

BOLOGNA CHILDREN'S BOOK FAIR in collaboration with PITTI IMMAGINE presents
"Off the Page... and in the World of Fashion"

**In search of illustrators for kids' fashion at Pitti Bimbo 83 from the 23rd - 25th June
at the Fortezza da Basso in Florence.**

The Illustrators' Exhibition and the international childrenswear fair
are set to join forces to bring international creativity
from the Bologna Children's Book Fair to the sector of children's fashion.

Illustrations from the Bologna Children's Book Fair will be appearing at the Children's Fashion Fair **Pitti Bimbo** (from the 23rd - 25th June in Fortezza da Basso, Florence) as part of the initiative ***"Off the Page... and in the World of Fashion"***, a collaboration with Pitti Immagine to bring the creativity of international illustration to kids' fashion.

The project, created to select and propose a team of illustrators capable of providing a new direction to fabrics and children's fashion collections, each year will see a jury of experts choose **10 artists from the Illustrators' Exhibition that are considered best suited to develop their creativity** in this sector. The winners will then be introduced to the fashion companies attending Pitti Bimbo.

A selection of works by 10 illustrators chosen this year will be exhibited at the important showcase in Florence, enabling the artists to enter into contact with the leading companies in children's fashion. The initiative represents yet a further opportunity for the young illustrators' acknowledged each year at the Bologna Children's Book Fair.

For the first edition of ***"Off the Page... and in the World of Fashion"*** the 10 illustrators selected, whose work will be exhibited to the public in Florence, are: Camille Almeras (France), Mariachiara Di Giorgio (Italy), Tomoko Inaba (Japan), Adriana Isabel Juárez Puglisi (Spain), Sara Kharaman (Iran), Oskar Laurin (Sweden), Marika Maijala (Finland), Tomo Miura (Japan), Chihiro Takeuchi (Japan) and Chengliang Zhu (China).

Bologna Children's Book Fair, organized by BolognaFiere, is the world's leading professional event for children's publishing. The 2016 edition saw the participation of 1278 exhibitors from 74 nations in an unmissable cultural event that offers an overview of the current state and the future of the sector of illustration and literature, both on the printed page and in digital form. The jewel in the crown of the Children's Book Fair is the Illustrators' Exhibition, an international showcase for the latest developments in illustration and a hotbed for new talents for whom the Bologna event serves as a genuine springboard to launch promising careers.

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