



Enjoy the greatest works of Nizami Ganjavi in five languages with Audiobook!

COMMITTED TO PROMOTING AZERBAIJAN'S CULTURE BOTH WITHIN AND FAR BEYOND THE COUNTRY'S BORDERS, THE LEADING DIGITAL SOLUTIONS PROVIDER "AZERCELL TELECOM" INTRODUCES A NEW APPROACH TO PROMINENT POET'S HERITAGE. ALL SUBSCRIBERS OF THE POPULAR BOOKMATE MOBILE APPLICATION MAY ACCESS DIGITAL CONTENT AVAILABLE FOR READERS AND LISTENERS FROM ALL OVER THE WORLD.

Each and every compatriot loving his country may experience how large is an impact of Nizami Ganjavi's heritage, his numerous philosophical stories on Azerbaijani people. It was a great occasion that by order of President İlham Aliyev the 880th anniversary of the great poet during the last year was declared as the "Year of Nizami Ganjavi". Aiming at the further expansion of his heritage and to attract more interest at the international level, "Azercell Telecom" has initiated a new digital project with rich literature, musical, and fine art content. Over 60 selected works of the poet from his great "Khamsa"

are being placed in the Audiobook section of the Bookmate app in Azerbaijani, Russian, English, French, and Turkish languages. Moreover, all those audio files are accompanied by original background music played with oud, tar, kamancha, and other ancient oriental musical instruments. This makes the poetry recited by the speakers more impressive and completed in terms of the cultural heritage of our people. Azercell has also initiated the creation of drawings in the comics genre and prepared a book of comics for two works of Nizami Ganjavi, namely "The story of the Brickmaker" and "The Story of fair Nushiravan and vizier" in Azerbaijani, Russian, and English.

It is worth reminding that before Nizami Ganjavi's works, Azercell, on the occasion of the 650th anniversary of İmadaddin Nasimi, prepared some ghazals of the poet and philosopher, as well as 10 chapters of "Koroglu" epos and works of various classical authors in audiobook format and uploaded them to the international application "Bookmate". "Koroglu" epos was recited by well-known journalist travel-blogger Azer Garib, while some verses were performed by the young composer and folk-rock performer Vusal Rzasoy with exclusive compositions. In addition, young artists Bakhtiyar Zaidzadeh and Zahra Azimzadeh worked on the illustrations for the audiobook "Koroglu".

Azercell has a long history of cooperation with Bookmate mobile application and acts as the official representative of the company in Azerbaijan. Bookmate is a rich digital library with over 4 million e-books and audiobooks in various genres, allowing access even offline, regardless of location and device used. Azercell, from the year of its establishment, aims to enrich the content of the mobile library in the Azerbaijani language. So far, dozens of works have been uploaded to the app in electronic and audiobook versions at the initiative of Azercell, offering its subscribers to activate Bookmate app at a special discounted price. The literary content prepared by Azercell to suit the needs of modern society and lifestyle serves to promote reading habits in the country, especially among young people, and make Azerbaijan's literary heritage more accessible in different languages anywhere in the world. Azercell has also developed a special alphabet dedicated to the works of Nizami Ganjavi to promote the rich heritage

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of the poet. The alphabet became widespread among social networks gaining popularity among users. The letters of the alphabet, made in an interesting style, reflect the heroes of the poems included in the "Khamsa" of the great Nizami, the famous images in these works, and the people who played a special role in the life of the poet. For example, the letter "A" represents the poet's first wife, the Kipchak beauty Afaq.



The letter "B" implies the Sassanid ruler Bahram and "F" stands for Fitna from "Seven beauties", "İ" glorifies the mighty commander Alexander. Each of the letters is decorated with miniatures in accordance with the named characters. Using the alphabet, which reflects the heritage of Nizami, it is possible to create different words from these specially designed letters and share them on social networks. All you have to do is visit the website. "Azercell Telecom" has ended the year of Nizami Ganjavi by organizing a special event at Baku Book Center with the involvement of various stakeholders, including government officials, foreign diplomats, academicians-orientalists, writers, art people and journalists. The event featured the production of audiobook pieces by foreign and national actors, live traditional music underperformance of Nizami lyrics, and interesting speeches delivered by compatriots – long-time researchers and experts in oriental culture. Azercell will continue its digital initiatives for the education, enlightenment and popularization of Azerbaijan's culture via contemporary digital tools.



Digital Library Bookmate



Create different words from these specially designed letters