins Unbekannte und bieten auch Kennern neue Einblicke. Die Hörreisen führen dabei nicht nur in die Ferne (nach China, Japan, Israel oder in die Türkei), sondern auch auf vermeintlich vertrautes Terrain (in die Niederlande oder nach Frankreich).

Berlin, am 2. Oktober 2008
Für den Vorstand:

Dr. Martin Elste (Vorsitzender)

The Silberfuchs-Verlag was nominated for the German Audio Book Prize in the category “best publishing achievement” and “nation series” of talking books/audio-cds was awarded the **Annual Prize of German Record Reviewers 2008.**

Prizes and Awards

A series of talking books/audio CDs about different countries published by Silberfuchs-Verlag was awarded the 2008 **Annual Prize of German Record Reviewers** at the 2008 Frankfurt Book Fair and the 2010 **ITB BOOK AWARD** of International Tourism Fair Berlin.

What the jury said:

Introducing a country via an audio book is a risky venture in every respect. You not only have to consider which details of its history and cultural history will render it more accessible to the curious listener, but also whether the people introduced feel that they have been described accurately and well. In its “Länder hören” series Silberfuchs Verlag has managed to strike this seemingly impossible balance. Densely woven, variegated collages containing a wealth of historical facts and spiced with passages from literature, excerpts of musical works and descriptions of a wide range of art and architecture open up paths into the unknown and deliver new insights even to those who already know the country. These audio trips take us not only to distant lands such as China, Japan, Israel and Turkey, but also to supposedly familiar terrain such as the Netherlands and France – and in the latest in the series, even to Germany.

The talking book/audio CD “Russland hören – Listen to Russia” was **nominated for the German Audio Book Prize in the category “best information”**.

What the jury said:

“A soundly produced, discerningly published essay on the political, religious and cultural history of Russia. A successful example of information.”

Silberfuchs-Verlag won the **Special Prize of Culture** in the GründerCheck 2007 competition held by the young businesspersons’ section of the Hamburg Chamber of Commerce and Hamburger Volksbank for its innovative culture mediation concept.

"Das Auge hört mit" exhibition at the Leipzig Book Fair in 2007 and 2008 for editorially outstanding, artistically designed audio book cover and packaging.

The Silberfuchs-Verlag was **nominated for the German Audio Book Prize in the category “best publishing achievement”**.

What the jury said: “These high-quality travel guides combine information, literature and music in a very special way and are also beautifully presented.”

BDO Gründerpreis 2007 of the International Chamber of Commerce, Lübeck, Schleswig-Holstein (third prize)

Publishing House “Silberfuchs-Verlag“

Our philosophy and the “secret” behind the name

An Indian myth tells of the creation of the world in song. The creator, Silver Fox (Silberfuchs) holds in his hand the first piece of earth that he created with the power of his thoughts alone, and watches it grow in song, spinning out into the empty space beyond. Song -- the sole art to come directly from inside humankind -- is the origin and the creative power of the world. It also represents the fundamental importance of culture for people. Through the publication of audio books which tell the story of musical and cultural history in an exciting and entertaining way, we hope to share our enthusiasm for the fascinating cultures of the world with listeners of all ages. In this way, we can discover the ancient secrets of art and its wonderful effects on mankind together!

Sincerely, Corinna Hesse and Antje Hinz

Media resonance

Frankfurter Allgemeine Zeitung (November 2008):

On each appetisingly designed silver disc the cultural history of a nation is presented and brought excitingly closer.

‘**Deutschland hören**’: A crash course in German history. A varied picture living on surprises and contrasts: an acoustic image of the kind created in the good old days of radio!

‘**Türkei hören**’ is an invitation to occupy yourself with a gripping culture of Turkey!

Bayerischer Rundfunk - BR 2 (July 2008) – Bavarian Broadcast

The audio books from Silberfuchs-Verlag mediate substantiated knowledge in the style of popular science. They combine information, narrative and music and bring the history and culture of a country to life in a very sensual and atmospheric way. This is narration of cultural history in the best sense – embedded in music typical of the country.

References

A representative selection of references you will find in this documents

- Federal Republic of Germany – Foreign Office
- Hungarian Ministry of Education and Arts /Collegium Hungaricum Berlin
- Foundation Robert Bosch GmbH / Robert Bosch Stiftung
- Free and Hanseatic City of Hamburg / Senat der Freien und Hansestadt Hamburg
- Schleswig-Holstein Musik Festival
- Central Council of Jews in Germany
- Israel Foundation in Germany
- Embassy of France in Deutschland /Institut Français Hamburg
- Germkan-French Society Cluny e.V.
- Alfred-Töpfer-Foundation
- International Society Dieterich Buxtehude
- Cultural Foundation of Hanseatic City of Luebeck – Museums of Luebeck
- ConAct – German-Israel- Youth-Society / Deutsch-Israelisches Jugendwerk
- German-Russian Foundation of Interculturell Exchange gGmbH
- Foundation of sciences, development and culture Helmut und Hannelore Greve, HH
- Springer & Jacoby, advertising and publicity agency
- Institute for management in culture and media, Hamburg
- German Association of Orchestras and German Council of Music
- Public Opera House of Hamburg and Concert Hall „Laeiszhalle Hamburg“
- Record-Labels „Deutsche Grammophon/ Universal Classics“
- Record-Labels „Teldec Classics International“ sowie „edel classics“
- German Broadcasting Corporation, DeutschlandRadio Kultur, Deutschlandfunk
- Deutsche Welle, Broadcast of Switzerland / Schweizer Rundfunk SRDRS 2

Silberfuchs audio books: knowledge needs quality

The “Länder hören – Kulturen entdecken” series of audio books is something completely new to the German-language book market – a compact cultural guide for listeners. These audio books on different countries describe how a culture evolves out of natural conditions, everyday life, economy and society and how all these factors are mutually dependent and impact on each other. As a result, rather than the trappings of a social elite, culture is seen to be the basis of human coexistence. Depending on the topic under consideration, the aesthetic interplay of information, quotations and music, of aural and visual elements, gives rise to a unity of content and form and hence to pleasure for all the senses.

- ▶▶ The manuscripts are not reused from previously printed books, but are written “for the ear” by experienced radio writers. The close dramaturgical relationship between information, passages of narrative and music addresses a variety of “sensual” receptors, thereby creating generally comprehensible access to culture.
- ▶▶ The musical dramaturgy is tailored precisely to the text and assembled from many individual parts so as to yield an artistic unity.
- ▶▶ Academic advisers and experts from all subject areas are involved to validate facts.
- ▶▶ The sleeve and booklet are of high quality material and artistically designed in order to give added visual expression to the high artistic standard.
- ▶▶ Numerous examples of music (around 50 per CD) help to convey the atmosphere of different epochs of cultural history. Licences are acquired from well-known record labels such as Deutsche Grammophon for this purpose.
- ▶▶ The audio books feature well-known actors and narrators

SILBERFUCHS-VERLAG OUR AIM AND HOW WE SEE OURSELVES

In 2006 Corinna Hesse and Antje Hinz founded Silberfuchs-Verlag, which publishes exclusive audio books with numerous examples of music. Audio journeys, cultural histories in sound about different countries and everyday topics, along with composers' biographies, are painstakingly researched, elaborately designed and furnished with high-quality packaging. The aesthetic interplay of hearing and seeing information, narrative and music is a pleasure for all the senses.

Silberfuchs-Verlag is a consortium of freelance authors. All income is reinvested in developing new audio books and in fees to collaborators. In organising ourselves as an authors' publishing consortium, we aim to counteract the devaluation of creative work and to ensure that creative industry collaborators are paid appropriate fees. To strengthen the regional economy, Silberfuchs-Verlag carries out its production work in Röbel, Mecklenburg-Western Pomerania. Silberfuchs publications serve the purpose of cultural education via media.

As musicologists and former radio writers and presenters for numerous ARD culture programmes, Deutschlandfunk and Deutschlandradio Kultur we, Corinna Hesse and Antje Hinz, have a heartfelt desire to mediate culture in an informative, pleasurable way. We want our audio books to enable as many people as possible to experience the value of culture in a lively, entertaining way. Music and culture enrich our lives and create harmonious relations between people. By publishing audio books that combine culture(s) and musical history (or histories) in an exciting, entertaining way we want to share our fascination for the "art of sound" with curious listeners of every age. We believe that for the knowledge society of the future it is essential to awaken people's creativity and curiosity so that they can discover and tap their own potential. We would like to extend an invitation to our partners, customers and listeners to do so.

Yours,

Corinna Hesse and Antje Hinz



EXPERT VOICES FROM POLITICS, BUSINESS, THE ARTS AND THE ACADEMIC WORLD

The Germany audio book is a feast not only for the ears, but also for the eyes. Seldom have I seen such tasteful presentation. In any case, your publishing house deserved its prize. I wish you well-deserved success with your audio book on Greece and all future projects. Keep up the good work!

**Prof. Dr. Diether Roderich Reinsch, Department of Greek and Latin Philology,
Free University of Berlin**

The combination of information, myths, stories and music makes the China audio book a valuable asset for our courses on the country. The CD takes the listener into one of the most fascinating cultures in human history in an informative and entertaining way and awakens curiosity about the country and its people.

**Dr. Peter Hachenberg, Director of the Chinese Cultural Institute/Confucius
Institute, Düsseldorf**

I really liked it. The way you have captured Chinese history in words and sounds is fascinating. A brilliant result! A thrilling audio experience, especially for someone who is "quite well up on the subject."

Stefan Matz, Hamburg Business Development Corporation

Author Corinna Hesse and narrator Rolf Becker talk cleverly, competently, creatively and without agitation or overblown political sentiment about persecution, genocide and the hope for peace. The excellent cultural audio book "Israel hören" is a pleasure to listen to, both for lovers of Israel and for anyone who is curious about the long history of the Holy Land.

Central Council of Jews in Germany – online

The audio book can be recommended to any traveller to Japan or businessman wishing to gain a deeper insight into Japanese culture in a short time.

**Japan Markt, magazine of the German Chamber of Commerce and Industry in
Japan**

Slavonic studies graduate and cultural journalist Antje Hinz has authored a remarkable audio book, "Russland hören." Attractively designed, it can be used to advantage in schools, is of interest to Russian experts and adults, and worth listening to by those who are not Slavonic studies experts or teachers of Russian. Interconnections with literature, art and music are explained very vividly throughout. Since each track can be accessed individually and contains a complete chapter, it is also easy to use in class.

**Dr. Helgard Lörcher, Chairman of the Association of Teachers of Russian in
Germany**

Letter of Recommendation

Silberfuchs-Verlag has already published some excellent audio books about the cultural history of different countries – Russia, China and Japan, to name but a few. The publisher has won a number of prizes for its innovative form of culture mediation. The audio books are informative and well researched, and numerous samples of music from each country's tradition complement the narrative in a most pleasing manner.

Silberfuchs-Verlag has just published another high-quality audio book, "Türkei hören," by Turkey expert Martin Greve. It provides not only a well-researched introduction into Turkey's cultural history, but is also a great pleasure to listen to. The actor Ercan Durmaz guides the listener entertainingly from past to present in a narrative enriched by many examples of sounds from Turkish musical tradition. Anyone seeking a deeper understanding of Turkish culture and the roots of modern Turkey's self-image will find what they are looking for here.

Dr. Bettina Berns, Robert Bosch Foundation

Bonn, 30 June 2008

Project Manager
International Understanding Western Europe, America, Turkey, Japan, India



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BETREFF **Hörbuch „Deutschland hören“**

REFERAT: 603

www.auswaertiges-amt.de

Berlin, 25. November 2008

Sehr geehrte Frau Hesse, sehr geehrte Frau Hinz,

mit dem Hörbuch „Deutschland Hören“ steht ein sehr interessantes Medium für die Kultur- und Öffentlichkeitsarbeit im Ausland zur Verfügung. Die deutschen Auslandsvertretungen setzen das Hörbuch insbesondere gerne als qualitativ hochwertiges Kontaktgeschenk ein. Die Verfügbarkeit in diversen fremdsprachlichen Versionen erweist sich dabei als großer Vorteil.

Darüber hinaus könnte das Hörbuch auch zur Unterrichtszwecken an deutschen Auslandsschulen eingesetzt werden. Auch werden Goethe Institute im Ausland die Produktion voraussichtlich im Rahmen eigener Veranstaltungen nutzen.

Ich bedanke mich für die angenehme Zusammenarbeit und verbleibe

mit freundlichen Grüßen

Im Auftrag


Schmidt

VERKEHRSANBINDUNG: U-Bahn U2, Hausvogteiplatz, Spittelmarkt

Dear Ms Hesse, dear Ms Hinz,

The audio book “Deutschland hören” makes a very interesting medium available for cultural and public relations work abroad. German representative offices abroad especially like to use the audio book as a high-quality gift for contacts. Its availability in various foreign-language versions is of great benefit in this respect.

The audio book has also been used for teaching purposes in German schools abroad. Goethe Institutes abroad are also likely to use the product in the context of their own events.

Thank you for the pleasure of working with you.

With kind regards,

p.p.

Schmidt



Foreword for the talking book / audio-cd „Listen to Germany“

Dear listener,

An acoustic journey through two millennia of German cultural history from its beginnings to the present day is both unusual and fascinating. The initial publication of this audio book on October 3 is also an enriching and melodious gift to coincide with the Day of German Unity. German unification is not just a significant event on a geopolitical scale – in its own way, it is also an historical allegory for German identity. Inner divisions and conflicts, whether due to regional differences, religious struggles in the wake of the Reformation, or social and political upheavals, have marked Germany throughout the centuries. But the longing to overcome these circumstances, and the pursuit of unity was always stronger.

Even today, this imminent desire inspires unique works in music, art and literature, and has been the foundation for considerable progress in the fields of science and philosophy. This shifting, moving process is part of German identity, part of Germany. The texts and music in this audio book subtly highlight this aspect of Germany's cultural history.

Allow yourself to be caught up in this unique, musically illustrated journey through German cultural history. I hope you enjoy listening, and am sure that you will experience our culture in an extraordinary way that will allow you to discover Germany anew.

Dr. Frank-Walter Steinmeier
Federal Minister for Foreign Affairs



Hamburg, Juli 2008



Mme Angelika Ivens
Institut culturel franco-allemand
Theaterstraße 67

52062 Aachen

Chère collègue,

Avec le soutien du Consulat général/ Institut français de Hambourg, la société Silberfuchs-Verlag vient de produire un "Hörbuch" intitulé "Frankreich hören", en vente depuis le 13 juin 2008.

Au moment où la Présidence française de l'Union européenne va attirer les regards sur la France, cette découverte de la culture française en 20 épisodes et 60 extraits musicaux de toutes les époques est un outil de promotion de grande qualité pour découvrir notre pays et renforcer l'intérêt pour notre langue.

Cette production très professionnelle a fait appel à l'acteur Dietmar Mues pour lire le texte écrit par Barbara Barberon-Zimmermann qui nous présente la richesse de la culture française de ses racines celtiques à la période contemporaine.

Pour pouvoir publier ce produit, il a fallu nous engager à acheter des exemplaires. Plusieurs associations franco-allemandes et entreprises ont répondu à notre appel et grâce à ces préventes le CD a été publié.

Je ne peux m'empêcher de vous recommander cette production, inscrite dans une longue série de "Hörbuch" qui rencontre un public de plus en plus nombreux et a été nommée pour le "Deutschen Hörbuchpreis 2007".

N'hésitez pas à contacter la maison d'édition ou, directement, Madame Barberon, directrice de ce projet, à l'adresse suivante: barbara.barberon@silberfuchs-verlag.de

Croyez, chère collègue, en l'expression de mes sentiments les plus cordiaux.

Jean-Pierre Tutin
Consul général de France
Directeur de l'Institut français de Hambourg