



**BOLOGNA
CHILDREN'S
BOOK
FAIR**



**31 MARCH
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2025
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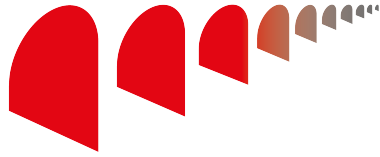


THE 5th BOLOGNABOOKPLUS

BolognaBookPlus continues its evolution with an exciting programme of publishing past, present and future and with a focus on the sustainability of the publishing industry

BOLOGNABOOKPLUS

TRADING FOR GENERAL PUBLISHERS
EXHIBIT | TRAINING | CONTENT



From the celebration of literary centenaries to the unveiling of a preview of a significant art retrospective, to a Summit dedicated to AI and to the second edition of the Audio Forum: BolognaBookPlus, BolognaFiere's area in collaboration with the Italian Publishers Association (AIE) dedicated to international general publishing, claims its place at the heart of international general publishing, continues to expand.

An area made possible thanks to the support of the **Ministry of Foreign Affairs and International Cooperation (MAECI)** and **ICE – the Agency for the promotion abroad and internationalization of Italian companies**, aimed at fostering business opportunities between the Italian and global publishing industries with initiatives such as the Italian Publishers Pavilion, the large collective space dedicated to Italian exhibitors in collaboration with AIE.

With exhibitors from India, China, Greece, the United States, and an increasingly international presence, BolognaBookPlus is preparing to celebrate its fifth anniversary with exhibitions and events, alongside the centenaries of **Andrea Camilleri** and **F. Scott Fitzgerald**. Among the initiatives, contemporary author **Tom Benjamin**, acclaimed in the UK and Italy, takes the stage as **Author Ambassador** showcasing his Bologna-based Daniel Leicester detective series. His canter around Bologna's history, bars and restaurants is wonderfully depicted in an artistic form by BolognaBookPlus Alumni Award-winning illustrator **Neil Packer**. Another Ambassador joins the line-up as Poland's **Joanna Karpowicz** is named as the inaugural **Illustration Ambassador**.

The internationally lauded **Folio Society** has chosen Bologna to preview its forthcoming New York Society of Illustrators Retrospective at BolognaBookPlus.

Also highly anticipated is the preview of the prestigious **Folio Society** exhibition, scheduled at the Society of Illustrators in New York from April 16: a major retrospective celebrating almost 80 years of extraordinary art books, featuring over 90 artists from around the world – including Anna and Elena Balusso, Neil Packer, Gérard DuBois, Julie Dillon, Jamaal Barber, and Rovina Cai – with a special focus on the new edition of *The Great Gatsby*, in honor of its centenary, published by the Folio Society and illustrated by Yuko Shimizu.

The return of the showcase and award **Talking Pictures**, which this year shines a spotlight on Estonia's, Guest of Honour Country, visual books. The winners will be exhibited at BCBF in the exhibition **TALKING PICTURES - an Exhibition and Exploration of Visual Books 2025: ESTONIA**. This year's selection was created in partnership with The Estonian Publishers' Association whose submission was based on the well-established initiative, Best Designed Estonian Books and included books published from 2021-2024. A diversity of genres included: narrative and literary, scientific and documentary editorials as well as photography and art books and catalogues. The evolution of contemporary Estonian publishing showcases an emphasis on the life cycle of book production, from design to



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typography to print and production, allowing books that depend on the written word to shine, through the visual attention to detail ensuring an accessibility inviting all cultures and geographies to engage with a huge variety of subject matter and disciplines.

Jackets Off!, the exhibition now in its 5th edition, which each year explores the different interpretations of the cover of a great classic: this year's focus at the fair will be *The Great Gatsby*, in its various editions across different countries and cultures.

In partnership with AIE once again, BolognaBookPlus is delighted to host the market data deep dive into the Italian market, and Nielsen will be exploring the statistics around the English Language export market. Data will also inform the global **Audio Forum**, returning for a second year, with all the major players from Audible to Pottermore, from Hachette to Mondadori, from Politiken to Penguin Random House and many more in between.

Training, translation, and literature from around the world are once again featured on the BolognaBookPlus stage, with Creative Europe, Estonia, Norway, China and Italy sharing insights and inspiration. For those looking for an alternative route into the world of books, the Self-Publishing event curated by Argentovivo.

Also, the Creative Europe project and the markets of Estonia, Norway, China, and Italy will return to the BBPlus stage to share ideas and inspiration. For aspiring authors, the **Self-Publishing event**, curated by Argentovivo, will offer a deeper understanding of the self-publishing world, providing practical tools for writing and self-promotion. A new initiative this year, in collaboration with **Bottega Finzioni**, is the **Pronto Soccorso Narrativo**: a narrative consultancy point for authors seeking help to develop their stories and advice on how to direct them toward the best publication.

While international publishing looks to the future, **Artificial Intelligence** is the central theme of the moment, and BolognaBookPlus dedicates a large portion of its program to it with its first **AI Summit**. This event will feature international speakers discussing copyright protection and the work being carried out by organizations and institutions to create tailored regulations, while also exploring the opportunities this tool offers the industry to improve or simplify processes such as distribution and targeting.

Additionally, this year BCBF and BBPlus together are to present an event on the topic of sustainability across the global industry: **"Sustainability Summit - Taking Stock and Reviewing the Roadmap to a Sustainable Future in the Book Industry"**.

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