

**A FAIRY-TALE SETTING
STUDIO LABICS
TRANSFORMS BOLOGNA FIERA'S HALL 33
INTO A FAIRY-TALE LANDSCAPE FOR
"A WEEK OF CHILDREN'S BOOKS AND CULTURAL ACTIVITIES"**



The Week of Children's Books and Cultural Activities in Hall 33 has been given a terrific start with the innovative set design by architecture and town planning practice Labics. Starting from the basic concept – *Don't Tell the Grown-Ups* – Maria Claudia Clemente and Francesco Isidori have developed a fairy-tale setting for the section of the Bologna Children's Book Fair open to the public. Taking their cue from a pack of playing cards, the designers have produced a simple, highly geometrical modular system that is reiterated both vertically and horizontally to create an exciting stimulating environment for young visitors.



The brief was to build a large container for a series of different identities and cultures with a unifying common denominator to guide visitors through the large and varied exhibition extending over the entire Hall. To achieve this, architecture practice Labics came up with the idea of playing cards. Looked at from one side, playing cards are all the same; on the flip side though each is different in colour and character. In addition, cards make reference to legendary figures: kings, knights and jokers hide behind anonymous, strictly identical façades. Playing cards also recall those magnificent, infinitely fragile constructions – houses of cards. Just as for Calvino, Luzzati and Lewis Carroll, playing cards here represent the world of fairy tale and the imagination. They are an over-arching metaphor for human diversity and the marvellous world of stories that children and young adults can discover through books in the huge international bookstore in Hall 33.

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