

THE FAIR FOR ILLUSTRATORS: THE ILLUSTRATORS SURVIVAL CORNER, AWARDS, PITTI BIMBO AND MUCH MORE

Professional networking, information, experience and opportunities for the thousands of illustrators who attend the Bologna Children's Book Fair each year

THE ILLUSTRATORS SURVIVAL CORNER

Established at the 2017 edition of the BCBF as an exclusive space for illustrators, the Illustrators Survival Corner is a venue for attendees to exchange ideas and share experiences about the profession. The idea was conceived to meet the demand of the many illustrators who arrive at the Fair each year in search of professional opportunities. The Illustrators Survival Corner hosts world-known illustrators and publishers, as well as authors and other professionals of the industry who share their expertise through masterclasses, workshops and portfolio reviews, offering illustrators the opportunity to meet with professionals, and to gather reliable information and practical tips of the trade: from self-promotion to handling interviews with publishers, from contracts to the use of social media. The programme for the Illustrators Survival Corner was curated by Mimaster Illustrazione, a prestigious education centre in illustration operating at international level, in collaboration with BCBF, and the result is an extremely rich calendar of free events (on reservation). Fabriano has once again confirmed its support to the initiative.

Among the guests for the 2018 edition of the Corner are the members of the **jury for the Illustrators Exhibition 2018: Lorenzo Mattotti, Katsumi Komagata, Laura Carlin, Chris Riddell, Alessandro Martorelli Martoz, Tiziana Romanin, Ana Juan, Roger Olmos Emile Jadoul, Arianna Squilloni, Federica Iacobelli, Giulia Baratella, Irene Guerrieri, Nadia Budde, Paul Zelinsky, Maria Sole Macchia, Sergio Ruzzier, Ben Newman** and many others.

Last year the first edition of The Illustrators Survival Corner hosted 77 events, attended by over 3000 people experiencing portfolio reviews with authors, publishers and art directors, workshops with internationally-acclaimed illustrators and master classes.

THE COLLABORATION WITH PITTI IMMAGINE BIMBO

The Bologna Children's Book Fair and Pitti Immagine Bimbo – the international children's fashion trade show – joined forces two years ago to bring the creativity of the Book Fair to the childrenswear industry. Established in 2016, the project **Off the Page... into the World of Fashion** continues its research to select a team of illustrators capable of bringing innovation to the fabrics and the collections of kids' fashion. Every year a jury of experts chooses among the artists of the Illustrators' Exhibition those considered the most suited to express their creativity in the fashion industry. The selected artists are then introduced to the Pitti Bimbo fashion companies. Once again the event offers visibility and future career opportunities to the young talents who are awarded year after year in Bologna.

THE BOLOGNA CHILDREN'S BOOK FAIR – FUNDACIÓN SM INTERNATIONAL AWARD FOR ILLUSTRATION, ARS IN FABULA – GRANT AWARD AND THE BCBF VISUAL IDENTITY

Further visibility opportunities were specifically created for the younger selected artists of the Illustrators Exhibition: participants aged under 35 are automatically shortlisted for the Bologna Children's Book Fair – Fundación SM International Illustration Award and the Ars in Fabula – Grant Award. As in the past two editions, a previously unpublished illustrator will be asked to create the image for next year's visual identity of the Bologna Children's Book Fair.

THE CAFÉS AND THE ILLUSTRATORS' WALL

Meetings with the juries of the BCBF awards and of the Illustrators' Exhibition, debates about illustration around the world, encounters with the leading figures of the children's publishing industry: all of this has always been part of the **Illustrators Café**. The artists at the Fair have also developed growing appreciation for the **Illustrators Wall**: meters and meters of a huge free wall space which day after day fills itself with drawings, business cards, artistic proposals and contacts. The wall has become a fully-fledged illustrated showcase, which often brings to unexpected meetings and professional opportunities.

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