

**THE 55TH BOLOGNA CHILDREN'S BOOK FAIR: MARCH 26 - 29  
FERTILE GROUND FOR CHILDREN'S CONTENT**

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

**THE FUTURE OF THE MARKET AND THE MOST PRESTIGIOUS AWARDS:  
INTERNATIONAL PUBLISHING AND ENTERTAINING FOR CHILDREN  
AND YOUNG ADULTS COME 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 Award**

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

**The Fair is more digital than ever with Bologna Digital Media:  
augmented reality and audio books**

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

**The Bologna Children's Book Fair, taking place at BolognaFiere from March 26<sup>th</sup> to 29<sup>th</sup> 2018 – has been for 55 years the key event for publishers, authors, illustrators, literary agents, distributors, teachers, developers, translators and all professionals involved in the world of publishing and content production for children. Over 20,000 square metres of exhibition space, 1,390 exhibitors (110 more than in 2017, increasing by 8,6%) from over 77 countries and regions of the world; more than 26,000 professionals of the publishing industry visit the pavilions of BolognaFiere each year to find out about the latest publishing and digital trends, to take part and attend the over 250 workshops and conferences and discover the best of international illustration: the Bologna Children's Book Fair is all of this and much more.**

In its over 50 years of history, the Fair has attracted an ever-increasing number of operators, extending the scope of its activities to include the world of digital publishing, apps, animation and licensing, becoming a unique event, world-leading in the area of kids and young adults' publishing and entertainment. The event goes well beyond the mere trade of copyrights, increasingly becoming a creative laboratory and an innovation incubator. The international dimension **BolognaFiere** has recently reached and the experience and expertise developed with the Children's Book Fair has led to the creation of a new professional event, the **New York Rights Fair**, with the first edition being held in the Big Apple from the May 30<sup>th</sup> to June 1<sup>st</sup>, 2018. A of this year, BolognaFiere has also become the co-organiser of the **China Shanghai International Children's Book Fair (CCBF)** at the Shanghai World Expo Exhibition & Convention Centre, which will take place November 9<sup>th</sup> - 11<sup>th</sup> 2018.

## COUNTRY GUEST OF GUEST OF HONOUR

The 2018 Guest of Honour Country is China, whose presence is highly significant in terms of both exhibition space and content, including a large exhibition of the best of contemporary Chinese illustration (with 150 original plates by 30 illustrators), over 100 exhibitors and around 3000 titles including, fiction and non-fiction, illustrated books, comics, books to read aloud to children, Chinese language handbooks and science books. The collective stand is divided into three areas: one for books, one for exhibitions and one for 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 are visiting the Fair, along with Chinese illustrators and publishers, to share ideas and opinions with the international publishing community. Furthermore, an exciting events' programme is scheduled, with more events and exhibitions staged in town for the general public.

## THE EXHIBITIONS

At the heart of the service centre at the Fair lies the **Illustrators Exhibition**, which has been for over 50 years the point of reference for the world of international illustration, a hothouse of new talents and a showcase of the latest trends in illustration at global level. The Exhibition presents a selection of artists from countless cultural backgrounds and aims to serve as a guide for all the professionals of the industry who make a point of attending the Fair each year. After the success of the last edition, the works of the 80 artists selected by a prestigious international jury are on display in the format introduced in 2017: to recreate the experience of the jury, who view an endless array of artworks on countless tables, the illustrations are displayed horizontally with a completely new design by Chialab and BolognaFiere.

In addition to the Illustrators Exhibition, the personal exhibitions 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, are also staged at the Service Centre.

Another exhibition taking place this year is ***Coltivando un giovane umanesimo*** (Nurturing Young Humanism), the book exhibition created to celebrate Pope Francis' visit to Bologna. This large exhibition interprets the contemporary issues frequently brought up by the Holy Father, making them accessible for children.

Last, the Bologna Children's Book Fair tributes the great illustrator Gianni de Conno with **• D • Nocturnes, Piracy and Moon Landings. An exhibition of the illustrations by Gianni De Conno**. 80 illustrations, featuring some of the most important expressions of De Conno's visual language have been collected for the exhibition, including works for picture books, posters and book covers. Ivan Canu, Constanza De Conno, Patrizia Zerbi and Fabio Toninelli created the exhibition.

## EVENTS&INITIATIVES

The programme of in-depth meetings including more than 200 events is more exciting than ever with the countless initiatives organised by the Bologna Children's Book Fair. The latest developments and current publishing trends are at the centre of seven events featuring major players of the Italian and international publishing industry who will be providing an overview of the current state of affairs in children's publishing:

An important convention organised by BolognaFiere in collaboration with *The New York Times* on the 65<sup>th</sup> anniversary of the **Best Illustrated Children's Books Award**; the international conference on **Children's Books On Art, Architecture & Design**; the tribute event for **Carla Poesio**; the convention of **European Independent Bookshops**; a round table on **Audiobooks**; the well-established **Dust or Magic Digital MasterClass**, organised in collaboration with the American *Children's Technology Review*; last, the round table **Identity and Diversity of Latin American Illustration**.

## BOLOGNA DIGITAL MEDIA

BDM is a dynamic centre offering publishers, software developers, television producers and professionals of the film industry, animations studios, artists and authors the possibility to be involved in events featuring start-ups and global brands. This year the pavilion also hosts the Illustrators' Survival Corner, making the entire area a crossroads of art, narration and technology. At the 2018 edition, augmented reality and digital audiobooks represent two closely related themes common to both print and digital industries. For three days, from March 26<sup>th</sup> to 29<sup>th</sup>, BDM hosts the events of the **Digital Café**, while the **Digital Conference Room** is the venue for special, longer events for software developers, publishers or teachers. The Bologna Digital Media centre gathers young start-ups like **Ellybee** from Catania along with digital giants like **Google, Apple and Netflix represented** at the Business Lounge, or **Wacom** and **Moleskine**, at the new Discovery Hub stand, putting together big and small players who are all in Bologna to discuss innovation in a fascinating dialogue between books and screen, tradition and future. Attending the event are exhibitors from the United Kingdom, Italy, South Korea, Denmark, United States, Ireland, Canada and Germany. There are also professional training events on cinema, video games, and encounters with artists who work with the 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, with the presence of over 3000 illustrators involved in numerous activities. This year, by popular demand, the Illustrators Survival Corner is back: a large space where artists - younger illustrators especially - can meet with experts of the industry to exchange ideas and experiences and to find solutions to specific illustration problems thanks to an exciting programme of workshops and events offering practical advice and information on the many aspects of the profession such as reviewing a portfolio, learning to self-promote oneself, drawing up a contract or using social media for professional reasons.

## 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 is once again showcasing the top international prizes in children's publishing: the **BOP - Bologna Prize for the Best Children's Publisher of the Year**, acknowledging international publishers; the **BolognaRagazzi Award**, the accolade selecting the best illustrated books of the past two years; the **BolognaRagazzi Digital Award**, celebrating the best creations in digital publishing; the **Bologna Children's Book Fair - Fundación SM International Illustration Award**, supporting 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**, named as of this year after Gianni De Conno.

## THE CAFÉS

Different areas have been reserved for meetings, seminars and workshops for the representatives of the world of children's publishing who meet each year at the Bologna Children's Book Fair.

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

**The Digital Café:** events and discussions on multimedia publishing.

**The Illustrators Café:** debates and round tables about illustration at a global level .

**The Translators Café:** seminars, workshops, and opportunities for professionals .

## BOLOGNA LICENSING TRADE FAIR

Completing the programme of the Bologna Children's Book Fair, taking place once again at pavilion 31, is the Bologna Licensing Trade Fair, the **only Italian licensing market Fair, focusing on** the development of high-recognition branded products. At its eleventh edition, **the event**, organised by BolognaFiere, is directed to **the children's target group but it also includes brands and intellectual property of other industries including fashion and sport**. Scheduled from March 26<sup>th</sup> to 28<sup>th</sup> , BLTF will involve leading Italian companies as well as many international brands. Over 800 brands will be represented at numerous meetings and presentations, in addition to the 500 one-to-one meetings. The **Bologna Licensing Award** was conceived exclusively for exhibitors to acknowledge 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 shares the excitement with the city of Bologna and the general public.

**The Extraordinary Library 2. Cinema and shows. It's showtime** is an exhibition presenting 100 illustrated children's books selected by the Children's Book Fair for Pitti Immagine Bimbo 2018. Open March 24<sup>th</sup> - April 28<sup>th</sup> at the **Cineteca di Bologna**, the exhibition invites readers and enthusiasts to open their eyes and discover the selection of illustrated books from all over the world, collectively depicting the history of show business through cinema, theatre, music, opera and dance. Featuring icons such as Audrey Hepburn, Charlot, Hitchcock, Tati, films like the Magic Lantern and movie directors like Godard, music

stars like Ella Fitzgerald along with with the universe of the Opera, zoetropes and treasure hunts: the exhibition is a unique opportunity to read true and fantastic stories about real people and made-up characters, unique insights on show business, cinema, dance and music, through the illustrated pages of 100 extraordinary books from all over the world.

The exhibition, curated by Marcella Terrusi and Silvana Sola (of the Cooperativa Giannino Stoppani) for the Bologna Children's Book Fair, offers the opportunity to enjoy new perspectives and discover the extraordinary richness of international publishing for children and young people. Other educational activities are open to the public on Saturday afternoon and events are also available for schools during the morning, via reservation.

The cities' schools are also at the centre of another initiative. 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, authors visit the schools and meet their readers**, and the classes will then be invited to write a report about their meeting: a commission of teachers and journalists will evaluate their texts and select a winner. The class who will write the best report will receive the complete collection of the 5 books shortlisted for the Strega Prize 2018 (in the relevant category) as a gift from BolognaFiere 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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