



THE BOLOGNA CHILDREN'S BOOKFAIR CELEBRATES ITS 50TH ANNIVERSARY

A special edition, full of initiatives at the Fair and in the city

With 1,200 exhibitors from over 70 countries, the Bologna Children's Book Fair is about to celebrate its **50th anniversary** in the style that has always made it unique: the ability to be **both a large licensing market and a driving force in the growth and promotion of culture.**

The first edition of the Children's Book Fair opened on 4 April 1964 in Palazzo Re Enzo, beginning the history of an event without equal anywhere in the world.

It should be remembered that only two years later, in 1966, the Fair instituted an **Illustrator's Award**, followed in 1967 by the inauguration of the **Illustrators Exhibition**. These two initiatives – which immediately attracted famous illustrators such as **Bob Noorda, Maurice Sendak, Bruno Munari, Alan Fletcher, Milton Glaser**, etc. to Bologna - soon unleashed an international cultural debate at the Fair, making it a meeting place for authors, illustrators, and experts who came to Bologna every spring to network with publishers and to launch projects, stories, and relationships that have indelibly marked the history of children's literature and illustration.

Today, the Children's Book Fair still has its original lustre and enthusiasm. Enriched with all of the new books that have been published for young readers and offering the latest trends in story-telling and illustration, it presents the challenges of digital publishing while rediscovering great illustrators of the past and exploring new frontiers of expression.

To celebrate this important anniversary, the Children's Book Fair has prepared numerous initiatives at the Fair and in the city, with the enthusiastic cooperation of the **City of Bologna, Bologna University, the Italian Association of Publishers, and Sweden (Guest of Honour)**: all have done their best to organise a truly special event.

To officially celebrate the anniversary and to inaugurate the 50th edition of the Children's Book Fair, there will be a **solemn session of the City Council** on Monday 25 March at 11 AM, preceded at 10:30 by a welcoming ceremony by the Mayor of Bologna, who will receive Duccio Campagnoli (Chairman of BolognaFiere) and Lena Adelsohn Liljeroth (Sweden's Minister of Culture) at Palazzo d'Accursio.

Thanks to our cooperation with **Bologna University, and in particular with its Department of Educational Sciences** directed by Luigi Guerra, we have published the book **"Bologna – cinquant'anni di libri per ragazzi da tutto il mondo"** (**"Bologna – fifty years of children's books from all over the world"**), curated by Giorgia Grilli. "To celebrate our 50th anniversary," says Duccio Campagnoli, "we wanted not to publish a self-congratulatory book about the success of the Book Fair, but rather to offer a **unique contribution to the study of children's literature and illustration**. This book is, of course, a history of the Book Fair's beginnings and development. But it is most of all a collection, a "planetarium," of essays by international experts and critics on the evolution of children's literature throughout the world in the last fifty years." The Fair has constantly interacted with the stars of this history, as demonstrated by the collection of photographs from 1964 to the present that will accompany the book.

The University is the source of another important event at this edition of the Fair: the awarding of an **honorary degree in Education to the great French writer Daniel Pennac**, author of many novels for and about children and teenagers.

The Fair's cooperation with **AIE Italian Association of Publishers** has been strengthened with the creation of **BOP – Bologna Prize for the Best Children's Publishers of the Year**. The prize will be awarded to publishers that have stood out for their innovative and courageous selection books issued in 2012.

The goal is not only to applaud the professional skills and intellectual quality of work at publishing houses all over the world, but also to promote reciprocal knowledge and exchanges among the nations and among the many cultures of the world. The publishers attending the Fair will cast their votes on the basis of nominations proposed by publishers associations from around the world. Six prizes will be awarded, one for each geographical area: Europe, Asia, Africa, North America, South America, and Oceania. The award ceremony will be held on the **gala evening celebrating the 50th anniversary**, reserved to exhibitors, at the **Teatro Comunale**, another important city institution that wanted to participate in the Fair's festivities. During the evening, a special tribute will be paid to publishers who have attended the Fair since its first edition.

"Bologna – the City for Children's Books," organised in close cooperation with the City of Bologna, offers a full calendar of meetings and workshops, as well as many exhibits devoted to illustration.

The main initiatives are:

Meetings:

- **Bookfaces** is the programme where children and parents can meet great foreign authors: Yves Greévet, Andrew Lane, Hervé Tullet, Svjetlan Junakovic, Simon Scarrow. Organised in cooperation with AIE – Italian Association of Publishers, the meetings are held in the Sala dello Stabat Mater of the Archiginnasio and in the Sala Borsa;
- **Facce da libri** is the programme where school classes can meet Italian authors most read by teenagers, including: Giusi Quarenghi, Alessandro Sanna, Emanuela Bussolati, Angela Nanetti, Paola Zannoner, Silvia Roncaglia, Luisa Mattia, Pierdomenico Baccalario, Giovanna Mantegazza. Organised in cooperation with AIE – Italian Association of Publishers, the meetings are held in the Sala Borsa and in many local libraries.

Museum Workshops

- **Men, gods, and heroes of ancient Athens** - Civic Archaeological Museum (age 6 to 10)
- **Ariadne's thread** – City Art Collections (age 4 - 8)
- **Once upon a time ... Tales and myths of ancient Egypt** - Civic Archaeological Museum (age 6 to 10)
- **The Battle of Fossalta: King Enzo in chains** – Museum of the History of Bologna (age 6 -10)

Streetsingers:

- **Patrizio Roversi: Accidental Bookseller** - Salaborsa
An invitation to children and families to rediscover great children's classics.
- **David Riondino: Telephone Tales**, by Gianni Rodari - City Art Collections
A tribute to the immortal Gianni Rodari: David Riondino reads "Tumbling Alice" and "Men made of butter," and sings "The song of the seal."
- **Vito: If Garibaldi gets off his horse ...** - Civic Archaeological Museum
The great Risorgimento hero as seen by Bologna's best-loved comic actor.
- **Syusy Blady: Women of the world** - Museum of the History of Bologna
Women met, dreamed of, and imagined, from Indian divinities to mother.

Parties:

- **Party with Geronimo Stilton** – START workshop
- **Party with Peppa Pig** - ex Ospedale dei Bastardini

Exhibits:

- **Leggevo che ero (I read that I was)** - Sala Ercole – Palazzo d'Accursio
Photographic exhibit curated by Andersen in cooperation with BolognaFiere
- **Japanese Talents** - Museum of the Middle Ages
Exhibit of illustrations curated by JBBY in cooperation with BolognaFiere
- **Illustrators Exhibition - 77 artists from 60 countries** - Archiginnasio
curated by BolognaFiere
- **Rosellina Archinto – Emme Edizioni** - Salaborsa
curated by Tribù dei Lettori in cooperation with BolognaFiere
- **Wolfango Illustratore** - Santa Maria della Vita
Exhibit of illustrations curated by Fondazione Carisbo in cooperation with BolognaFiere

This year's **Guest of Honour is Sweden**, which has prepared a presentation worthy of this important anniversary. Organised by the Swedish Art Council and the Swedish Institute, **"Yes! Children's right to culture"** offers numerous initiatives at the Fair and in the city. An exhibit at the Fair presents the finest illustrators from the country of Astrid Lindgren, the legendary creator of Pippi Calzelunghe, to whom the homonymous award - a sort of "Oscar" of children's books - is dedicated, which since its first edition has chosen BolognaFiere as the place to announce the winners. In the city, over twenty events – chats with

authors, workshops, projections and conferences on education – are counter-attractions to a bouquet of nine exhibitions!

Of course, this edition of the Fair will also organize activities **targeted specifically to professionals**:

TOC TOOLS OF CHANGE FOR PUBLISHING – Sunday 24 March

TOC Bologna is a large international conference devoted to the development of children's books by means of digital and mobile technologies, from apps to e-books for children and young adults, launched three years ago by O'Reilly Media and BolognaFiere. It is a spin-off of TOC New York, the world's top event for digital publishing. Once again, TOC has a stand at the Fair: a meeting point for traditional and digital publishers.

ILLUSTRATORS EXHIBITION

Every year, this prestigious international showcase for illustration offers visibility to both new and established artists, as well as the site of countless meetings at the Illustrators Café. The cover of the 2013 Annual is by Peter Sis, artist, writer, and director, winner of the 2012 Hans Christian Andersen Prize, and named a MacArthur Fellow in 2003..

PETER SIS has written and illustrated over 60 books for adults and teenagers. His works have been exhibited in Europe, Asia, and America, and he has recently had a show at the Art Institute of Chicago.

BOLOGNARAGAZZI AWARD

Once again, the prestigious BolognaRagazzi Award, in the categories of Fiction, Non Fiction, New Horizons, and Opera Prima (devoted to works by new authors and illustrators), will be presented to the finest books in terms of graphic and editorial design. Since 2012, the Award has expanded to digital publishing.

BOLOGNA LICENSING TRADE FAIR

This year the Bologna Licensing Trade Fair will be larger than ever. Exhibitors representing over 600 properties in entertainment, fashion, brands, and sport, will participate in workshops and presentations, as well as in events concentrating on legal issues, distribution, and services.

TRANSLATORS CENTRE

Now in its tenth year, the Centre offers numerous professional initiatives, including a very special **meeting with Yasmina Melouah, the Italian "voice" of Daniel Pennac**, who has played a key role in popularising the French author's novels in Italy.

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Bologna, March 2013