

## THE ONLINE EDITION OF THE 57<sup>th</sup> BOLOGNA CHILDREN'S BOOK FAIR STARTS TODAY

**Fairtales, BCBF Galleries, BCBF TV, BCBF Global Rights Exchange  
New free access platforms with lots of exclusive contents**

**Announcing the winners of the  
Bologna Prize for the Best Children's Publishers of the Year**

Milan, May 4<sup>th</sup>, 2020 - The special edition of the 57<sup>th</sup> Bologna Children's Book Fair started today, 'transferred' online after the cancellation of the event, initially scheduled from March 30<sup>th</sup> to April 2<sup>nd</sup>, 2020 in Bologna. Thanks to a major investment, the many activities already planned for the fair have been digitized and – an absolute first – made freely accessible worldwide. It is therefore not just the professional community meeting on the BCBF Global Rights Exchange virtual platform – created in collaboration with PubMatch – but also and above all the largest audience of enthusiastic onlookers, up until now precluded from the fair because of the professional nature of the event.

In addition to the above mentioned Global Rights Exchange platform, the digital edition has three sections: BCBF Galleries, the platform featuring the traditional exhibitions set up in Bologna, which can now be visited virtually; BCBF TV, the new channel airing the video contents of the fair; the Fairtales blog, 'official voice' of the fair, with lots of exclusive contents, interviews and insights; and finally the program of events, awards and conferences, freely accessible and also available after the end of the fair on BCBF TV.

The online Bologna Children's Book Fair began with an inaugural conference, uploaded on the new BCBF TV channel: a virtual roundtable entitled "**Children's publishing in the 'new normal': how children's publishers are adapting to a post-pandemic world**", which brought together nine publishers from all over the world: **Bodour Al Qasimi** (Kalimat Group UAE, Vice President IPA - International Publishers Association), **Sophie Giraud** (Hélium Éditions, France), **Jack Jensen** (Chronicle Books, USA), **Cecilia Silva-Díaz** (Ediciones Ekaré, Spain-Venezuela), **Gaia Stock** (Edizioni EL - Einaudi Ragazzi, Italy), **Sahar Tarhandeh** (Tuti Books, Iran), **Roger Thorp** (Thames & Hudson, UK), **Gita Wolf** (Tara Books, India), **Zhang Yuntao** (Daylight, China). **Maria Russo** (Children's Book Editor, New York Times) and **Elena Pasoli** (Exhibition Manager Bologna Children's Book Fair) hosted the conference.

The nine children's publishing experts discussed and compared the various strategies adopted in recent months following the global health crisis; they also considered the future scenarios impacting on the industry at a global level. Many shared opinions emerged: the role of bookstores on the frontline of cultural protection, the necessity of physical presence in an activity in which human interaction is so essential, the irreplaceable role of paper books, the endless possibilities offered by digital media; the imperative of opening up and exploring new solutions, the need to redesign production by decreasing quantity and improving quality.

The speakers also investigated the positive opportunities that have emerged from this slow, 'suspended' period of time: the possibility of dedicating more attention to books, to researching and organizing the many activities one used to postpone, in the frenzy of everyday life.

Last, a common reflection was made about the contents and the educational function of children's publishing, at a time when many children worldwide suffer limited access to education. The upcoming books will feature new contents, expressing the new priorities that have emerged in these past months: first and foremost, protecting the environment. Furthermore, the industry will be able to build on the awareness that financial crises usually have a weaker impact on children's books markets.

*"The minute we were forced to cancel the fair, we realized that we could not leave our community alone and we decided to remain true to our role by moving online. We started with our core business, the trading of rights, with the Global Rights Exchange, and then we focused on our program of events and exhibitions. I believe that online activities such as the ones we are offering now will be able to exist in the future, integrating perfectly with the traditional fair that takes place every year in Bologna and that will always be a unique platform for the community of children's book publishing as a whole. And I am optimistic: looking ahead, I think we will feel we have learned to be even closer to one another and to share even more ideas for new projects", said **Elena Pasoli**, Bologna Children's Book Fair Exhibition Manager, commenting the opening of the online fair.*

### **BOP - BOLOGNA PRIZE FOR THE BEST CHILDREN'S PUBLISHERS OF THE YEAR**

Founded by Bologna Children's Book Fair in collaboration with AIE - Italian Publishers Association and IPA - International Publishers Association, the **BOP - Bologna Prize for the Best Children's Publishers of the Year** rewards publishers who stood out in each of the six areas of the world for the creativity, the courage and the quality of their editorial choices over the past year. The announcement of the winners of this 8<sup>th</sup> edition of the award was made today, May 4<sup>th</sup>, on the new online channels of the fair. Below is a list of the six winners, selected by a jury of publishers:

#### **AFRICA**

The winner for Africa is **African Bureau Stories**, Ghana, specialized in children's books made by African authors and illustrators. From Ghana to Tanzania to South Africa, African Bureau Stories features the best of contemporary African production.

[www.africanbureau.com](http://www.africanbureau.com)

#### **ASIA**

The award for Asia goes to **Jieli Publishing House**, China, a publishing house founded in 1990 and specializing in books for children and young adults. Jieli's mission is to bring the masterpieces of Chinese literature to the world, while contributing to the translation of classics and bestsellers from all countries into Chinese.

[www.jielibj.com](http://www.jielibj.com)

#### **EUROPE**

**Camelozampa**, Italy, is the winner for Europe. Founded in 2011, Camelozampa publishes fresh, lively illustrated books and novels to inspire young readers to look for happiness, understand diversities and develop self-awareness. The publishing house also focuses on the rediscovery of international masterpieces.

[www.camelozampa.com](http://www.camelozampa.com)

#### **NORTH AMERICA**

For North America, it is **Les 400 coups**, Canada, standing on the top of the podium. The publishing house celebrates its 25 years of activity this year. **Les 400 coups** offers a wide range of

unconventional illustrated books, full of humour and often surprising, designed to amaze young readers and stimulate their reflections.

[www.editions400coups.com](http://www.editions400coups.com)

### **CENTRAL - SOUTH AMERICA**

For Central and South America, Mexico wins the prize with **Alboroto Ediciones**, a publishing house that offers young readers quality books, often focused on social and current affairs to stimulate reflection on various topics such as dictatorship, migration, social integration and disability .

[www.alborotoediciones.com](http://www.alborotoediciones.com)

### **OCEANIA**

Last, the winner for Oceania is **Windy Hollow Books**, Australia. Windy Hollow has been publishing high quality illustrated books for 14 years, working with Australian authors and illustrators, collaborating not just with well-established artists but emerging ones as well, reaching out to discover and support new talents.

[www.windyhollowbooks.com.au](http://www.windyhollowbooks.com.au)

### **BolognaFiere SpA**

BolognaFiere SpA is one of the main exhibition companies in Europe, with over 85 events organized worldwide. As a leader in commercial events covering a large number of areas - including art, children's publishing, cosmetics, agri-food, construction and design, automotive - Bologna Fiere has developed a unique and cutting-edge portfolio of international events, including Russia, North America and Asia, and 8 well-established fairs in China.

### **Bologna Children's Book Fair**

Bologna Children's Book Fair is the world's leading event of the children's publishing industry. Created in 1964, it attracts around 1,500 exhibitors and 30,000 visitors to Bologna every year from over 80 countries: a unique and diverse audience of publishers, agents, developers, illustrators, authors, booksellers and players involved in contents for children including publishing as well as multimedia and licensing.

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