



**BOLOGNA  
CHILDREN'S  
BOOK  
FAIR**



**59<sup>th</sup> edition**

Children's Content Rocks!  
Join the Party



**Bologna  
Licensing  
Trade  
Fair**



**THE 59<sup>th</sup> BOLOGNA CHILDREN'S BOOK FAIR — 21-24 MARCH 2022**

**CHILDREN'S CONTENT ROCKS! JOIN THE PARTY**

**BCBF 2022 VISUAL IDENTITY**

The Mexican illustrator **Sólin Sekkur** together with the design studio **Chialab**: a parade of unique characters

Every year, the visual identity of the Bologna Children's Book Fair is created anew by a young illustrator. Whether curious creatures, imaginary worlds, or shapes that recall a primitive sign, it is illustration, which has always played a leading role at the Fair, and illustration that is entrusted with the task of interpreting and representing the Fair itself.

The "BCBF visual identity workshop" project was created for the first time in 2017 when the Bologna Children's Book Fair decided to entrust a young artist, chosen from among the numerous talents showcased at the Illustrators Exhibition, with the task of building the visual universe for the next edition of the Bologna Children's Book Fair. The initiative takes place **under the creative direction of design firm Chialab**, which has been curating the event's image for many years. Following on from Daniele Castellano (2017), Chloé Alméras (2018), Masha Titova (2019), Rasa Jančiauskaitė (2020) and Jean Mallard (2021), **Sólin Sekkur is the illustrator chosen for the 2022 edition.**

The workshop took place during the pandemic and was therefore conducted entirely online: many long-distance meetings, video calls from one continent to another, shared whiteboards and digital files gave rise to a new form of collaboration that evolved from the traditional form of team work, which had previously been condensed into a week's residency in Bologna.

Given the circumstances, Sólin Sekkur and Chialab were faced with a challenge: to express the desire for reopening and celebration, which typify the Fair, without forgetting the fragility of the historical period we are all living through. So, following intense work, wondrous colourful characters began to emerge and the idea of a parade came to life. In this parade each figure brings an idea, a gift, simultaneously evoking delicate and deep feelings. In the choral rhythm of a parade, Olmo, Xico, Pacha, Libri, Kef, the couple Lotta and Vitta and Nimbo all come to life. All the guests bring presents, stories to tell, exceptional gifts that transport us into their worlds and touch on deep chords. The slogan *Children's Content Rocks! Join the party* is an expression of hope and a promise, ahead of meeting again in Bologna 2022.

Thanks to the collaboration between Mimaster Illustrazione and the Bologna Children's Book Fair, and with the support of the Laboratorio Formentini for publishing, the **Sólin Sekkur's solo exhibition** will be displayed **at Bologna Children's Book Fair** - both at the **Services Centre and on BCBF Galleries** - including a "behind the scenes" look at the workshop led by Chialab gave life to the visual identity of BCBF 2022: in addition to the final illustrations, the first concept proposals, sketches and the various design phases are also on display.

**Diego Fernández (aka Sólin Sekkur)** was born in 1990 in Mexico City. He graduated in Visual Communication Design from the Faculty of Arts and Design, UNAM, specialising in illustration. He has worked with several publishing houses and appeared in various

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illustration catalogues since 2013. In 2019, he illustrated the book *Kitsunebi, Fox fire* by Martha Riva Palacio (Ediciones Castillo), which was selected for the 2020 White Ravens catalogue. In 2021, he was one of the 77 illustrators included in the 55<sup>th</sup> BCBF Illustrators Exhibition.

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