

BolognaFiere extends its international network

CHILDREN'S BOOK TOUR IN RUSSIA: AN INTERNATIONAL PROFESSIONAL PROGRAMME ON CHILDREN'S BOOKS ORGANIZED BY BOLOGNA CHILDREN'S BOOK FAIR AND THE MOSCOW INTERNATIONAL BOOK FAIR

**The Exhibition *Drawn Worlds: 1001 Outstanding International Picture Books in Moscow*
The Conference: *The Power of Silent Books***

Moscow, 4-8 September

Following on from recent successful partnerships that have seen BolognaFiere co-organize the China Shanghai International Children's Book Fair and set up the New York Rights Fair – the second edition of which was held in May this year - the Company's international network has taken another important step forward: **from 4 – 8 September Bologna Children's Book Fair – BCBF - will be in Moscow for the Moscow International Book Fair – MIBF - with the "Children's Book Tour in Russia", an international professional programme on children's books**, dedicated to publishers of literature for children and young adults, aimed at developing new relationships and strengthening existing ties between the international and the Russian professional communities. This will be a first step, paving the way for the first edition - in 2021 - of the International Children's Book Fair to be jointly organized by the Russian and Bologna trade fairs and held in Russia.

For an international trade show like Bologna Children's Book Fair, this new programme is a strategic development. Russia is one of the world's most promising markets, with a thriving children's publishing industry and a vibrant creative scene. BolognaFiere was therefore delighted to accept the invitation by the Moscow International Book Fair to jointly develop a professional project that would gradually lead to the creation of a new trade show geared to publishers of content for children and young adults.

THE EXHIBITION

Drawn Worlds (4 – 8 September)

1001 Outstanding International Picture Books in Moscow

The 1001 books in this exhibition - curated by Grazia Gotti and Silvana Sola-of the Giannino Stoppani Cooperative/Accademia Drosselmeier - invite the professionals and the general public of the Moscow book fair to explore new horizons while not forgetting what is consolidated by the noblest tradition. Presenting the best in children's picturebooks from around the globe, including Russia, the exhibition highlights new trends, perspectives and topics. The first section is an overview of Toddler books, a picturebook genre that has blossomed in both form and content, in acknowledgement of the fact that reading early on in life is key to creating interested enquiring readers. This is followed by a section on alphabet books, evergreen classics that lend themselves to graphic art and typographic experiments. Letters are then followed by words in the form of a series of picturebooks with short but intense stories, but also poetry - the realm of words par excellence - art, music, dance, theatre and cinema. Prominence is also given to timeless picture books, popular comic strips, and

learning books that open up new worlds for children. Last but not least, there is a section on women, the 'emerging' gender of our times, as is clearly reflected in the books for children and young adults.

FOCUS ON ILLUSTRATORS

Illustrators Survival Corner (4 - 6 September)

With a whole new generation of illustrators steeped in the Russian artistic tradition coming to the fore, BCBF and MIBF will present a special edition of the "Illustrators Survival Corner".

Developed by Bologna Children's Book Fair in partnership with MiMaster Illustration (Milan), this drop-in help-desk and presentation-corner has met with enormous success at BCBF and the 2018 China Shanghai International Children's Book Fair. Illustrators Survival Corner is designed for the very many artists who each year come to trade shows in search of new clients or to submit their portfolios to publishers. In Moscow, the Corner will be an opportunity for Russian illustrators to speak with internationally renowned artists, publishers, agents, publishers and art directors from all over the world. People like **Katsumi Komagata, Anna Castagnoli, Javier Zabala, André Letria, Martoz, Xiong Liang, Cristopher Rainbow, Anna Desnitskaya, Victoria Semykina, Dasha Tolstikova, Evgenia Barinova, Kasya Denisevich, Victor Melamed, Yulia Blucher** and **Yulia Sidneva** will share their experience in masterclasses, workshops and portfolio reviews.

The upcoming Moscow event also includes a special focus on self-publishing, examining the different production phases from the point of view of the illustrator and the progression from initial creativity to project design, and from self-promotion through to establishing a professional career.

INTERNATIONAL CONFERENCES

The Power of Silent Books

Wordless books help to train the eye. They invite us to experience awe, introduce us to new worlds, plunge us into the imaginary, and at the same time develop our ability to use words. Silent books therefore play a key role in developing reading skills, visual education, language development and child empowerment. The quantity and quality of wordless books have increased dramatically, becoming a major genre catering for a wide audience. Unhindered by language barriers, silent books cross borders, often becoming crossover best sellers. The international conference aims to give further insights into the silent book, and look at the new publishing opportunities they offer. The Moscow conference The Power of Silent Books is an opportunity to meet contemporary authors, illustrators, designers, experts and publishers from the wordless picturebook world, get an in-depth understanding of the latest sector developments, and be directly involved in on-going experimental work with a range of players working in this publishing sector.

Speakers: **Katsumi Komagata**, illustrator, Japan; **Anastasia Arkhipova**, illustrator and professor, Russia; **Anastasia Suvorova**, illustrator and winner of the 2018 Silent Book Contest, Russia; **André Letria**, illustrator and publisher, Pato Logico, Portugal; **Anna Castagnoli**, illustrator, Italy/Spain; **Claudia Bedrick**, publisher Enchanted Lion, USA; **Debbie Bibo**, Debbie Bibo Agency, USA/Italy; **Patrizia Zerbi**, publisher Carthusia, organizer of the Silent Book Contest, Italy; **Robyn Newton**, Bright Agency, UK; **Suzanne Carnell**, publisher

Two Hoots - Macmillan, UK. Moderator: Grazia Gotti, Cooperativa Stoppani/Accademia Drosselmeier, Italy.

The Conference will be completed by a professional workshops for publishers, teachers and librarians held by – facilitated by Grazia Gotti, Cooperativa Stoppani/Accademia Drosselmeier, Italy.

Although publishers' catalogues have long included a range of splendid wordless books, some of them global bestsellers, considerable reluctance to adopt this kind of literature still exists in several countries. Yet visual education is a vital aspect of cultural development, on a par with reading and language development. So why are wordless picturebooks still met with resistance and considered difficult? The workshop will try and answer this question and propose a new perspective.

How Does Local Go Global?

A panel of Russian and international publishers will discuss the exhibition and the questions it raises: which books are most likely to achieve global recognition; how does local content go global, or vice versa; and isn't it time an open-minded publishing industry talk about differences and diversities and make ideas travel the world? Discussants: Ekaterina Kashirskaya (Peshkom books), Mikail Kotomin (Ad Marginem A+A), Irina Balakhonova (Samokat), Claudia Bedrick (Enchanted Lion); moderator: Grazia Gotti, Giannino Stoppani Cooperative and Accademia Drosselmeier, Italy.

From Tradition to the Future: it's all about Outstanding Books

This Round Table discussion will see large retail chains, independent booksellers and publisher's stores discuss the new frontiers and challenges of their sector.

Discussants: **Marina Kameneva**, Moscow Books, Russia; **Sergei Karpov**, Marshak Bookstore, Russia; **Maria Orlova**, Samokat Bookstore, Russia; moderator: **Grazia Gotti**, Giannino Stoppani Cooperative and Accademia Drosselmeier, Italy.

MIBFxBCBF FELLOWSHIP PROGRAMME (2 – 6 September)

Jointly organized by the Moscow International Book Fair and Bologna Children's Book Fair, the Fellowship Programme is designed for publishing professionals, and will present an overview of the Russian book industry aimed at fostering international cooperation. The MIBFxBCBF fellowship is not only an outstanding networking opportunity that enhances business connections among Russian and international publishers, it is also a great way to take the pulse of the Russian children's book market and instil open knowledge exchange on international market trends and business practices. Not less importantly, it is an enriching human experience which will contribute to building a strong sense of community among devoted children's book professionals. This year's fellowship promotion is composed of seven publishers and agents with strong focus on illustration and picture books.

Participants: **Claudia Bedrick**, publisher, Enchanted Lion, USA; **Cristiano Guerri**, art director, Feltrinelli, Italy; **Debbie Bibo**, founder of Debbie Bibo Agency, USA/Italy; **Patrizia Zerbi**, publisher of Carthusia, organizer of the Silent Book Contest, Italy; **Robyn Newton**, agent, Bright Agency, UK; **Suzanne Carnell**, publisher, Two Hoots - Macmillan, UK; and **Xiaoyan Huang**, publisher, Everafter Books, China.



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