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Metro

I hope that more people will learn to love their books
because they are great company - Lua Chun Pin

SATURDAY 16 April 2005

Activities for World Book Day

MPH Bookstores and the Spanish Embassy are collaborating again this year a line-up of activities to mark World Book Day. There will be public reading sessions, poetry recitals, a talk, a competition for children and even a movie to help Malaysians rediscover the joy of reading.

World Book Day falls on April 23, the symbolic date for universal literature chosen by Unesco to mark the passing away of two great writers, William Shakespeare and Miguel de Cervantes, on the same day in 1616.

The highlight of the World Book Day celebrations this time around, according to Spanish Embassy deputy head Blanca Londaiz, is a tribute marking the fourth centenary of the publication of Cervantes' first edition of *Don Quixote*.

Londaiz said *Don Quixote* — the second most widely translated book in the world after the Bible — could be read as a comedy, a novel, or even a serious piece of philosophical work.

Cervantes' novel is a parody of the chivalric code of knights, and is filled with tales that are humorous, yet poignant.

"Most importantly, it also gives one a glimpse of life in Spain during the 17th century," Londaiz said.

She added that the World Book Day focus of the embassy and its language wing, Aula



Londaiz with different translated versions of Cervantes' *Don Quixote*.

second paperback novel when they buy two at any MPH bookstore between April 15 and May 2.

"They will also receive complimentary in-house brewed coffee or tea. This way, customers can read books at the Book Café and enjoy their beverage at the same time," Lua said.

He added that MPH was also embarking on an awareness campaign, themed Respect Books!, to tell people to treat their books with care.

"We see that books nowadays are not treated with respect or handled in a proper manner. Through the awareness campaign, I hope that more people will learn to love their books because they are intellectual property and are great company," he added.

The events lined up at MPH Megastore 1 Utama include a presentation by Dr Gustav Helman on *The World of Reality and Dreams: A Social Approach to Don Quixote* from 3pm to 4pm today at the Kids Zone, followed by the *Don Quixote* Part 1 movie screening from 4pm to 5.30pm at the Booker Room on Level Two.

On April 23, there will be a public reading of *Don Quixote* at Passage Pathway at Level One from 11am to 6pm.

The organisers are looking for 100 readers to read in Bahasa Malaysia, English and Spanish.

Those interested can call Susana at 03-2094 7835 ext 5207 or e-mail aula.kualalumpur@cervantes.es with their name, contact number and the language they wish to read.

A prize presentation for winners of the World Book Day quiz will take place at 2.15pm on April 24 at the Kidzone area.

Those who watched the first part of the *Don Quixote* movie should not miss the second part at the Booker Room from 3pm to 4.30pm.

For further information, call Pilar Gausa of the Spanish embassy at 03-2148 4868, or Donald Kee/Renee Koh of MPH at 03-7781 1800.

Cervantes, would be to bring *Don Quixote* to Malaysians through literature, conferences, cinema, photography, music, dance and contemporary arts.

She hoped that the book could be published in Bahasa Malaysia in the near future so that it could be accessible to more people.

MPH Bookstores operations general manager Lua Chun Pin said the book retailer had a host of promotions in conjunction with World Book Day.