

BOLOGNA CHILDREN'S BOOK FAIR
in collaboration with PITTI IMMAGINE BIMBO
presents the second edition of
"Off the Page... and in the World of Fashion"
International illustrations from the BCBF meet the sector of kids' fashion
from 22nd to 24th June in Florence

From the heart of the Illustrators Exhibition
the art and poetry of 21 illustrators

"Off the Page... and in the World of Fashion", the collaboration between the Bologna Children's Book Fair/BolognaFiere and Pitti Immagine Bimbo to bring the best of international illustration to kids' fashion, is preparing its second edition that will see an enlargement of the project.

The Bologna Children's Book Fair, the leading global event for the sector of children's publishing, has for over 50 years been organizing the **Illustrators' Exhibition**, an unmissable showcase of the latest developments in illustration and emerging talents. From the artists selected to take part in the 2017 edition of the exhibition, a jury of experts has chosen a selection of **artists whose works will come to the Florence venue of Pitti Bimbo 85, from the 22nd to 24th June**. These 21 illustrators have been carefully selected in order to identify the creativity best suited to dialogue with the fashion collections proposed by the companies attending the event. Pitti Immagine Bimbo will, in fact, enable the selected illustrators to come into contact with the leading brands from the sector of kids' fashion, offering a further opportunity to the young illustrators acknowledged each year at the Bologna Children's Book Fair to increase their visibility.

Within the diversity of languages, cultures and sensibilities can be found the alchemy of this encounter with Pitti Bimbo Immagine that stimulates curiosity and a desire to plot new pathways and subtle narratives from which to construct stories, suggestions and projects. The collaboration between the Bologna Children's Book Fair and Pitti Immagine Bimbo is much more than this, however. Established in 2016 the project also organizes two annual

creative events: “Off the Page... and in the World of Fashion” in June and “The Extraordinary Library”, a selection of books by leading publishers from all over the world, 100 books, 100 editorial treasures that the Bologna Children’s Book Fair selects for the visitors of Pitti Bimbo, at the January edition, which provide a transmedia platform capable of spreading the project’s values and content across all media and sectors.

For the second edition of “*Off the Page... and in the World of Fashion*” the 21 selected illustrators on display to the visiting public in Florence are: Jaesun Ahn (Korea), Chloé Alméra (France), Miren Asiain Lora (Spain), Marion Barraud (France), Julien Billaudeau (France), Olga Ezova-Denisova (Russia), Rashin Kheiriyeh (Iran), Ausra Kiudulaite (Lithuania), Yara Kono (Portugal), Soon Ok Lee (Korea), Mariann Màray (Hungary), Gwen Milward (Great Britain), Mayumi Oono (Japan), Adolfo Serra (Spain), Farsheid Shafiey (Iran), Cristina Spanò (Italy), Gaia Stella (Italy), Aunyarat Watanabe (Japan), Lena Winkel (Germany), Bruna Ximenes (Brazil), Joohee Yoon (USA).

The Bologna Children’s Book Fair, organized by BolognaFiere, is the world’s leading professional event for children’s publishing. The 2017 edition involved the participation of 1300 exhibitors from 75 nations in an unmissable cultural appointment that provides an overview on the latest developments in the sector and a glance towards the future of illustration and literature on both the printed page and in digital versions.

Milan, 15th June '17

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