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PUBLISHER SARA BERSHTEL TO RECEIVE 2014 FRIEDRICH ULFERS PRIZE

The prestigious annual prize honors individuals who have championed the advancement of German-language literature in the United States.

New York, November 2013 - **The Friedrich Ulfers Prize**, which was awarded for the first time in 2013, will be presented at the exclusive opening ceremony of NYC's Festival Neue Literatur 2014. Martin Rauchbauer, the director of Deutsches Haus at NYU, announced the 2014 recipient of the prize at a press event in midtown Manhattan: "Publisher **Sara Bershtel** is particularly loved and admired by her writers and translators for her high standards, her commitment to literature, her willingness to work tirelessly for the best possible text, her sensitivity to several languages, not to mention her unfailing grace and generosity of spirit."

Bershtel, who is a publisher at Metropolitan Books, has introduced countless important German-language authors to the American public, in some cases even before they were known in the German-speaking world. **Peter Schneider, Hans Magnus Enzensberger, Christoph Hein**, as well Nobel laureate **Herta Mueller** have been made accessible to U.S. readers largely due to her efforts.

The Friedrich Ulfers Prize prize is awarded by **Deutsches Haus at New York University** (dhyny.org) and endowed with a \$5,000 grant by renowned scholar **Professor Friedrich Ulfers**. The prize honors a publisher, writer, critic, translator, or scholar who has championed the advancement of German-language literature in the United States.

The prize will be awarded at a special ceremony which also marks the opening of the **2014 Festival Neue Literatur**. New York's only annual German-language literary festival held in English, will take place from February 27 to March 2, 2014, at venues throughout NYC. This will be the fifth installment of Festival Neue Literatur (FNL), where New York City once again plays host to six authors from Austria, Germany, and Switzerland.

"At a time when fiction from Austria, Germany and Switzerland is increasingly reaching American audiences, we want to honor those who have dedicated themselves to providing access to these often hidden treasures," said Martin Rauchbauer. "During the past few years, Festival Neue Literatur has become a symbol for these efforts and hence represents an ideal platform to present the Friedrich Ulfers Prize."

ABOUT SARA BERSHTEL

Frankfurt-born Sara Bershtel was educated at Barnard College, the Juilliard School of Music, and the Université de Grenoble, and holds a PhD in Comparative Literature from Harvard University.

She was senior editor at Pantheon Books from 1982-1990, when she moved to Farrar, Straus, and Giroux/Hill and Wang. In 1995, together with Michael Naumann, she founded Metropolitan Books, an imprint of Henry Holt and Company, where she remains publisher to this day. She has served as a judge for the PEN Translation Awards and the Radcliffe Institute of Advance Studies as well as on the selection committee for the Charles Eliot Norton Lectureship at Harvard University.

ABOUT FRIEDRICH ULFERS

Friedrich Ulfers is an Associate Professor of German at New York University. He has also served as Assistant Dean of the College of Arts and Science, the German Department's Director of Undergraduate Studies, Director of the NYU in Berlin Summer, and Director of Deutsches Haus at NYU. He is the recipient of NYU's Distinguished Teaching Medal and Great Teacher Award, and was twice awarded the College of Arts and Science's Golden Dozen Award for Excellence in Teaching. He has taught not only in the German Department but also in NYU's interdisciplinary programs, offering courses that engage a range of interests, including literary theory, continental philosophy, and the relationships between science, literature, and philosophy.

Friedrich Ulfers is also affiliated with the European Graduate School in Saas-Fee, Switzerland. He served there as a Professor of Philosophy, teaching an intensive Summer Seminar on Nietzsche and 20th/21st-century thought. From 2006 - 2009 he was Dean of the Media and Communications Division of the School, and in 2009 he was appointed Professor Emeritus. He is Senator of and serves as Secretary of the American Council for the School's Media and Communications Division.

ABOUT FESTIVAL NEUE LITERATUR:

Festival Neue Literatur (FNL) was established as a collaborative project of New York's leading German-language cultural institutions: the Austrian Cultural Forum, the Consulate General of Switzerland, the Consulate General of Germany, Deutsches Haus at Columbia University, Deutsches Haus at NYU, the German Book Office, Goethe-Institut New York, and Pro Helvetia. All FNL events are free of charge, though RSVPs are required. The 2014 Festival will take place from February 27 to March 2, 2014.

Festival Neue Literatur 2014 is made possible through generous support from BMW of North America.

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