

THE EVENTS OF THE BOLOGNA CHILDREN'S BOOK FAIR

The first 65 years of *The New York Times* Best Illustrated Children's Books of the Year

A focus on architecture and design in children's books

**Listen up! Audiobooks: statistics, new markets,
potential and opportunities for publishers**

**The events at the Bologna Licensing Fair, including a possible dialogue between toys
and books and the relationship between illustration and style guides**

**Dust or Magic, the first European conference of Independent Bookshops
and a tribute to Carla Poesio**

The 2018 edition of the Fair offers once again an events calendar of over 200 appointments. Among these, the Bologna Children's Book Fair has organised some particularly significant events: **nine conferences** will bring together some of the leading figures of the Italian and international publishing industry to discuss the history of publishing as well as the latest news, innovations and current trends, and propose new ideas and perspectives to the visiting public at the Fair.

DUST OR MAGIC – Sunday, March 25th, from 3 to 8 pm at the Sala Concerto of the Service Centre

Leading experts of the publishing industry will gather at the fifth edition of the Dust or Magic Masterclass, organised in collaboration with the American *Children's Technology Review*, to discuss the latest trends on digital content for children and young people. The 2018 edition will mainly focus on the most relevant Augmented Reality technologies - exploring the interaction with illustrated books - as well as on the use of vocal applications (with Google Home and Amazon Echo9), on how developers can work with schools and on video content for children and young adults on mobile devices.

Speakers at the Master class are **Barry O'Neill** (CEO, Touch Press), **Sebastian Wehner** and **Daniel Matzke** (Wonderz), **Japhet Asher** (Director of Polarity Reversal and Digital Director of Carlton Publishing), **Luca Prasso** (Google) and **Amanda D'Acerno** (Penguin Random House Audio Publishing Group).

FROM ILLUSTRATION TO STYLE GUIDES – Monday, March 26th, 12 noon onwards, Licensing Conference Room, Pav. 31

At the public conversation organised by the Bologna Licensing Trade Fair, **Omar Carano** (Design for Licensing) and **Benedetta Frezzotti** (Autori di Immagini association), coordinated by **Raffaella Pellegrino** (Pellegrino Law cabinet) will discuss issues including the development of the author's own works and the use of creativity for commercial products.

LISTEN UP!

Audiobooks, figures, new markets and opportunities for publishers – Monday, March 26th, 2 – 5 pm, Digital Conference Room, Pav. 32

An event about audiobooks. Innovation and development in children's publishing have always been two key words for the Bologna Children's Book Fair. In this 2018 edition the Fair has reserved a special chapter to discuss the growth of the audiobooks market at a global level.

The international audiobooks market has increased by around 30% in the past year and it is continuing to grow, including in the area of publications for children and young adults. According to a recent study of the American market, around 50% of audiobooks users are under 35, using mobile devices like smartphones and tablets for the fruition. In the last three years, an approximate 40,000 audiobooks were released on the US market alone.

The conference presents the activities that have led to the gradual international development of this specific segment in recent years. International speakers representing some of the leading players will be sharing figures,

case studies and success stories, development strategies and best practices.

The conference is divided into two parts. The first, introduced by **Marco Ferrario** (CEO of Bookrepublic) will host **Michele Cobb** (Executive Director of the Audio Publishers Association), offers a global overview, presenting statistics relating to the growth of the market, the possible future developments of the main markets, and a specific focus on productions for children and young adults. Other speakers at the event include **Amanda D'Acerno** (Executive Vice President, Publisher, Penguin Random House Audio Publishing Group), **Mary Ann Naples** (Vice President, Publisher, Disney Book Group), **Alessandro Campi** (Director of the Digital department of Gruppo Giunti), **Paule du Bouchet** (Responsabile editoriale, Gallimard Jeunesse), **Helena Gustafsson** (Vice President, Storytel Publishing AB), **Marco Azzani** (Country Manager, Audible Italia), **Eric Marbeau** (Digital Manager Group Gallimard) and **Chantal Restivo-Alessi** (Chief Digital Officer, Executive Vice President, International per HarperCollins Publishers).

BOOKS AND TOYS: A POSSIBLE DIALOGUE. Monday, March 26th , 2 pm onwards, Licensing Conference Room, Pav. 31

The toy and the publishing industries are invited to engage in a dialogue on whether synergies between the two fields are possible, based on contents, product and distribution. Organised by Bologna Licensing Trade Fair and coordinated by **Ivan Colecchia** (General Director, Kidz Global), the round table features **Stefano Quercetti** (CEO of Quercetti SpA e Vicepresident Assogiocattoli), **Beatrice Fini** (Kids and Young Adults Editorial Director, Giunti Editore SpA) and **Paola Corsini** (Licensing Consultant Giunti Editore SpA).

IDENTITY AND DIVERSITY OF LATIN AMERICAN ILLUSTRATION – Monday, March 26th, 3.45 – 5.30 pm at the Sala Notturmo of the Service Centre

Eversince Roger Mello won the Andersen Illustration Award in 2014, the interest and attention for the illustrators on the other side of the Atlantic have constantly grown. At the same time, in some Latin American countries the publishing industry entered a phase of great flurry, receiving great exposure - partly thanks to the courses, events, seminars and award powered by the Bologna Book Fair. The round table brings this publishing scene to the Fair through the voice of Latin American artists: the younger ones who have been selected for the Illustration Exhibition as well as world-famous artists. **Dolores Prades** (Revista e Laboratório Emilia, Brasil) will be coordinating the event featuring **Diego Bianki** (illustrator, Argentina), **Issa Watanabe** (Illustrator, Perù), Enrique **Mendoza Rojas** (Coordinator of the Centro de Documentación Museo de Arte Contemporáneo di Lima and founder of Imaquinario, Perù), **Cecilia Bertolini** (Psychologist, graphic designer and memeber of the Visual Arts area of the Dirección Nacional de Cultura del Ministerio de Educación y Cultura, Uruguay), **Dani Scharf** (Illustrator, Uruguay), **Sol Undurraga** (Illustrator, Chile), **Stela Barbieri** (Artist, Brasil), **Pablo Bernasconi** (Illustrator, Argentina).

CHILDREN'S BOOKS ON ART, ARCHITECTURE & DESIGN - Tuesday 27th March from 10.00am 1.00pm, in Sala Notturmo.

The event is dedicated to the theme of the special category of the **BolognaRagazzi Award 2018, Art - Architecture & Design**, representing a great opportunity to discuss children's books about art and architecture with some of the leading experts in this field.

A lot has been done in children's publishing on these topics and some interesting titles are now available: books that describe the world of architecture and design, special publications that use illustrations and photography to tell children and young readers the story of architects who changed the perception of cities ; books about public buildings enhancing urban spaces, or about private areas that have become symbols of the positive interaction between architecture and nature. The United States bring a tribute to the great Frank Lloyd Wright, with a closer look at the Kaufmann house, better known as Fallingwater. An illustrated book by Jeanette Winter explores the bold approach of Zaha Hadid, the late great Iraqi-British architect. Buildings are brought to the page with a deliberate simplicity and houses, outdoor and indoor spaces are all presented in a way that is accessible to younger readers with the German book *Haus*. France presents a rich production of books that reveal the secrets of many great constructions, presented by Didier Cornille. Other books use a three-dimensional approach to illustrate the stories of chairs that have made the history of design. And design is connected to architecture in the illustrated book *Corbu*, published by La Joie de Lire, which examines Le Corbusier's life and work. Design also inspires many of the books from Poland, or the fable of *Goldilocks and the Three Bears* illustrated by Steven Guarnaccia.

The conference aims to draw attention on the work behind all of these books and on their deep cultural value, by generating an exchange of ideas and innovative thoughts that could serve as an inspiration for educators, teachers and artists.

The appointment coordinated by **Charles Kim** (Founder of Charlotte & Company, ex Associate Publisher MoMA) reunites some of the most important authorities in the field of publishing and illustrated books, such as **Allyn Johnston** (editor at Beach Lane Books), **Page Tsou** (artist, illustrator and designer, Taiwan), **Didier Cornille** (artist, illustrator and designer, France), **Steven Guarnaccia** (illustrator and professor at the Parson School of Design in New York), **Fanny Millard** (architect, author and illustrator, France) and **Silvana Sola** (curator of the Children's Books on Art project and Professor of History of Illustration at the ISIA of Urbino) and **Luca Boscardin** (architect, designer, member of the jury of the Bologna Ragazzi Award for Art, Architecture and Design)

CELEBRATING THE 65TH ANNIVERSARY OF THE NEW YORK TIMES BEST ILLUSTRATED CHILDREN'S BOOKS OF THE YEAR – Tuesday, March 27th, 2.30 – 5.30 pm at the Sala Notturmo of the Service Centre

This important appointment, organised in partnership with BolognaFiere and the *New York Times* on the 65th anniversary of its celebrated selection of illustrated children's books – an annual event organised by the American newspaper – celebrates the anniversary by retracing the history of the award since its first edition in 1952, when winners included Maurice Sendak and Ludwig Bemelmans.

Every year since then, a judging panel - including librarians, critics and illustrators - is called on to choose the 10 best illustrated books of the year. A selection of the winners' works of art is published in the special edition of *The New York Times* Book Review, entirely dedicated to children's books.

The New York Times Best Illustrated Children's Books Award is the only event, among the leading accolades for children's books in the United States, judging on the sole "artistic merit", by examining the illustrations separately from the text. As opposed to other children's literature American prizes, the competition is open to illustrators from all over the world; the only criteria the books must meet to be admitted is having been published in the United States. In addition to Sendak and Bemelmans, other winners of past editions include Tomi Ungerer, Peter Sis, Laurent de Brunhoff and Edward Gorey.

"Celebrating the 65th Anniversary of *THE NEW YORK TIMES* BEST ILLUSTRATED CHILDREN'S BOOKS AWARD" will thus provide an opportunity to examine more than sixty years of artistic trends as well as the evolution of taste and judging parameters in the field of illustration, retracing the first 65 years of the award while looking at the future. In 2017 the *NY Times* and the New York Public Library started a collaboration, in virtue of which the Award has been renamed the "*The New York Times*/New York Public Library Best Illustrated Children's Books Award". **A publication on the key moments of the past 65 years accompanies the event.**

The conference will open with a keynote speech by **Leonard Marcus**, one of the leading scholars of children's literature, about the trends in children's books since the 1950s, with reference to the specific editions of the award. This will be followed by two roundtables: the first for Editors and Art Directors, coordinated by **Steven Guarnaccia** (USA), and animated by **Neal Porter** (VP and Publisher, Neal Porter Books, Holiday House), **Deirdre McDermott** (Walker, UK), **Anne Schwartz** (VP and Publisher, Schwartz and Wade Books/Random House), **Patricia Aldana** (President, IBBY Foundation) and **Béatrice Vincent** (Editor, Albin Michel Jeunesse); the second for illustrators, with the participation of numerous international figures, such as **Beatrice Alemagna**, **Suzy Lee**, **Laura Carlin**, **Paul O. Zelinsky**, **Sydney Smith**, coordinated by **Maria Russo**, Children's Books Editor of the *New York Times*.

**CARLA POESIO, A WOMAN OF PASSION:
STUDYING, INTERPRETING AND WRITING ABOUT CHILDREN'S BOOKS Wednesday 28th March, from 10.00am to 1.00pm, in the Sala Bolero, Service Centre.**

The fundamental role of the literary critic Carla Poesio in the birth and development of the Bologna Children's Book Fair is well known. It was Carla who, at the beginning of the 1960s, returned from her visit to Frankfurt with the certainty that the international publishing community was ready to get involved in an event solely centred on children's books; and it was Carla who each year, at the Fair, welcomed and accompanied the international press to discover the latest developments in children's publishing, giving advice and suggestions that made her an irreplaceable point of reference.

Carla Poesio died in May 2017 and the **Bologna Children's Book Fair will pay a tribute to her** with the conference "Carla Poesio, a woman of passion: studying, interpreting and writing about children's books."

Pino Boero (University of Genova) retraces the milestones in Carla Poesio's career, while **Emy Beseghi** (University of Bologna) introduces the **Carla Poesio Award**, which as of 2019 will acknowledge the best Italian university dissertation on the subject of children's literature. In a roundtable coordinated by **Ada Treves**, the editors of the leading publications **Domenico Bartolini (Liber)**, **Barbara Schiaffino** and **Walter Fochesato (Andersen)**, **Paola Parlato (Il pepeverde)** and **Giordana Piccinini (Hamelin)** recall the razor-sharp style of her unforgettable reviews, while the international journalists **Julia Eccleshare** (director of the Hay Children's Festival), **Maria Russo** (The New York Times) e **Claude Combet** (Livres Hebdo), whom she used to help find their way through the thousands of books proposed at the Fair, outlines the current state of literary criticism in the varied world of today's media. **Caterina Del Vivo** (Gabinetto G.P. Vieusseux, Florence), **Silvana Sola** (President of Ibbly Italia), **Letizia Galli** (author and illustrator) and **Donatella Trotta** (journalist and author) also take the floor.

THE FIRST INDEPENDENT CHILDREN'S BOOKSHOPS EUROPEAN CONFERENCE – Thursday, March 2th, 9 am – 1 pm at the Sala Concerto of the Service Centre

At an international level, the number of independent bookshops has been increasing significantly in recent years. This is also true in Italy (in spite of disappointing figures about reading in general), where there has been a conspicuous increase, both in cities and in small and medium-sized towns, of new bookshops, cultural meeting-places that offer opportunities for socialising and encourage relationships between institutions like schools and libraries. Independent bookshops have a cultural and social value, and are profoundly connected to local neighbourhood life. More specifically, in the area of children's books there has also been an increase in the number of specialized bookshops, following the trend of young readers becoming one of the most successful segments of the publishing industry. It is interesting to note that the latest ISTAT figures, Italy's National Institute of Statistics, have underlined the importance of independent bookshops in the relationship between publishers and readers: for over 80% of publishers, independent shops are, in fact, the best sales channel because the booksellers have a deep knowledge of the content of the books they sell in addition to being active promoters through events and presentations. Organised by the Bologna Children's Book Fair, in collaboration with **ALIR**, the Italian Association of Independent Children's Bookshops, the conference offers the opportunity to share ideas on the challenges faced by independent booksellers and on the good practices that they have developed. The conference contributes to highlighting the diverse aspects of the profession, from the financial to the cultural aspects, in addition to the fundamental issue of the necessary training to become competent booksellers.

The event is divided into two parts: the first analyses of the panorama of independent children's bookshops in Europe with **Julia Eccleshare** (journalist and writer, former Children's Book Editor at *The Guardian*), **Nathalie Beau** (former director of the international section at the La Joie par les Livres/ Bibliothèque Nationale de France and of IBBY France) and **Paula Jarrín** (representative of booksellers at Clijcat - Consell Català del Llibre Infantil i Juvenil); **Beatrice Fini** (editorial director and representative of the "Gruppo Editori per Ragazzi" di AIE – the Italian Publishers Association), **Thierry Magnier** (Editor and president of the "Groupe Jeunesse" of the Syndicat National de l'Édition), **Elena Giacomini** (ALIR Committee - Associazione Librerie Indipendenti per Ragazzi, the association of children's independent bookshops); the second part focuses on a series of quality independent bookshops from various European countries: **Mariela Nagle** (inventor of the cultural project "Mundo Azul"), **Carla Oliveira** (Baobà Livraria, Lisbona), **Luc Vander Velpen** (De Kleine Johannes, Leuven), **Tamara Macfarlane** (Tales on Moon Lane, Londra) e **Joanna Reginska** (Badet, Varsavia) who have been invited to talk about their experiences.

To celebrate this first important European event, an opening meeting of this first European conference takes place on Wednesday, March 28th at the San Giorgio in Poggiale Library, a truly special place for booklovers in Bologna, with Chris Riddell illustrating the universe of children's bookshops with words and drawings.