

# BOLOGNA CHILDREN'S BOOK FAIR



IMMERSE  
YOURSELF  
IN CHILDREN'S  
CONTENT

8-11 APRIL  
2024  
BOLOGNA  
ITALY



## THE BCBF VISUAL IDENTITY 2024: IMMERSE YOURSELF IN CHILDREN'S CONTENT

The exhibition *BCBF Visual Identity workshop 2024*

The *BCBF Visual Identity Workshop* project, created in 2017 when Bologna Children's Book Fair first selected a young artist from the numerous talents involved in the *Illustrators Exhibition* and tasked them with constructing the visual universe of the next edition, returns once again under the creative direction of the Chialab design studio, which has been curating the event's image for some years now.

The lively and colourful 2023 edition celebrated BCBF's 60<sup>th</sup> anniversary with a visual identity composed of contributions from twenty illustrators, each offering their own visions of the fair. To astound visitors at the 2024 edition, however, Chialab opted for the calm and peaceful strokes of **young Portuguese illustrator Inês Oliveira**. After the red, orange, yellow and magenta of the previous edition, this year sees blue, azure, teal, turquoise and emerald green strike a contrast with the memory of 2023 that makes the present stand out even more.

Offering a behind the scenes glimpse of the BCBF Visual Identity Workshop 2024 is the exhibition *BCBF Visual Identity workshop 2024*, which takes the visitor on a journey of discovery through the different phases of the design process. The exhibition will feature **in the Service Centre at BCBF 2024**.

"Immerse yourself in children's content" is also the slogan for BCBF 2024. Inês Oliveira's images, in fact, serve as an invitation to visitors to take the plunge and allow themselves to be transported by the currents of the vast ocean of literature and content for children and young people, an ocean that is renewed and replenished at each new edition of BCBF. This year this imaginative and colourful world is filled with fantastic creatures that will welcome visitors to the halls of the BolognaFiere Exhibition Centre. Suspended within an infinite horizon, visiting professionals at the fair will encounter a fish-comb, a sweater-wearing mermaid, a sperm whale-volcano, a hot air balloon-shell, a lighthouse-squid and a mushroom-jellyfish - Amanita Chrysaora, Architeuthis Mangiabarche, Santiago Montgolfier, Plastic Harengus, Sirena Diplopia, Spermacteti Pyrotechnics.

\***Inês Viegas Oliveira** was born in Tavira, Portugal. Originally graduating in Physics, she went on to obtain a postgraduate diploma in Illustration at UAL. After taking part in the European project "Every Story Matters", which promotes inclusion through books and stories, in 2022 Planeta Tangerina published her first book from this project, *O Duelo*, which won the 2023 National Illustration Award in Portugal. Inês moves between science and art, writing and reading, images and words, endeavouring to transcend the traditional boundaries of different disciplines.



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