

BOLOGNA CHILDREN'S BOOK FAIR

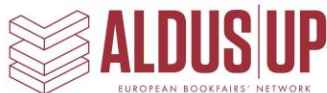


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8-11 APRIL
2024
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THE 61ST BOLOGNA CHILDREN'S BOOK FAIR ALDUS UP: THE NETWORK OF EUROPEAN BOOK FAIRS



Bologna Children's Book Fair is part of Aldus Up - the European project born from the success of Aldus, the European network of book fairs promoting innovation and the internationalisation of the book and publishing sector. Running for four years (September 2020/February 2024), Aldus Up is coordinated by the Association of Italian Publishers (AIE) and co-funded by the European Commission through the Creative Europe 2014-2020 programme.

Bologna Children's Book Fair together with BolognaBookPlus, the exhibition extension specifically for generalist publishing and organised in collaboration with the Association of Italian Publishers (AIE), is **holding a programme of initiatives aimed at promoting the objectives of Aldus Up with events centred on translation and changes in reading habits**, with a particular focus on the impact of digitalisation and artificial intelligence, **innovation for books and the promotion of reading**.

Accessibility is the focus of **"Do Androids Dream of Great Alternative Descriptions for Images?"** (8 April, BBPlus Theatre, 10.30-11.15 am). Reliable alternative descriptions for images are crucial, yet their creation is a particularly challenging task for publishers due to the need for specialist knowledge and the time required to ensure their accuracy. **Elisa Molinari** (Project manager Fondazione LIA, Italy), **Gautier Chomel** (Project Manager EDRLab, France), **Gregorio Pellegrino** (Chief Accessibility Officer Fondazione LIA, Italy) and **Paolo Casarini** (CTO / IT Director Il Mulino, Italy) explore the world in which artificial intelligence meets alternative descriptions for images, with the help of industry professionals.

"The Italian General Book Market 2023, with a focus on the Children's Book Market: destination Frankfurt" (8 April, BBPlus Theatre, 11.30-12.20), with **Bruno Giancarli** (Research Department, Association of Italian Publishers - AIE, Italy) presents the latest data on the Italian publishing market to foreign operators, from sales to published titles, also taking in the translation rights sold. This is followed by an in-depth look at the children's book market, its growth despite the demographic crisis, the differences between age groups, and the role of internationalisation. Organised with the support of the Italian Ministry of Foreign Affairs and International Cooperation (MAECI), and ITA – the Italian Trade Agency.

The meeting **"Stories across media. New forms of reading and storytelling for children from the BolognaRagazzi CrossMedia Awards 2024"** (8 April, Authors Café, 12.30-1.20 p.m.) involves a discussion about one of the initiatives that BCBF is promoting in order to support and spread the objectives of Aldus Up – the BolognaRagazzi CrossMedia Awards.



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This accolade was created to identify the best and most innovative content in traditional publishing that has managed to migrate, intersect or expand onto other platforms (from TV to cinema, from video game consoles to mobile devices and smart speakers) or conversely, stories born elsewhere that have ended up on paper. The BRCMA acknowledges digital platforms and products capable of offering effective on-screen reading experiences.

The panel features a discussion involving the 2024 award jurors: **Warren Buckleitner** (Editor of Children's Technology Review, USA), **Julie Fox** (founder of Serendipity Animation, France), **Neal Hoskins** (founder of Winged Chariot, UK), **Beatrice Yong-in Lin** (digital content professional, co-founder and managing director at CO.MINT Inc, South Korea), **Elisa Salamini** (co-founder of The Content Makers and Mamamo.it, Italy), **Ian Schaapman**, (CEO, The Mouse Mansion Company BV, The Netherlands) and **Catalina Holguín** (Director of Makina Editorial Library Digital MakeMake, Colombia).

Digitalisation is one of the fastest accelerators of change in human history. The World Wide Web, social media and the explosive growth of English as a global language of communication are connecting us across geographical and linguistic boundaries. How to understand such a complex, fluid and entangled world? And how does book publishing fit into all this? How to communicate all these complexities in book formats without getting lost in simplifications? And what role does higher-level reading play in understanding the complexity of today's world? These are some of the questions under discussion at "**Higher-level reading, AI and book publishing: the Ljubljana reading manifesto**" (8 April, Authors Café, 5.30-6.15 pm) with **Karine Pansa** (President IPA - International Publishers Association, Brazil), **Kristenn Einarsson** (CEO, World Expression Forum, Iceland); **Christoph Bläsi** (University of Mainz and Aldus up, Germany) and **Luis González** (Fundación Germán Sánchez Ruipérez, Aldus Up, Spain), chaired by **Miha Kovač** (University of Ljubljana, Slovenia).

Also focusing on artificial intelligence, one of the central themes for Aldus Up, is "**Gen Z, AI, and the Search for New Purpose in Publishing and Beyond**" (8 April, BBPlus Theatre, 1.00-1.45pm) with **Nadim Sadek** (CEO and founder of Shimmr, Ireland). The advent of artificial intelligence and the rise of Generation Z are bringing radical changes to the publishing industry and society in general. Nadim Sadek analyses how, besides transforming the printed page, these forces promise to redefine learning, literature and the very purpose of human endeavour.

"**Intellectual Property in the Age of Artificial Intelligence: Challenges and Repercussions**" (8 April, The Illustrators Survival Corner, 3.00-3.50 pm), a debate with Q&A session on aspects of copyright protection in the field of generative artificial intelligence, by **Beatrice Cunegatti** (lawyer and author of books and contributions on intellectual property, specialising in international copyright, Italy).

"**In the AI of the Beholder: How to See the Human Reading Behind the AI**" (9 April, BBPlus Theatre, 1.00-1.45 pm): Priya Sathiyam (Design Director Fractal, USA) talks about how it is necessary to adopt a human approach to design the use of technology in an ethical and responsible way, especially with regard to young readers, whose approach to reading, sharing and learning is being impacted significantly by technologies. Readers feel better informed about every topic but, while they are surrounded by an excess of information, they have gaps in their knowledge and understanding, constantly seeking social validation and at the same time demanding unique hyper-personalised content.



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“Unlocking AI, VR, AR in Publishing: Tools for Authoring and Digital Content Creation” (9 April, BBPlus Theatre, 4.00-4.45pm) with **Sam H. Minelli** (AI expert for the European Commission in charge of digital publishing, education and creative industries partnerships at Meta Group, UK) and **Giorgio Genta** (Vice President ETT Group, Italy).

Lastly, “Navigating the Future: AI Tools for Publishers” (10 April, Authors Café, 2.30-3.20 pm): from marketing strategies to printing processes and content creation, an in-depth look at how AI is transforming various aspects of publishing, including innovative solutions and practical insights. Also participating in the discussion are: **Ashley Gordon** (Publishing Market Development Manager for the Page Wide Industrial Division of HP Inc., USA), **Sebastian Wehner** (CEO of Wonderz and Wolkenlenker, Germany), **Sam H. Minelli** (AI expert for the European Commission in charge of partnerships in digital publishing, education and creative industries at Meta Group, UK) and **Searsha Sadek** (Founder and Chief Product Officer of Shimmr, Ireland), chaired by Neal Hoskins (Publishing Consultant and Director of WingedChariot, UK).

Aldus Up also focuses on translation: in “**I mestieri del fumetto: dal lettering alla traduzione**” (Careers in comic books: from lettering to translation) (10 April, Authors Café, 09.30-10.30), Italians **Paola Cantatore** (editor, Franco Cosimo Panini Editore), **Alessandro Nalli** (Production Manager, Panini Comics), **Fabio Gamberini** (translator, Panini Comics), **Anna Martino** (translator, Mondadori) and **Marco Ficarra** (CEO, Studio RAM) examines the roles and professions of the comic book sector, with a focus on lettering and translation. The meeting is being held as part of the cycle of events organised by AIE’s Comics and Graphic Novels Commission.

The event “**Translation Forum: Marketing and Promotion of Books in Translation: Who, How and Why?**” (10 April, BBPlus Theatre, 11.00-11.50 am) involves a discussion of the world’s different book markets in which a significant part of the available literature is made up of translations from foreign languages. As publishers and booksellers are faced with the task of selling these translated books to the general public, we ask the question: are marketing and promotion techniques different for translated literature? Furthermore, what challenges and opportunities do publishers and booksellers face in selling translated books?

Space is also given to good practices for the promotion of European literature with the **European Prize for Literature** and with the meeting about the project “**Tales of EUkraine: an opportunity for European publishers to support Ukrainian publishing**” (9 April at the AIE Italian Collective Stand - Hall 29, 10.30-11.15 a.m.).

Finally, Bologna Children’s Book Fair in the context of the Aldus Up project has developed the **Bologna Global Rights Exchange**, the virtual marketplace dedicated to international rights, content distribution and licensing. Launched in 2020, the GRE has become a key tool in BCBF’s digital strategy and today hosts around 22,000 titles and more than 200 pieces of intellectual property. Providing the international community with comprehensive and ongoing support, the GRE plays an active role throughout the year, enabling BCBF exhibitors and visitors to continue exhibiting, discovering and trading rights around the world.



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