



Thursday 8 October 2026

## Chile unveils ‘Astros de Tierra’ and begins its journey towards Frankfurt 2027

- The country has unveiled the slogan and visual identity that will characterise its participation as Guest of Honour at the 2027 Frankfurt Book Fair. The initiative aims to strengthen the international profile of Chilean literature, encourage new translations and open up markets for authors, publishers and other stakeholders in the book industry.

“Astros de Tierra” is the slogan under which Chile will be presented as Guest of Honour at the 2027 Frankfurt Book Fair. The proposal, unveiled on 8 October alongside the visual identity that will accompany the country’s participation in Germany, invites us to view the country from a different perspective: as a land that, over the centuries, has observed, interpreted and imagined the cosmos.

The phrase also champions plurality. Chilean literature is presented as a living galaxy: not a single story, but a constellation of voices, places and experiences — from indigenous cosmologies and oral traditions to contemporary literature, the visual arts and science — linked by unexpected affinities rather than by chronological or hierarchical order. In Frankfurt, Chile will propose a shared sky: a place where literature becomes a way of observing the world and where the world, in turn, becomes a source of literature.

From the astronomical knowledge of indigenous peoples to the world’s most advanced observatories in the Atacama Desert—beneath one of the clearest skies on the planet—the sky in Chile has been a source of scientific knowledge and, at the same time, a wellspring of myths, stories, poetry and reflection. An extreme geography, stretching from the Atacama to Patagonia and Antarctica, has also shaped the way in which the country imagines, narrates and inhabits the world.

**The Minister for Culture, the Arts and Heritage, Francisco Undurraga**, stated: “Being the Guest of Honour at Frankfurt 2027 is an extraordinary opportunity to showcase the richness and diversity of Chilean literature and culture to the world. ‘Astros de Tierra’ encapsulates well the idea of who we are: a country made up of many voices, stories and perspectives that we now project beyond our borders. Our aim is for our presence at the fair to lead to more published authors, more translations, more readers and new opportunities for our publishing industry and our country’s culture.”

“Chile has a rich literary heritage, with prominent voices such as Gabriela Mistral, Pablo Neruda and Isabel Allende. At the same time, the country’s current publishing scene, made up of numerous independent publishers, is promoting contemporary voices such as those of Alejandro Zambra, Nona Fernández, Daniela Catrileo and many more. Book illustration in Chile is also vibrant and highly influential. I am very much looking forward to seeing numerous literary voices and artists engage with an international audience in Frankfurt next year,” said **Juergen Boos, director of the Frankfurt Book Fair**.

Meanwhile, **Chile's Ambassador to Germany, Jorge Sandro**, highlighted the significance of this event: "Our role as Guest of Honour at the 2027 Frankfurt Book Fair offers us a privileged platform to showcase our literature, but it also represents a great opportunity to present our country in its various facets as a tourist destination, a trading partner and a strategic ally."

For Chile, this invitation represents a cultural opportunity and also a concrete challenge for its publishing industry: to expand the international circulation of its books, strengthen the sale of rights and ensure that more authors reach readers who speak other languages.

### **Chile in figures**

The scale of this challenge is illustrated by a figure. In 2024, Chile imported books worth US\$69.5 million and exported nearly US\$2 million. The difference reveals an imbalance that the preparations for Frankfurt aim to reverse, by strengthening the internationalisation capabilities of publishers and book industry professionals.

The path towards 2027 is gaining momentum. During 2026, 51 translation projects have been funded and efforts to promote Chilean literature internationally have continued. In this context, the *Shortlist* drawn up in 2025 remains in force: a selection of 27 titles by Chilean authors, chosen by international experts with knowledge of the German-speaking publishing ecosystem. Conceived as a tool for promotion and the circulation of rights, the selection was distributed at the fair to more than 250 industry professionals and aims to bring Chilean literature to the attention of publishers, agents and other key players, fostering new opportunities for translation, publication and circulation in German-speaking markets.

"Chile must make the most of this unique opportunity presented by being the Guest of Honour. It is a tremendous international showcase that enables our already recognised authors to find new markets, new countries and new readers. We are taking a delegation of 13 authors and 36 publishers, and organising various activities during the fair that will give us a first taste of what it means to be the Guest of Honour. Being able to make our presence felt a year in advance is very important, as the journey to Frankfurt is not just about taking part in the fair for a week, but involves sustained work that clearly takes a year – and three years if we consider the preparations and all the arrangements that have been underway," emphasised **Nicolás Leyton, executive director of the project for Chile as Guest of Honour at the 2027 Frankfurt Book Fair**.

Translation is one of the key tools in this process. Since 2024, the 'Translating Chile' programme, led by DIRAC, has supported the translation of 109 titles by Chilean authors. The target set for October 2027 is to reach at least 160 translated titles, a figure the programme hopes to exceed.

### **Chile at Frankfurt 2026**

Throughout the week, the country will take part in over 20 events on the LatAm Stage, as well as having its own stand at the exhibition centre. The programme features literary discussions and professional meetings focusing on translation, book distribution, publishing rights and the challenges of connecting Latin American literature with other markets.

Chile's presence will continue with María José Viera-Gallo's appearance on the Global Stage (Friday 9th), a meeting between the Chilean delegation and various international stakeholders at the Romanfabrik (Saturday 10th), and a collective reading by seven authors to close the LatAm Stage programme (Sunday 11th).

On Sunday 11th, at 4.00 pm (Frankfurt time), Chile will receive the GuestScroll – the Guest of Honour document – from the Czech Republic at the fair's handover ceremony. On this occasion, Chile will include in the GuestScroll an extract from *\*Pasión de leer\** by Gabriela Mistral, a text that conceives of reading as a vital and intense experience, linked to desire, discovery and encounter.

The choice of Mistral also holds special symbolic significance: she was the first Latin American author to receive the Nobel Prize in Literature, in 1945, and her work stands as one of the most universal expressions of Chilean literature and the Spanish language. Her voice will thus accompany the transition from Frankfurt 2026 to the year in which Chile will be the Guest of Honour, placing the relationship between books, their authors and their readers at the heart of this handover.

Chile will be the Guest of Honour at the Frankfurt Book Fair in 2027. The project is led by the Ministry of Culture, Arts and Heritage, through the Frankfurt 2027 Project, in collaboration with the Division of Culture, Arts, Heritage and Public Diplomacy of the Ministry of Foreign Affairs (DIRAC), ProChile and Imagen de Chile.