

BOLOGNARAGAZZI DIGITAL AWARD: THE WINNERS 2015
A spotlight on innovation and excellence in children's digital publishing:
thinking beyond the page

The 2015 edition of the Children's Book Fair sees the return of the **BolognaRagazzi Digital Award** dedicated to digital publishing. The initiative, which this year celebrates its 4th anniversary, aims to showcase and promote innovation in children's digital publishing through new technology that offers extraordinary opportunities to the authors of children's stories. The prize, which is open to works of Fiction and Non Fiction, invites entries from publishers and app developers of products for children aged between 2 and 15 years of age. The BolognaRagazzi Digital Award is organized in cooperation with the Children's Technology Review (USA).

For the 2015 edition of the prize, **four expert judges examined 192 entries from 27 countries**, selecting just one winner, four honourable mentions and ten finalists. Each of these works represents an important contribution to children's publishing: excellent and innovative products in the field of children's publishing. This year's jury was made up of **Warren Buckleitner**, Director of the Children's Technology Review (USA), **Cristina Mussinelli**, Italian Association of Publishers (Italy), **Klaas Verplancke**, illustrator/ author (Belgium) and **Max Whitby**, co-founder of Touchpress (United Kingdom).

WINNER

My Very Hungry Caterpillar - StoryToys - Ireland www.storytoys.com.

The winner of the 2015 edition was adjudged to have projected a highly esteemed children's book into the digital world in a truly extraordinary way, using interactivity, humour and a series of engaging surprises that are entirely in keeping with the original work. Children interact with the app to help Eric Carle's famous caterpillar to grow and develop. The jury commented that, "*this application has been developed brilliantly, with fluid programming and 3D graphics that manage to communicate fully without the use of words, thus providing new depths to a classic of children's literature. In difference to the many other attempts to transfer famous characters of children's literature onto the interactive screen, this app places the child at the centre of the story, helping the caterpillar to pass through each phase of its life*".

HONOURABLE MENTIONS (FICTION)

David Wiesner's Spot - Houghton Mifflin Harcourt - USA www.hmhco.com

This is a wonderful example of how a master illustrator can exploit the potential of a touch screen in order to create a captivating work of infinite imagination. In spite of a slightly uncertain navigation and the lack of a unifying narrative, the jury remarked that, "*the aims of the project alone are breathtaking and are particularly worthy of recognition*".

Good Night Dada - Elastico - Italy www.elasticoapp.com

A playful design that is powerful, reactive and skilfully combined with lively characters in an interactive story designed to help children overcome a fear of the dark. The jury commented that the reactive design was a great success with the young testers thanks to the charming discoveries in each screen.

HONOURABLE MENTIONS (NON-FICTION)

Forme in Gioco (Forms in Play) - Minibombo - Italy www.minibombo.it

This is a truly fascinating example of creative design with a disarming simplicity. Even smaller children can think outside the box making connections between simple forms and more complicated objects: a circle can become a wheel, a cloud or a button. The jury reserved particular praise for the developers for "*having created an environment in which play mixes with exploration*".

Toca Nature - Toca Boca - Svezia www.tocaboca.com

This is an outstanding and playful biological simulation that invites children to build, develop and explore their ecosystem. The instant reactivity of the app is impressive, although this comes at the expense of the visual quality. The best features are the real depth and quality of the interactions that make this work an authentic learning environment and one that is managed by the child.

The magic of interactive technology has been expertly interwoven with illustration, narrative and "old school" talent of the highest standard, creating a rich experience that is wonderful to explore: these are the qualities that epitomize the finalists and winners of the BolognaRagazzi Digital Award 2015: *thinking beyond the page*.