



FROM THE UNIQUE TO THE UNIVERSAL – SYDNEY WRITERS' FESTIVAL 2009

Grey skies did little to dampen the spirits for the legions of Festival-goers who attended the 2009 Sydney Writers' Festival. Over 76,000 people attended the 350 plus events taking place in Sydney and throughout New South Wales, making the 2009 Festival the third largest in the Festival's history.

Festival Director for 2009, Dr Wendy Were said:

I am delighted with the audience response to this year's Festival. It has been a momentous year in global and domestic current affairs, and the writer's voice remains a critical contribution to international debate. I was thrilled that audiences enthusiastically embraced this year's program, which I believe was one of the most challenging yet.

The highly acclaimed young Nigerian writer Chimamanda Ngozi Adichie set the tone for this thought provoking Festival with her spellbinding Opening Address entitled *The Danger of a Single Story*, which garnered rapturous applause. Adichie later went onto speak at capacity events throughout the week and proved to be the overall bestselling writer of the Festival. The honour of highest selling single title in the Festival's history however, went to Norman Doidge and his book *The Brain That Changes Itself*. Commonwealth Writers' Prize-winner Mohammed Hanif's *A Case of Exploding Mangoes* followed in second place.

Philosopher and former Bishop of Edinburgh Richard Holloway, blogging phenomenon Christian Lander, hip hop artist and *War Child* author Emmanuel Jal, Commonwealth Writers' Prize-winner Christos Tsiolkas and the outspoken writer and broadcaster Germaine Greer all enjoyed sell-out events.

The festival was brought to a close with Richard Flanagan's stirring Closing Address on the subject of parallel importation. This important contribution to the heated and topical debate within the industry has been widely circulated and continues to reach new audiences within Australia and overseas.

With Wendy Were taking a year of maternity leave, Chip Rolley (pictured below alongside SWF Chair Sandra Yates and Richard Flanagan) is the Artistic Director for Sydney Writers' Festival 2010. The Festival dates are 17-23 May 2010.



Many thanks to our partners without whom this Festival would not have been possible:

Core funding partners: City of Sydney and Arts NSW. **Major partners:** The Australia Council for the Arts, Macquarie Group, Westpac, Barclays Capital, Deutsche Bank, Man Investments, The Sydney Morning Herald, and SBS. **Major Sponsors:** Plain English Foundation, Horizon Foundation, Saatchi Design, Sydney Community Foundation and the Sebel Pier One Hotel.

For any media enquiries or to obtain images from the festival please contact Helen Johnstone on 02 92 52 7729 or email Helen@swf.org.au.