



LENA ADELISOHN LJEROTH, SWEDISH MINISTER OF CULTURE INUGURATES SWEDEN'S PARTICIPATION IN THE 2013 BOLOGNA CHILDREN'S BOOK FAIR

About fifty Swedish authors and illustrators will be in Bologna from 25 to 28 March 2013 for the Children's Book Fair, the world's largest fair for this sector. Sweden, the first Scandinavian to be Guest of Honour, will present the theme "Children's Right to Culture." Sweden will offer a programme of events and a special exhibit to be inaugurated by Lena Adelsohn Liljeroth, Swedish Minister of Culture.

"It is a great honour to inaugurate such an important event, and it will be very interesting to see Swedish literature for children and teenagers in an international context," she says.

"In addition to allowing Sweden to present its literature for children and teenagers, the Fair is the ideal place to discuss ways to attract children to reading," she continues.

As Guest of Honour, Sweden will present a large exhibit on contemporary Swedish illustration. The exhibit, covering over 300 m², offers a group of 31 illustrators selected by a jury of experts, with panels focusing on the perspectives of children. Many of these artists – including Olof Landström, Sven Nordqvist, Eva Lindström, Pija Lindenbaum and Ilon Wikland – are very well known. Others are young artists just starting their career: in fact, a third of the illustrators were born in the 1980s. The exhibit will be accompanied by a large catalogue with information on the illustrators.

The Book Fair will also offer seminars and presentations of many Swedish authors, including Sara Elfgrén Bergmark, Mats Strandberg, Ulf Stark, Martin Widmark and Moni Nilsson. Johan Unenge, Sweden's Ambassador for Reading Promotion, will meet his Irish and Australian colleagues to discuss way to stimulate young people to read more books.

The Salaborsa library in the city centre will organize "Sweden in the library!," a day of promotion with many readings and activities open to the public, and intended especially for children, teachers, and librarians.

The local Hamelin cultural association will organize another exhibit of Swedish illustrators at Bologna's Civic Archaeological Museum in cooperation with the Swedish Institute.

The Swedish Arts Council has funded projects and launched collaborations with, among others, Swedish children's book publishers, the Swedish Institute, the Swedish Film Institute, the Swedish Development Agency, Business Sweden, and the Swedish Ambassador to Italy.

"The Swedish Arts Council manages the Astrid Lindgren Memorial Award (ALMA), the world's richest award for children's literature, which is assigned in Bologna every year. This year we will have an even greater opportunity to promote children's literature at an international level, and we are very happy to represent Sweden as Guest of Honour and the author of this year's theme," states Kennet Johansson, Director General of the Swedish Arts Council.

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