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New Impetus for 2027: The 64th Stuttgart Antiquarian Book Fair Opens Up Further and Begins Working with Dr. Claudia Kübler of KUK. Kommunikation as Head of Public Relations.

A Celebration for Collectors and Culture Lovers

In 2027, the 64th Stuttgart Antiquarian Book Fair (Stuttgarter Antiquariatsmesse) will deliberately open itself to a broader audience. Collectors and specialists remain its core. Equally welcome are culture enthusiasts, design lovers and anyone who delights in beautiful objects and remarkable stories. Whether illustration, works on paper, autographs, manuscripts or historical photography, from 29 to 31 January 2027 the Württembergischer Kunstverein on Schlossplatz will become a place of discovery and collecting. Book culture and art on paper will become part of a modern, urban cultural experience.

For Visibility, Internationally, Nationally and Locally

The fair committee has appointed the Stuttgart agency KUK. Kommunikation to handle press relations for the fair. The aim is to strengthen the profile of this long-established fair as a platform for antiquarian books and art on paper in the German-speaking world, to reach a younger, culturally engaged audience, and to give the fair greater regional and international visibility.

"We are delighted to welcome Dr. Kübler on board: an experienced communications expert with proven cultural expertise and a strong local network. She knows how to convey cultural content to the public effectively. All exhibitors will benefit from this," says Balázs Jádi, spokesperson of the fair committee of the Stuttgart Antiquarian Book Fair. Claudia Kübler will not only ensure that the fair is noticed in the region, but will also serve as the local point of contact, from preparation through to the fair days themselves.

A Distinguished Cultural Programme for the Region Frames the Stuttgart Antiquarian Book Fair 2027

This year, the fair is offering the region a distinguished cultural programme that begins on the evening before the opening. On Thursday, 28 January 2027, historian Dr. Jens Nordalm will present his book *Deutschland – Das unterschätzte Land. Ein Loblied* ("Germany – The Underrated Country: A Eulogy"; Klett-Cotta, 2026). In it, he guides readers through history and culture since the Middle Ages, as well as through the history of democracy, finding sources of orientation and self-confidence. Nordalm advocates a new, composed view of one's own country, beyond self-contempt and national pathos.

On Saturday, 30 January 2027, Professor Durs Grünbein will give the keynote and read from his literary work. He is a poet and essayist, a member of the Academy of Arts, Berlin (Akademie der Künste) and the German Academy for Language and Literature (Deutsche Akademie für Sprache und Dichtung), and Professor of Poetics at the Kunstakademie Düsseldorf.

Grünbein is among the most important poets in Germany and engages in public debate. He does not shy away from conflict, yet never lapses into slogans. In *Porzellan. Poem vom Untergang meiner Stadt* ("Porcelain: Poem on the Downfall of My City") and the novel *Der Komet* ("The Comet"), he addresses the destruction of Dresden and the myths that grew out of it. He portrays suffering without glorifying it or exploiting it politically. He took a clear stand early on against the xenophobic Pegida demonstrations. In the widely noted debate with Uwe Tellkamp at the Dresden Kulturpalast, he defended the open society and freedom of expression. At the same time, he called for verbal de-escalation rather than further inflaming the debate.

About Dr. Claudia Kübler

Dr. Claudia Kübler holds a doctorate and is a historian and art historian. With KUK. Kommunikation, she has already led communications projects for the German Literature Archive Marbach (Deutsches Literaturarchiv Marbach), the Wüstenrot Foundation, the Protestant Church in Germany (EKD) and the Evangelical Church in Württemberg. Since 2024, she has advised the school foundation of the Evangelical Church in Württemberg on communications. For the fair, she combines traditional press work with outreach to younger audiences in culture and design, so that book culture, works on paper and Stuttgart as a location become visible beyond the specialist public.

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