

**THE 55<sup>TH</sup> BOLOGNA CHILDREN'S BOOK FAIR: FROM 26<sup>TH</sup> TO 29 MARCH:  
FERTILE GROUND FOR CHILDREN'S CONTENT**

**THE BEST OF GLOBAL ILLUSTRATION, THE LATEST TRENDS IN PUBLISHING  
AND DIGITAL CONTENT**

**THE FUTURE OF THE MARKET PLUS THE MOST PRESTIGIOUS AWARDS:  
INTERNATIONAL PUBLISHING AND THE WORLD OF CONTENT FOR CHILDREN  
AND YOUNG PEOPLE COMES TOGETHER AT BOLOGNAFIERE**

**China is the guest country of Honour:  
the extraordinary dream made possible by literature**

**The third edition of the Strega Ragazze e Ragazzi Prize**

**The 52<sup>nd</sup> edition of the Illustrators' Exhibition, an exhibition dedicated to  
Gianni De Conno and, for the first time at the fair, *Cultivating a Young Humanism***

**The Fair event is becoming increasingly digital with Bologna Digital Media:  
augmented reality and audio books**

**The events scheduled in the city for the Bologna Children's Book Fair**

**The Bologna Children's Book Fair - at BolognaFiere from 26<sup>th</sup> to 29<sup>th</sup> March 2018** – for 55 years has been the reference event for publishers, authors, illustrators, literary agents, distributors, teachers, developers, translators and all of the professions involved in the world of publishing and content for children. Over 20 thousand square metres of exhibition space, 1,300 exhibitors from over 75 countries, 26 thousand professionals from the sector come each year to the pavilions of BolognaFiere to obtain an overview of the latest publishing and digital trends, to participate in the hundreds of workshops and conferences, visit the exhibitions that are testimony to and often anticipate the best of international illustration: the Bologna Children's Book Fair is this and much more (figures from last year's edition).

In over 50 years of its history, the Fair has managed to attract an increasing number of operators, extending the scope of its activities to include the world of digital publishing, apps, animation and licensing, becoming a unique and unmissable event and the world leader in the sector for kids and young adults. The event goes well beyond the simple trade in copyrights and has increasingly become a creative laboratory and a cradle of innovation. The international dimension with which **BolognaFiere** views publishing has been reinforced in recent years, the experience and expertise developed with the organisation of the Children's Book Fair has led to the creation of a new professional event, the **New York Rights Fair**, the first edition of which will be held in the Big Apple from the 30<sup>th</sup> May to 1<sup>st</sup> June 2018, while BolognaFiere has also become, as of this year, the co-organiser of the **China Shanghai International Children's Book Fair** (CCBF) at the Shanghai World Expo Exhibition & Convention Center, which will take place from the 9<sup>th</sup> to 11<sup>th</sup> November 2018.

## COUNTRY GUEST OF HONOUR

The Country Guest of Honour for 2018 is China. Chinese involvement at the Fair is set to be significant in terms of both exhibition space and content, including a large exhibition dedicated to the best of contemporary Chinese illustration, over 100 exhibitors and around 3000 titles that include, narrative, illustrated books, cartoons, books specifically for parents to read to their children, manuals for learning Chinese and books about science. The joint stand will be divided into three areas: one dedicated to books, one to the exhibitions and one to the international meetings. Celebrated Chinese authors of children's books, such as Cao Wenxuan, winner of the Hans Christian Andersen Award, Han Yuhai and Yu Hong will be present at the Fair, together with Chinese illustrators and publishers, to share ideas and opinions with the international publishing community. Furthermore, there will be a packed programme of events and exhibitions in the city and open to the general public.

## THE EXHIBITIONS

The soul of the Service Centre at the Fair is the **Illustrators' Exhibition**, which for over 50 years has been the reference point for the world of international illustration, a hothouse for new talent and a showcase of the latest trends in illustration around the world. The Exhibition presents a selection of artists from diverse cultural backgrounds and aims to serve as a guide for all the professionals from the sector that make a point of attending the Fair each year. Following the success of the last edition, also this year the works of the 80 artists selected by a prestigious international jury will go on display in the format introduced in 2017: in order to recreate the experience of the jurors, who view an endless array of tables covered with artworks, the illustrations will, in fact, be exhibited horizontally but according to a brand new design curated by Chialab with BolognaFiere.

In addition to the Illustrators' Exhibition, the personal exhibitions of the works of **Manuel Marsol**, winner of the Bologna Children's Book Fair – Fundación SM 2017 International Award for Illustration and **Ludwig Volbeda**, winner of the Grand Prix at the Bratislava Biennial 2017 will also be taking centre stage at the Service Centre.

Another exhibition is ***Coltivando un giovane umanesimo*** (Cultivating a Young Humanism), the exhibition of books created on the occasion of the visit of Pope Francis to Bologna. This large exhibition interprets the themes of the contemporary issues frequently mentioned by the Holy See in a way that is accessible for children.

Finally, Bologna Children's Book Fair will pay tribute to the great illustrator, Gianni de Conno with **• D • Nocturnes, Piracy and Moon Landings. An exhibition of the illustrations of Gianni De Conno**. Through 80 illustrations, the exhibition has brought together some of the most important moments in the visual language of De Conno, including picture books, posters and book covers. The exhibition has been created by Ivan Canu, Constanza De Conno, Patrizia Zerbi and Fabio Toninelli.

## THE MEETINGS

The programme of in-depth meetings scheduled for the Fair, which this year will include more than 200 appointments, will be further enhanced by new initiatives and meetings

organised by the Bologna Children's Book Fair. Six events at this edition will see the leading figures from Italian and international publishing discuss the latest developments and current trends, providing an overview of the current state of affairs in children's publishing. Beginning with the important convention organised by BolognaFiere in collaboration with *The New York Times* on the occasion of the 65<sup>th</sup> anniversary of the **Best Illustrated Children's Books Award**, and the international conference dedicated to **Children's Books On Art, Architecture & Design**, and concluding with the event in memory of **Carla Poesio**, with the convention of **European Independent Bookshops**, a meeting about **Audiobooks** and the now well-established appointment **Dust or Magic**, organised in collaboration with the *American Children's Technology Review*.

### **BOLOGNA DIGITAL MEDIA**

BDM is a dynamic centre that offers publishers, software developers, television producers and cinematographers, animations studios, artists and authors, the possibility to take part in events that also involve the participation of start-ups and global brands. This year the pavilion will also host the Illustrators' Survival Corner, transforming the entire area into a meeting space between art, narration and technology. At the 2018 edition, augmented reality and digital audiobooks represent two closely related themes that associate the printed world with the digital universe. For three days, from the 26<sup>th</sup> to the 29<sup>th</sup> March, the space will host the meetings of the **Digital Café**, while the **Digital Conference Room** will be the venue for special events with a longer duration, some for software developers, others for publishers and teachers. Bologna Digital Media will involve giants such as **Google** together with extremely new start-ups like **Ellybee** from Catania, in a meeting between the big and small players, all of whom are in Bologna to present innovation and discuss the fascinating dialogue between books and the screen, tradition and the future. Attending the event will be exhibitors from the United Kingdom, Italy, South Korea, Denmark, United States, Ireland, Canada and Germany. There will also be training events about cinema, video games, in addition to artists that work with digital technology.

### **THE ILLUSTRATORS' SURVIVAL CORNER**

The Illustrators' Survival Corner was established as part of the 2017 edition of the Fair and enjoyed immediate success on its debut, involving the presence of over 3000 illustrators involved in diverse activities. Due to popular demand, the event will be repeated and enlarged this year. The Illustrators' Survival Corner is a space where artists, especially younger illustrators, can meet with experts from the sector to exchange ideas and experiences and to find solutions to specific illustration problems through a rich programme of workshops and meetings that offer tangible advice and practical tools: from reviewing a portfolio to self-promotion, from contracts to the use of social media.

### **THE INTERNATIONAL AWARDS AT THE FAIR**

In addition to the return of established features and the introduction of new initiatives, this year's edition of the Bologna Children's Book Fair will once again be the stage for the presentation of the top international prizes in children's publishing: the **BOP - Bologna Prize for the Best Children's Publisher of the Year**, which acknowledges international publishers; the **BolognaRagazzi Award**, the accolade that selects the best illustrated books

published over the last two years; the **BolognaRagazzi Digital Award**, dedicated to the best creations in digital publishing; the **Bologna Children's Book Fair – Fundación SM International Illustration Award**, a prize that supports emerging talents in illustration; the third edition of the **Strega Ragazze e Ragazzi award**; the **ARS IN FABULA – Grant Award**; the new edition of the translation contest promoted by BolognaFiere **In Other Words**, and, finally, the **Silent Book Contest Award 2018**, which as of this year will be named in memory of Gianni De Conno.

## THE CAFÉS

For all of the representatives of the world of children's publishing that converge each year at the Bologna Children's Book Fair, different areas have been reserved for meetings, seminars and refresher courses.

**The Authors' Café:** publishing, journalism, literary promotion.

**The Digital Café:** events and discussions about multimedia in publishing.

**The Illustrators' Café:** debates and meetings about illustration around the world.

**The Translators' Café:** opportunities, seminars and workshops, a reference point for those working in this sector.

## BOLOGNA LICENSING TRADE FAIR

Completing the line up at the Bologna Children's Book Fair, and again taking place simultaneously in pavilion 31, is the Bologna Licensing Trade Fair, the **only Italian Fair event dedicated to the licensing market** and the development of products based on established brands and intellectual property. Organised by BolognaFiere and this year in its eleventh edition, **the event not only deals with rights relating to the target demographic of children, but also brands and intellectual property from other sectors, from fashion to sport**. Scheduled from the 26<sup>th</sup> to 28<sup>th</sup> of March, BLTF will involve the leading Italian companies in the sector and many international brands. Over 800 brands will be represented at numerous meetings and presentations as well as 500 one-to-one meetings. The **Bologna Licensing Award** is a prize reserved exclusively for exhibitors at the event and will be awarded to the very best licensing and product development programmes created in the two years from 2016-2017.

## BOLOGNA CHILDREN'S BOOK FAIR IN THE CITY

This year too, the Bologna Children's Book Fair will be bringing its content to the city of Bologna to share with the general public.

The exhibition **The Extraordinary Library 2. Cinema and shows. It's showtime** will present 100 illustrated children's books selected by the Children's Book Fair for Pitti Immagine Bimbo 2018, and will be on display from the 24<sup>th</sup> March to the 28<sup>th</sup> April at the **Cineteca di Bologna**, inviting readers and enthusiasts to open their eyes and be enchanted by the selection of illustrated books from all over the world, depicting the history of show business and its icons from cinema, theatre, music, opera and dance. From Audrey Hepburn to Charlott, Hitchcock to Tati, from the Magic Lantern to Godard, Ella Fitzgerald to Opera, Zoetrope to treasure hunts, the exhibition is an opportunity to read true and fantastic stories about people, characters, jobs and places in show business, cinema, dance and song, through

the illustrated pages of 100 extraordinary books from all over the world.

The exhibition, curated by Marcella Terrusi and Silvana Sola (from the Giannino Stoppani Cooperative) for the Bologna Children's Book Fair, will offer an opportunity to enjoy new perspectives and discover the extraordinary wealth of international publishing for children and young people.

Also scheduled are dedicated educational activities that are open to the public on Saturday afternoon and available, via reservation, for schools during the mornings.

There is a further unmissable event for the cities' schools. Thanks to the collaboration with Salaborsa Ragazzi, the Bologna Children's Book Fair has identified 20 school classes that have all received from BolognaFiere 25 books by one of the 10 shortlisted authors. Each class has thus "adopted" a title to read. **During the Fair the authors will visit the schools and meet each of their readers.** After the Fair, the classes will be invited to write a report about their meeting: a commission of teachers and journalists will evaluate the written work and select a winner. The children in the class that is judged to have produced the best report will receive as a gift from BolognaFiera the complete collection of the 5 books shortlisted for the Strega Prize 2018 (in the relevant category) and a "budding critic" diploma presented by the President of BolognaFiere at an official ceremony at the school.

#### **BOLOGNA CHILDREN'S BOOK FAIR**

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**#BLTF18**

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