

**BOLOGNA
CHILDREN'S
BOOK
FAIR**



55th edition
Fertile ground
for children's
content

26-29 March
2018
Bologna
Italy

**THE NEW LOOK FOR 2018 CREATED BY DEBUTANT ILLUSTRATOR
CHLOÉ ALMÉRAS**

**An exhibition at the Service Centre
The story of the visual identity Workshop of the Bologna Children's Book Fair
and other events at the fair**

As of the 2017 edition, the Bologna Children's Book Fair decided to draw upon its huge pool of illustrators and select a debutant artist to create the visual identity of the Fair. The "**BCBF visual identity workshop**" is a project involving an intense collaboration between the selected artist and the **Chialab design** studio, which has curated the visual identity of the Bologna Children's Book Fair since 2009.

Chloé Alméras, a young French artist, was chosen among the young artists selected for the Illustrators Exhibition 2017 to develop the "**Fertile Ground for Children's Content**" campaign.

The complexity of the exhibition "machine" at the Bologna Children's Book Fair, with its numerous sections, pathways, stories, along with the necessity to cover many formats and media and avoid repetition as far as possible, brought to life the idea of a fertile world where shared stories grow and multiply.

With Chloé Alméras, the "BCBF visual identity workshop 2018" designed an animated and changing world, a world of tireless wayfarers who move around the pages without cages and borders, drag and exchange huge coloured hats in which countless plants grow, transport houses, boats, birds, constellations, birds and stones. They are prolific gardeners, constantly busy sharing, transmitting and sprouting the ideas of the wonderful community of professionals that meet every year at the Bologna Fair.

Two events offer the opportunity to reveal insights of this exciting project:

BCBF Visual Identity workshop – Tuesday, March 27th, 5.30 pm, at the Caffè degli Illustratori

A round table with the Chialab group, the design studio who supervised the creation of the Bologna Children's Book Fair visual identity. Coordinated by Marcella Terrusi (ISIA Urbino e Università di Bologna), Beppe Chia, Alex Weste, Jessica Cantoni of Chialab will take the floor.

Nurturing creativity: BCBF 2018 Visual Identity – Thursday, March 29th, 10 am at the Illustrators Survival Corner

A public conversation with Chloé Alméras and Beppe Chia, graphic designer at Chialab.

CHLOÉ ALMÉRAS. A HATFUL OF DREAMS

The urge to share the insights of this initiative with the fair's attendees has led to the exhibition **Chloé Alméras. A hatful of dreams** focusing on the young illustrator's work and on the "making of" of the visual identity of BCBF 2018. The exhibition is staged at the Service Centre.

Chloé Alméras was born in 1995 in Fontenay-aux-Roses, France. In 2016 she achieved an Artistic Diploma (DMA) in Illustration at the Ecole Estienne – Ecole Supérieure des Arts Appliqués Estienne in Paris and, the following year, completed her training with a FCIL (Formation Complémentaire d'Initiative Locale) in Illustration at the Lycée Corvisart in Paris. Passionate about literature, Chloé prefers short compositions such as haïku and likes to invent stories that take shape in her notebook by mixing words and drawings.