

56th BOLOGNA CHILDREN'S BOOK FAIR 1-4 April 2019

**THE MAIN THEMES: WORDS AND COLORS OF AFROAMERICAN CULTURE,
AUDIOBOOKS, DIGITAL, INDEPENDENT BOOKSTORES, CHINA, THE RETURN OF
HANDWRITING, WOMEN AND "GREAT WOMEN" IN CHILDREN'S BOOKS**

**Introducing "TheKidsWantMobile":
for the first time at the Fair
the most important European conference for app developers**

An exciting program of over 250 conferences and workshops at the Bologna Children's Book Fair. The greatest exponents of international publishing meet and share ideas and experiences, like every year at BolognaFiere, generating an amazing calendar of contents and talks focused on future trends in children's publishing. In the foreground are the main themes which are investigated in the flagship events organized by the Fair.

CHINA: A HUGE MARKET FOR CHILDREN'S BOOKS

As the special issue of the China Publishers magazine (resulting from a collaboration between China Publishers and BCBF) is launched on Monday, April 1st at 1.00 pm, the event **WELCOME TO THE CHINESE MARKET - A Great Home for Children's Content** focuses on an in-depth market survey on the children's publishing scene in China, one of the most thriving markets worldwide. The panel includes the participation of **Marco Momoli**, Sales Manager of BolognaFiere (Italy), **Ren Dianshun**, Director of China Publishers, China South Publishing & Media Group (China), **Bai Bing**, Editorial Director of Jieli Publishing House (China), **Deirdre McDermott**, Publisher and Art Director of Walker Books (United Kingdom), **Wu Ying**, Deputy Editorial Director, Zhejiang Juvenile and Children's Publishing House (China), **Donna Chai**, General Manager, Ronbo BolognaFiere Shanghai Ltd (China). The event also offers a special preview of the 7th edition of the China Shanghai International Children's Book Fair - co-organized by BolognaFiere - scheduled from November 15-17, 2019 at the Shanghai World Expo Exhibition and Convention Centre.

HANDWRITING IN THE DIGITAL ERA

HANDWRITING IN CHILDREN'S BOOKS is a conference and a debate co-organized with SMED - Scrivere a Mano nell'Era Digitale, focused on handwriting in children's books, scheduled for Monday, April 1st (in SalaNotturmo at 2.30pm). Ideas, experiences and contributions to build a new, more conscious approach to handwriting and investigate its ever more important role played in picture books. Participants include world-famous calligraphers such as **Monica Dengo**, **Ewan Clayton**, **Gunnlaugur SE Briem** as well as the type designer and researcher **Riccardo Olocco**, the Russian illustrator **Anastasia Arkhipova** (Vice President of IBBY INTERNATIONAL), the art director and coordinator of illustration exhibitions **Monica Monachesi**, the expert in children and adolescents with learning and motor coordination difficulties, author **Laura Bravar**, **Harriët van Reek**, Dutch illustrator and juror of The Illustrators Exhibition 2019 and **Giovanni Megighian**, certified physician and coach, expert in the expansion of cognitive and non-cognitive processes. **Massimo Gonzato**, editor, publicist, copywriter and president of SMED coordinates the public conversation.

AFROAMERICAN CULTURE

To promote the importance of diversity in children's books, BCBF focuses on Afro-American illustration and literature with **BLACK BOOKS MATTER. AFRICAN AMERICAN WORDS AND COLORS**, a conference featuring a series of prestigious guest authors, illustrators and experts. On Monday, April 1st (Concert Hall at 3 pm) a very prestigious panel of speakers welcomes professional visitors to BolognaFiere: **Rudine Sims**

Bishop, author and lecturer at Ohio State University (USA); **Christopher "Chris" Myers**, author and illustrator winner of the Coretta Scott King Award 2016 (USA); **Claudette McLinn**, director of the Coretta Scott King Award (USA); **Joshunda Sanders**, author and journalist (USA) and **Nikki Grimes**, American author and poet (USA). **Leonard S. Marcus**, critic and historian of children's literature (USA) coordinates the talk. The event pairs with the exhibition **Our Voice: Celebrating the Coretta Scott King Illustrator Award**, curated by the National Centre for Children'd Illustrated Literature (Abilene Texas) to celebrate the award's 50th anniversary. It is the largest and most complete exhibition of awarded illustrators since 1974. The awarded works can be seen at the exhibition; the full exhibit can be visited digitally thanks to the audio and video files produced by TeachingBooks.net for the Eric Carle Museum.

TODDLERS, PUBLISHING FOR CHILDREN 0-3 YEARS

TODDLERS. THE VERY FIRST BOOKS FOR ABSOLUTE BEGINNERS is the title of the Tuesday 2nd April appointment (Sala Concerto, 10.30 am). A *toddler* is a young child who is learning to walk and still "staggers". At that age, however, a child has already discovered a great deal: though still staggering, he or she embarks on a journey through new paths of knowledge, with all senses engaged. The books designed for these children, based on educational imprinting to encourage reading, are now at the centre of an international conference. The conversation is coordinated by **Silvana Sola**, teacher of History of Illustration and expert in children's books; **Giorgio Tamburlini**, president of Nati per Leggere (Italy); **Joanna Bartosik**, author and illustrator (Poland); **Xavier Deneux**, author and illustrator (France); **Agnese Baruzzi**, author and illustrator (Italy); **Evelio Cabrejo Parra**, psychologist and psycholinguist (Colombia/France); **Maria Vedenyapina**, director of the Russian State Children's Library in Moscow (Russia); **Brigitte Morel**, publisher of Les Grandes Personnes (France); **Paloma Valdivia**, illustrator and publisher of Ediciones Liebre (Chile). The investigation of this crucial age also develops in the exhibition **Toddler. First books**, staged at Salaborsa, the Library of Bologna, promoted by the Fair and curated by Giannino Stoppani Cooperativa Culturale: a special children-friendly exhibition of international books, inviting young readers to discover all the wonders of this editorial category.

AUDIOBOOK: FIGURES AND MARKET DATA

On Tuesday, April 2nd (Sala Notturmo at 2.30pm), **LISTEN UP! AUDIOBOOKS INTERNATIONAL CONFERENCE**, the appointment on audiobooks organized in collaboration with Bookrepublic, is back. After the success of its first edition last year, again the conference takes stock of figures and market data, comparing publishers and players in this growing industry. Publishers and producers worldwide have taken on the market challenge of audio contents: in 2017 in the United States only, 50.000 audiobooks were produced, with a 54% share of users under 45 years of age. Actually, in the children and young adult business, audiobooks are proved to contribute in improving literacy. How are children's books publishers reacting to smart speakers? What time of the day is right for listening to an audiobook? These and many more are the questions answered by, among others, **Michele Cobb**, APA (USA) and **Marco Ferrario**, Bookrepublic (Italy). The two experts present an **exclusive international market survey** organized by Bookrepublic and the APA - Audio Publishers association New York Association. In the second part, American publisher Capstone Publishers presents the case history of an interactive product for children developed with Alexa. Last, a round table with international guests **Amy Metsch**, Penguin Random House (USA), **Patricia Stocklan**, Capstone Publishers (USA), **Ingrid Bojner**, Storytel (Sweden), **Francesca Rossi**, Mondadori (Italy), **Xi Jiing** Kaishu Story (China). The public conversation is coordinated by **Carlo Annese**, Storytel (Italy), **Aura Bertoni** e **Laura Forti**, ASK Bocconi Research Center (Italy).

FEMALE FIGURES

After decades of princesses, in recent years children's publishing has revolutionized female figures, bringing strong, competent and independent stories at the centre of storytelling. Today, the issue of women and of "great women" has become absolutely essential. This is discussed at the event **TIME IS ON THEIR SIDE. WOMEN IN CHILDREN'S BOOKS**, on Tuesday, April 2nd (Concert Hall, 3 pm) **Bodour Al Qasimi**, Vice President of IPA – International Publishers Association and Publisher of Kalimat (UAE); **Marta Breen**, author (Norway); **Susan Wood**, writer (USA); **Isabel Sanchez Vegara**, author (Spain); **Ana Albero**,

illustrator (Spain) whose participation is supported by Acciòn Cultural Espanola (AC/E) through the Mobility Grant of the Program for the Internationalization of Spanish Culture; **Beatrice Masini**, author and editorial director of Bompiani (Italy); **Olga Maeots**, literary critic (Russia); **Sophie Gallo-Selva**, publisher of Les petites moustaches (France), **Vichi de Marchi**, journalist and writer (Italy) and **Gillian Engberg**, editorial consultant (USA). Coordinating the talk is Children's Books Editor of the New York Times **Maria Russo** (USA).

THE INTERNATIONAL CONFERENCE OF CHILDREN'S BOOKSTORES

The phenomenon of independent bookshops continues to grow: in addition to playing a primary role in the promotion of reading, they are increasingly becoming places of great cultural and social value. The children's book industry shows an increase in specialized bookshops, consistently with the trend showing young readers as one of the most thriving in the publishing field. Organized by Bologna Children's Book Fair in collaboration with ALIR - Associazione Librerie Indipendenti per Ragazzi, the association of independent bookstores - the conference offers the opportunity to share ideas, discover the best practices at European and International level and investigate the ever more frequent phenomenon of booksellers becoming publishers, and vice versa.

CHILDREN'S BOOKSELLERS ON STAGE. INTERNATIONAL CHILDREN'S BOOKSELLERS CONFERENCE, on Thursday, April 4th (Sala Notturmo, 9.30 am) featuring independent booksellers from all over the world: **Oblit Baseiria**, Casa Anita LLibres (Spain); **Mihaela Maier**, Tutimi Yes Titoc (Romania); **Sara Panzavolta**, Momo Bookstore (Italy); **Ana Garralón**, La Fabulosa (Spain); **Grazia Gotti**, Giannino Stoppani (Italy); **Francesca Martella**, Il Sognalibro (Switzerland); **Anne Leloup**, Librairie des éditeurs associés (France); **Yoko Umegaki**, Nijinoehonya (Japan); **Melissa Posten**, The Novel Neighbour (USA); **Sergey Karpov**, Marshak (Russia); **Judith Wilhelm**, Calibroscopio - El libro de Arena (Argentina) **Elena Giacomini**, ALIR - Association of Independent Bookshops for Boys and **Paolo Ambrosini**, ALI - Associazione Librai Italiani. **Julia Eccleshare**, director of the Hay Children's Festival coordinates the debate.

THE GREAT DIGITAL WORLD

Last but not least, the world of digital. As always, visitors may attend the much appreciated Bologna Digital Media rendezvous, seizing the vibrant networking opportunity for publishers, developers, television and film producers, animation studios, artists and authors. Moreover, this year's edition introduces **TheKidsWantMobile**, the most important European conference for app developers, hosted by the Fair for the very first time and scheduled for April 2nd. Tickets were sold out in less than 48 hours.

Gathering guests from all over the world, TheKidsWantMobile is a creative and innovative one-day long event, full of speeches, inspiring lectures, panels, truly a unique opportunity to experience and become familiar with the new digital trends and to network with the best designers, engineers and developers at international level, such as: **Timo Dries** (Fox and Sheep), **Michael Sokolar** (CEO at Little Lights Studio), **Joseph Knowles** (Head of Communication at Hatch), **Silvia Borando** (Editorial Director at minibombo), **Emmet O'Neill** (Chief Product Officer di Touch Press/Story Toys), **Stephanie Simonin** (digital development at Bayard), **Jason Krogh** (CEO at Sago Mini), **Valérie Touze** (COO at Edoki Academi), **Wolfgang Schmitz** (CEO at Ahoiii/Fiete), **Eldad Ben Tora** (CEO at KIDOZ), **Damien Bruneau** (Co-founder at TutoTOONS), **Damien Giard** (Digital Director at Bayard).

However, the application fields in which traditional meets digital are at the very heart of the entire Digital Media area discussions. The 2019 edition especially focuses on books with Augmented Reality Apps, on digital tools for publishers and artists and on the expanding market of audiobooks. The program includes debates on the digital content scene for children and young people, refresher and training courses opportunities for a number of professional categories offered by **Digital Café**, at the **Business Lounge**, a networking and cocktail area where visitors can enjoy a moment of relax while working to create new contacts and business opportunities with all the facilities of a comfortable environment.