

**57<sup>th</sup> BOLOGNA CHILDREN'S BOOK FAIR  
30 March – 2 April 2020**

***GIVING LIFE TO CHILDREN'S CONTENT***

**The world of publishers, creatives, and illustrators  
soon to convene in Bologna to take stock of children's publishing**

**The upcoming edition of the sector's premier tradeshow to have  
a new space dedicated to Comics**

**Events to mark the Gianni Rodari centennial**

**Sharjah Guest Country of Honour**

**The International Award for Illustration - Children's Book Fair – Fundación SM  
celebrates 10 years with the personal exhibition of Italian illustrator Sarah Mazzetti**

*"Reading is that sixth sense whose seed must be sown, watered and nurtured. Books are seeds: they feed the mind, developing intelligence and creativity, just like food strengthens muscles and bone".*  
(Gianni Rodari)

Children are the largest, most voracious reader group. Year after year, children's publishing proves that it is the industry's leading sector worldwide - and the key market decisions are, as always, decided at **Bologna Children's Book Fair – BCBF. 1500 exhibitors from more than 80 countries** will be meeting from **30 March to 2 April 2020** to take stock of world trends. Meeting in facilities renovated in 2019, the 57<sup>th</sup> Children's Book Fair has chosen the leitmotiv "**Giving life to children's content**" to cover a raft of new ventures that once again confirm the BCBF as the sector's most important international copyright market place and the go-to venue for state-of-the-art cultural events showing the creative developments taking shape in the print and digital world of children's publishing.

The many well-known guests attending include illustrators **Lorenzo Mattotti, Gilles Bachelet, Beatrice Alemagna, Giulia Orecchia, and Simona Mulazzani**; Comics Artists **Mariko Tamaki, Antoine Dole, and Antoine Le Feyer**; **Françoise Mouly**, Art Director, The New Yorker; **Maria Russo**, Children's Book Editor, The New York Times; authors **Timothée De Fombelle, Susie Morgenstern, Fabio Geda, Nicola Lagioia, and Nadia Terranova**; philosopher **Telmo Pievani**; and children's literature experts **Leonard S. Marcus and Jack Zipes**.

**SHARJAH, GUEST OF HONOUR COUNTRY**

Exhibitions, events and activities - both at BolognaFiere and in the city - will mark the cultural programme of Sharjah, 2020 Guest of Honour Country. Visitors will be taken on a journey illustrating the country's achievement over the last four decades. Curated by the Sharjah Book Authority (SBA), the programme will look at the strategic approach adopted by the Emirate to implement its vast cultural project, with special attention to children's literature, a fundamental means of transmitting the values of empathy and respect to the new generations. Further impetus was given to the programme when Sharjah was designated UNESCO World Book Capital in 2019. More than 20 illustrators, visual artists and storytellers will be coming from the United Arab Emirates and the Arab world to be part of the series of events: meetings, seminars, and workshops, as well as an exhibition in the trade show's Central Services Area.

## COMICS CORNER

This edition of BCBF will see the start of a new Comics and Graphic Novels sector, a completely new space hosting more than 30 exhibitors ranging from companies like Bao Publishing, Coconino Press, Éditions Gallimard, Toon Books, Il Castoro, and Canicola Edizioni through to collectives from Taiwan, France and Russia, to mention just a few

Bologna Children's Book Fair will be taking a deep dive into comics and graphic novels, one of the fastest growing publishing sectors, which last year enjoyed revenue growth of some 14.5% in the USA and 42.39% in Italy. Since 2015, sales have increased some 300%.

Very many children's publishers are now including comics and graphic novels in their catalogues while publishers of comics for adults are now also turning to production for children.

The opening of this new sector is accompanied by a new permanent category of the BolognaRagazzi Awards, along with a series of sector-specific meetings looking at a range of issues, such as rights, the question of translation, also of manga comics, and adaptation for the screen, as in the case of *Hilda*, the comic book by Luke Pearson now a Netflix animated series.

## RODARI

To mark the centennial of the birth of the world-famous Italian writer, BCBF has organized the exhibition **Illustrators for Gianni Rodari: Italian Excellence** showing original creations by 21 artists who down the years have given their personal interpretation of Rodari's work. They will be together to talk of their work at the Illustrators Cafe on the morning of the first day of the fair. An international conference entitled **Gianni Rodari. Once upon a time: a revolution in children's literature** will bring together literature and illustration experts to discuss Rodari's enduring modernity. Speakers will include Pino Boero, Jack Zipes, Silvana Sola and Martin Salisbury. The numerous international editions of the author's work will be the subject of a meeting at the Authors Cafe in which publishers from different countries - Russia, USA, Iran and China to mention just a few - will illustrate Rodari's popularity beyond Italy. IBBY, of which BolognaFiere is a founding member, will also organize a meeting entitled **Il coraggio di sognare in grande** (The Courage to Dream Big) in which the compilers of an anthology of the same name developed within the framework of the Bill Project, the Library of Legality, will look at rights, truth, dignity and accountability in a direct and indirect tribute to Gianni Rodari. The panel will include writer and poet Bernard Friot, the French translator of Rodari, and illustrator/author Beatrice Alemagna.

## WORLD ILLUSTRATION

As always, illustration will be at the heart of the fair: **2574 illustrators** from **66 countries** for a total of **12,870 works** were assessed by a jury of five international experts from the world of illustration and children's literature. **76 artists** from **24 countries** were selected for the **2020 Illustrators Exhibition** to be held in the Central Services area, the heart of the fair. Once again, the exhibition layout will be unconventional, the illustrations set out horizontally, a format much appreciated in the last few years. The work of three of the artists selected will be displayed also in a tactile version for the blind.

The Central Services area will also host three personal exhibitions of: Iranian illustrator **Hassan Mousavi** (winner of the 2019 BIB - Biennial of Illustrations Bratislava Grand Prix, and author of the cover of this year's Illustrators Exhibition Annual); Lithuanian illustrator **Rasa Jančiauskaitė**, the creator, together with Chialab, of this year's BCBF visual identity; and **Sarah Mazzetti**, the Italian artist who last year won the 10<sup>th</sup> International Award for Illustration - BCBF - Fundación SM, which this year celebrates 10 years of activity with large format reproductions of the works of the 10 winners selected down the years.

Other exhibitions feature the finalists of the **Silent Book Contest** and the artists of **Shanghai Impressions** at the Illustrators Survival Corner, which this year exhibits work by three Norwegian artists.

## FOCUS AFRICA: PIONEERS OF INNOVATION IN AFRICAN PUBLISHING

Africa has half of the world's 20 most rapidly growing economies and boasts the fastest Internet connection growth rates in the world. At a time when international publishing is reaching out to new readers in emerging markets, the African publishing industry is laying the solid basis for a creative home-grown sector. Within this framework, IPA - the International publishers Association - and Bologna Children's

Book Fair have established an **Africa Publishing Collective Stand** for the 57<sup>th</sup> edition of BCBF, featuring the most innovative African publishers, designated by the Africa Publishing Innovation Fund and beneficiaries of the Library Restoration Initiative. They include key African publishers from Ghana, Nigeria, South Africa and Kenya, who will also participate in a panel discussion on initiatives adopted to meet the challenges facing the publishing industry in their respective countries, issues ranging from the barriers to accessibility and the multiplicity of indigenous languages through to illiteracy.

### **PUBLISHER**

In the wake of the ample space given to the role of women in children's literature, BCBF has become an active member of **PublisHer**, a community of women from the publishing world concerned with the challenges and gender inequalities that still beset the sector. PublisHer and BCBF will organize a special focus meeting on the gender differences still apparent in books for children. The meeting, **Challenging the Norms in Children's Books**, will field a panel of women playing key roles in international publishing who will consider how awareness of gender inequality starts with the representation of girls and women in literature..

### **AUDIO LOUNGE**

For the third year running, BCBF will give space to audio content. 2019 showed further strong worldwide growth of audiobooks and podcasts in both consolidated and emerging markets. The latest survey by APA – the Audio Publishers Association – reports growth figures for the American market of over 20% on the previous year. This year, BCBF will make available the **Audio Lounge**, a new collective space in Hall 30 hosting audio content publishers, production and recording studios, and audio streaming platforms from around the world. A meeting calendar has been organized. From Monday, 30 March to Wednesday, 1 April, three hours a day will be given over to an **Audio Speed Date**: one-to-one meetings in which tradeshow professionals can present their projects, ask questions, and have direct contact with companies offering their audio sector skills. Visitors can also listen through headsets to examples of audio products. And, of course, the international audio world summit **Listen up!**, now in its third edition, will also be back.

### **KEY CONFERENCES**

As the acknowledged platform of children's publishing, BCBF's broad programme of events includes a series of international meetings offering its specialist public an opportunity to deep dive into crucial issues, with contributions from renowned writers, artists and world experts.

In addition to the international meeting on Rodari and the focus on audiobooks, the 2020 program also includes a panel on this year's special BolognaRagazzi Award category: **Cinema: lights, camera, action... let's read!** The conference **Beauty and the world: gli albi illustrati - tra fiction e non-fiction** (Beauty and the World: The New Non-Fiction Picturebook) will look at how to promote social, scientific and aesthetic awareness through quality learning books for children. The third **Conferenza internazionale delle librerie per ragazzi** (International Conference of Booksellers for Children), organized by ALIR, the Italian Association of Children's Booksellers, and last but not least, one focus meeting on **the children's book market Russia** presenting the most recent market data for countries where BCBF is active: as partner in the professional programme of the Moscow International Book Fair.

### **INTERNATIONAL AWARDS**

Bologna Children's Book Fair boasts some of the most prestigious international awards in the children's publishing sector: **BOP – Bologna Prize for the Best Children's Publisher of the Year**, now in its eighth edition, a prize acknowledging the best international publishers developed in partnership with the AIE – Italian Publishers Association and IPA – International Publishers Association; the **BolognaRagazzi Awards** (BRAW), also including digital creations and **Licensing products**, not only a publishing prize but also a major springboard to worldwide copyright sales; the **Premio Strega Ragazze e Ragazzi**, started in 2016 and involving a jury of young readers (the winners are announced during the fair and there will be three meetings at the Authors Café); the **International Award for Illustration - Bologna Children's Book Fair – Fundación SM**, promoting new illustration talents; the scholarship **ARS IN FABULA – Grant Award**; the



translation competition **In Altre Parole** (In Other Words); the **Silent Book Contest – Gianni De Conno Award**; and finally, the second edition of the **Carla Poesio Award** for the best Italian final dissertation of the university degree course in Children's Literature.

But Bologna Children's Book Fair is also the stage on which major prizes and acknowledgements are announced like, for example, the biennial **H.C. Andersen Award**, the most prestigious award for authors and illustrators of books for children, and the **Astrid Lindgren Memorial Award**, the winner being announced in Stockholm in a broadcast link with the Bologna Fair.

### **THE ILLUSTRATORS SURVIVAL CORNER**

With some 6000 participants a year and more than 100 meetings, the Illustrators Survival Corner is a key event for young illustrators eager to broaden their creative prospects and meet with international publishers and sector professionals. Located in Hall 30, the Survival Corner programme includes masterclasses, workshops and portfolio reviews. Curated by **Mimaster** illustration in partnership with BCBF, it features a raft of events and meetings covering the different aspects of the profession.

### **BOLOGNA LICENSING TRADE FAIR**

Completing the spectrum covered by Bologna Children's Book Fair is the concomitant Bologna Licensing Trade Fair – in Hall 31 – Italy's only licensing and copyright trade show promoting the development of products based on well-known proprietary brands. Organized by BolognaFiere and this year in its **13<sup>th</sup> edition**, the BLTF is not confined to the children's market but also extends to brands and proprietary rights for other sectors like fashion and sport.

Following on from last year's success, which clocked up more than **4500 visitors**, the Bologna Licensing Trade Fair will be at BolognaFiere on 30 and 31 March 2020. This trade-only show is the ideal place for sector operators to meet and discover the latest market trends. BLTF's service offering helps broaden networking and business opportunities and encourages the entry on to the licensing market of new players, creating links with the publishing, digital and entertainment sectors. Special focus will be given to the fashion world with the new **Fashion Licensing Zone**, showcasing fashion collections and recent licensing deals. As in the past two years, the **Licensing Retail Lounge** will facilitate business meetings between retailers and brands. Last but not least, the winners of the Bologna Licensing Award will be announced.

### **THURSDAY FOR SCHOOLS: A BAG FULL OF STORIES**

This year, Bologna Children's Book Fair has decided to dedicate a special slot to **teachers**, a category of professionals who follow closely what happens at the Fair and in the world of children's publishing. Thursday, 2 April - the last day of the 57<sup>th</sup> edition - will feature meetings dedicated to teachers: theme readings curated by authoritative Italian reviews like Liber, Andersen and Il Pepe Verde; meetings with Italian publishers; debates, exchanges and conferences on how to promote reading in class and bring great literature to children and young adults. A central theme of the discussion will be the current state of the Italian school system. Renowned Italian writers will be invited to discuss why literature is a teaching tool par excellence. The programme of lectures and conferences will be kicked off before the opening of the fair on 28 March by Daniela Marcheschi who will give a talk on the contemporary relevance of Gianni Rodari at the Stabat Mater Hall of Bologna's Archiginnasio.

### **SDG BOOK CLUB: THE FIRST TITLES**

In 2019, Bologna Children's Book Fair, together with the International Publishers Association (IPA), the International Federation of Librarian Associations (IFLA), the European and International Booksellers Federation (EIBF) and the International Board on Books for Young People (IBBY), joined the multilingual **Sustainable Development Goals Book Club**. Following the 17 sustainable development goals set by the UN's Sustainable Development 2030 Agenda, the SDG Book Club has planned the publication, in the six mother tongues of the project, of a list of titles for children and young adults looking into one of the goals (for a complete list of the Sustainable Development Goals, go to <https://www.un.org/sustainabledevelopment/sustainable-development-goals/>).

The titles - the first research phase - will be described in a meeting at the Authors Café and given a special display. The aim: to prompt interest and involvement in this important UN endeavour among the thousands of sector professionals attending the Fair.

### **A FAMILY FAIR IN TOWN: TWO LARGE EXHIBITIONS AND THE ILLUSTRATION COMPETITION IL BAMBINO SPETTATORE (The Child Spectator)**

Bologna Children's Book Fair has a long tradition of working with public institutions to ensure that it reaches the wider city and general public, doing so with a series of exhibitions and events organized within the framework of the city's reading promotion programme **BOOM! Crescere nei Libri**, developed together with the library association (Istituzione Biblioteche), and BolognaFiere.

For this edition, BCBF will be presenting three truly special events:

#### *THE ABC OF IT*

#### *THE IMPORTANCE OF LITERATURE FOR CHILDREN*

Curated by the American children's literature historian and critic Leonard S. Marcus, this extraordinary exhibition will be held in the historical **Archiginnasio** Library and inaugurated on 31 March at 7 p.m. A great success at the Andersen Library of the University of Minnesota and the New York Public Library, the exhibition offers a fascinating overview of the history of children's literature with a collection of iconic books, original examples, manuscripts and other articles of interest. It is a powerful reminder of the role played by children's books in our lives and societies the world over. The event will be crowned by a keynote lecture from Leonard S. Marcus on Tuesday 31 March.

#### *BEAUTY AND THE WORLD: THE NEW NON-FICTION PICTUREBOOK AN INTERNATIONAL PUBLISHING PHENOMENON*

With the turn of the new century, publishers worldwide have shown a marked interest in learning non-fiction picturebooks – on the sciences, geography, biology, anthropology, linguistics, technology, philosophy etc. The result has been an ever-increasing number of publications that vie with each other in terms of format, illustration and graphic art excellence, and experimental aesthetic. Indeed, the boom in non-fiction picturebooks is one of the major areas of investment of children's book publishers today. The exhibition at the **Salaborsa Library** includes more than **500 non-fiction picturebooks from all over the world**, displayed with a view to interesting young visitors, with explanations and laboratories curated by the Hamelin Cultural Association.

The exhibition goes hand in hand with the publication of a **large collection of essays**, the first of its kind in the world, written by well-known non-fiction picturebook experts. Entitled *Beauty and the World*, the publication is the result of research conducted by the **University of Bologna** headed researcher and children's literature expert Giorgia Grilli. The publication received the support of BCBF.

#### *IL BAMBINO SPETTATORE (THE CHILD SPECTATOR)*

This illustration competition is part of "Mapping – A map on the aesthetics of performing arts for early years", a 4-year artistic research programme supported by the European Union and dedicated to the performative arts for the very young, i.e. children from 0 to 6 years. The project includes 18 partners from 17 countries, among them Bologna's La Baracca – Testoni Ragazzi theatre for children and the Children's Book Fair.

The illustrators selected for the **Il Bambino Spettatore will be part of an exhibition opening on 28 February at the Testoni Ragazzi theatre** that will remain open throughout the 57th Children's Book Fair. The illustrations will automatically be candidates for the large final itinerant exhibition of the "Mapping" project, which will also include work by four internationally renowned artists: Katsumi Komagata, Fabian Negrin, Klaas Verplancke, and Manuel Marsol, who were invited to work with the various research project groups. The exhibition will be presented during the Bologna Children's Book Fair of 2022, after which it will begin a tour to all the partner cities during the 2022 Season Festival international programme.

The 2020 Bambino Spettatore will show the works chosen for this second edition by a jury of experts and Bologna Children's Book Fair. The jury was made of: Roberto Fabretti, actor, film director, author and theatre director; Giorgia Grilli, lecturer in children's literature at the University of Bologna, co-founder of



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the Children's Literature Research Centre (CRLI) of the Department of Education; Ayami Moriizumi, collaborator for the last 30 years with Tokyo's Itabashi Art Museum di Tokyo, coordinating the Illustrators Exhibition in Japan and co-curator of international exhibitions on artists like Bruno Munari and Leo Lionni; Paola Vassalli, independent curator, scholar, since the 1980s promoter of children's literature, illustration and art education, member of the Ibbly Italia Board.

#### **INTERNATIONAL NETWORK**

Bologna Children's Book Fair is not just Bologna. Thanks to the trade show's international experience, 3 years ago BolognaFiere set up a global network organizing the **New York Rights Fair - NYRF** (27 - 29 May 2020), as part of BookExpo, the **China Shanghai International Children's Book Fair - CCBF** (13-15 November 2020), and the Children's professional area of the **Moscow International Book Fair** (2-6 September 2020).

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

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#### **HASHTAGS TEMATICI**

#IllustratorsExhibition

#BRAW2020

#BRAWCinema

#BRAWDigital

#PremioStregaRagazzeERagazzi

#PremioCarlaPoesio

#BolognaDigital

#SurvivalCorner

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Capitale sociale € 106.780.000,00 i.v.

C.F. - P.IVA e Reg. Imp. BO 00312600372 - REA BO367296

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