

11.15 a.m. – 1 p.m.

**WORKSHOP:
“DRESSING A BOOK!”**

Speaker: Simona Casonato, editor, Mondadori (Italy)

Topic: A hands-on exercise to help a novel in desperate need of the right cover. Participants will receive a brief synopsis/pitch and some short excerpts from the book from which they will be asked to draft a book cover.

Target audience: Professional
Language: English

Coordinated by Mimaster Illustrazione

2.30 p.m. – 3.30 p.m.

PORTFOLIO REVIEW

Reviewer: Sandra Feldman, director, Leetra editorial (Mexico)

Target audience: Professional
Language: Spanish

Coordinated by Mimaster Illustrazione

3.45 p.m. – 5 p.m.

MASTERCLASS:

**“DESIGNING PICTURE BOOKS
AND ILLUSTRATED FICTION”**

Speaker: Maria Sole Macchia, illustrator (Italy)

Topic: Illustrator Maria Sole Macchia explains her design process: from text analysis to storyboarding, and from character outline to cover. Maria Sole will present a selection of illustrations for picture books, fiction and school texts.

Target audience: Professional
Language: English

Coordinated by Mimaster Illustrazione

4 p.m. – 5 p.m.

**MEETING: FROM BOLOGNA TO
THE WORLD: THE JOURNEY OF
AN EDITORIAL CONCEPT - HOW
“THE ILLUSTRATORS SURVIVAL
CORNER” CAME ABOUT**

Speakers: Elena Pasoli, BCBF director – Ivan Canu and Giacomo Benelli, Mimaster Illustrazione (Italy)

Topic: A short story of a long journey: how an illustrated leaflet led to “The Illustrators Survival Corner”, a ‘home’ for illustrators from all over the world.

Target audience: Professional

Languages: Italian/Spanish
(consecutive interpretation)
[Forum Italy Hall, Booth HH7,
International Area](#)

*In partnership with Mimaster
Illustrazione*

5-15 p.m. – 6.15 p.m.

PORTFOLIO REVIEW

Reviewers: Alexia Halteman and Carlos Armenta, co-directors, Impronta Casa Editora (Mexico)

Target audience: Professional
Languages: English/Spanish

Coordinated by Mimaster Illustrazione

6 p.m. – 8.30 p.m.

**PRESENTATION OF THE 2024
BOLOGNA CHILDREN’S BOOK
FAIR, BOLOGNABOOKPLUS
AND BOLOGNA LICENSING
TRADE FAIR/KIDS**

The presentation will be followed by a cocktail and tasting of typical Italian dishes.

By invitation only

Language: English

[The Westin Guadalajara,](#)

[Av. De las Rosas, 2911 – Lobby Bar](#)

**THURSDAY,
30 NOVEMBER**

10 a.m. – 11.45 a.m.

WORKSHOP:

“CAPTURING THE SEA”

Speaker: Andrea Antinori, illustrator and author of children’s books (Italy)

Topic: Using a mix of techniques and with the assistance of Andrea Antinori, participants will create a series of postcards from the deep. A fun creativity exercise in thinking outside the box.

Target audience: Professional
Languages: English/Spanish

Coordinated by Mimaster Illustrazione

12 p.m. – 1 p.m.

PORTFOLIO REVIEW

Reviewer: Andrea Antinori, illustrator and children’s book author (Italy)

Target audience: Professional

Languages: English/Spanish

Coordinated by Mimaster Illustrazione

1.15 p.m. – 2.15 p.m.

PORTFOLIO REVIEW

Reviewer: Nicolò Minetti, foreign rights, White Star (Italy)

Target audience: Professional
Language: English

Coordinated by Mimaster Illustrazione

2.30 p.m. – 4.30 p.m.

WORKSHOP: PORTFOLIO PLAY

Speakers: Ivan Canu, illustrator, director of “The Illustrators Survival Corner” – Giacomo Benelli, author, coordinator of “The Illustrators Survival Corner” – Maria Sole Macchia, illustrator, (Italy)

Topic: A hands-on portfolio creation session: choosing and organising your illustrations in the right rhythmic sequence according to your target audience.

Target audience: Professional
Language: English

Coordinated by Mimaster Illustrazione

5 p.m. – 6.30 p.m.

MASTERCLASS:

**“ONCE UPON A TIME
THERE WAS A BOOK
TO DRESS”**

Speaker: Simona Casonato, editor, Mondadori (Italy)

Topic: Finding good books is the first task of a good editor; “dressing” them correctly is the second but no less important job – which involves the crucial, delicate, often love-hate relationship between editors and book cover designers. Simona will give a few real-life examples of how the artist’s creativity may (or may not) be in sync with the editor’s concept, and may (or may not) lead to a happy end.

Target audience: Professional
Language: English

Coordinated by Mimaster Illustrazione

THE BOLOGNA GRAND TOUR



**BOLOGNA
CHILDREN’S
BOOK
FAIR**



**BOLOGNA
BOOK
PLUS**

In partnership with



**Bologna
Licensing
Trade
Fair**

Events by



With the support of



madeinitaly.gov.it



Ministry of Foreign Affairs
and International Cooperation



ITALIAN TRADE AGENCY
ICE - Agenzia per la promozione all'estero e
l'internazionalizzazione delle imprese italiane



Third stop:

Guadalajara

PROGRAMME OF EVENTS

COME VISIT US

**INTERNATIONAL AREA
BOOTH HH11**

Attendance of the events
is free of charge.

Just register
on our Eventbrite page.



Unless otherwise specified,
all events will be held at
the Bologna Children's
Book Fair booth.

SUNDAY, 26 NOVEMBER

11.45 a.m. – 12.45 p.m.

PORTFOLIO REVIEW

Reviewer: Maria Sole Macchia, illustrator (Italy)

Target audience: Professional

Language: English

Coordinated by *Mimaster Illustrazione*

2.30 p.m. – 3.30 p.m.

MASTERCLASS: “VISUAL VOICES FROM THE MIDDLE EAST: A PICTURE BOOK”

Speaker: Silvia Vassena, publisher, Acoma Book (Italy)

Topic: Presentation and analysis of the picture book “*Mama’s scent*”, an example of visual poetry on the universal theme of the mother-daughter relationship.

Target audience: Professional

Language: English

Coordinated by *Mimaster Illustrazione*

3.45 p.m. – 5 p.m.

MASTERCLASS:

“NEWSPAPER IMAGES AND THE ART DIRECTOR/ILLUSTRATOR RELATIONSHIP”

Speaker: Stefano Cipolla, art director, *L’Espresso* (Italy)

Topic: How an art director sees: the choice of illustrators, the magazine’s visual language, and art director-illustrator workflows.

Target audience: Professional

Language: English

Coordinated by *Mimaster Illustrazione*

5.15 p.m. – 6.15 p.m.

PORTFOLIO REVIEW

Reviewer: Stefano Cipolla, art director, *L’Espresso* (Italy)

Target audience: Professional

Language: English

Coordinated by *Mimaster Illustrazione*

MONDAY, 27 NOVEMBER

10 a.m. – 11.45 a.m.

WORKSHOP:

“ILLUSTRATING FOR MAGAZINES AND JOURNALS”

Speaker: Stefano Cipolla, art director, *L’Espresso* (Italy)

Topic: Starting from a real brief and with the assistance of the art director, the class will develop an editorial illustration concept for magazines.

Target audience: Professional

Language: English

Coordinated by *Mimaster Illustrazione*

10.30 a.m. – 12 p.m.

LICENSING PORTFOLIO

REVIEW - SELECTION

FOR THE 2024 BOLOGNA CHILDREN’S BOOK FAIR

Reviewer: Cristina Angelucci, editor-in-chief *Licensing Magazine*, BCBF consultant for BLTF/Kids (Italy)

Target audience: Professional

Language: English

Coordinated by *BM Srl*, in the framework of *BLTF/K*

12 p.m. – 1 p.m.

PORTFOLIO REVIEW

Reviewer: Elisabeth Pérez Fernández, editor-in-chief, illustrator and writer, Bonito Editorial (Spain)

Target audience: Professional

Languages: English/Spanish

Coordinated by *Mimaster Illustrazione*

1 p.m. – 2 p.m.

MEETING: “THE PROCESS OF CREATION OF THE BOOK OF QUESTIONS BY PABLO NERUDA”

Speaker: Paloma Valdivia, illustrator and author of children’s books (Chile)

Topic: The art and technique of Paloma Valdivia, illustrator and children’s book author, winner of the 2023 Biennial of Illustrations Bratislava and author of the 2024 Illustrators Annual cover.

Target audience: Professional

Language: Spanish

Coordinated by *Mimaster Illustrazione*

2 p.m. – 3 p.m.

PORTFOLIO REVIEW

Reviewer: Dolores Prades, founder, director and editor of the *Emilia Institute* (Brazil)

Target audience: Professional

Languages: English/Spanish

Coordinated by *Mimaster Illustrazione*

3 p.m. – 4.30 p.m.

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PORTFOLIO REVIEW

Reviewer: Mónica Bergna, publisher, Alboroto Ediciones (Mexico)

Target audience: Professional

Languages: English/Spanish

Coordinated by *Mimaster Illustrazione*

4 p.m. – 5 p.m.

MEETING: “WHAT IT TAKES... TO MAKE A CHILDREN’S BOOK”

Speakers: Simona Casonato, editor, Mondadori - Maria Sole Macchia, illustrator - Andrea Antinori, illustrator (Italy)

Topic: From creative intuition to the bookshelf: the key steps in the extraordinary adventure of creating books for young readers.

Target audience: Professional

Languages: Italian/Spanish (consecutive interpretation)

Forum Italy Hall, Booth HH7, International Area

In partnership with *Mimaster Illustrazione*

Macchia, illustrator - Simona Casonato, editor Mondadori - Stefano Cipolla, art director, *L’Espresso* - Andrea Antinori, illustrator and children’s book author (Italy)

Topic: Six professionals from the publishing and illustration world will answer your questions on: creativity and image design, developing a portfolio, self-promotion, workflow with editorial staff, copyright, and the publishing market.

Target audience: Professional

Language: English

Coordinated by *Mimaster Illustrazione*

6 p.m. – 7 p.m.

MEETING: “READING IN THE 21ST CENTURY”

Speakers: María Teresa Andruetto (Argentina) - Dolores Prades (Brazil)

Topic: Reading patterns today, the challenges they pose, and how to create a new generation of young readers.

Target audience: Professional and general public

Languages: English/Spanish (simultaneous translation)

E-book forum, aisle HH, International Area

Coordinated by *Instituto Emilia*

6 p.m. – 7 p.m.

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Reviewer: Cristina Angelucci, editor-in-chief *Licensing Magazine*, BCBF consultant for BLTF/Kids (Italy)

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MEETING:

“WHAT IT TAKES... TO MAKE AN

ILLUSTRATED MAGAZINE”

Speakers: Ivan Canu, illustrator, director of “The Illustrators Survival Corner” and Stefano Cipolla, art director, *L’Espresso* (Italy)

Topic: From theory to practice: a great opportunity to take a close look at how magazine illustrations present the world and ideas.

Target audience: Professional

Languages: Italian/Spanish (consecutive interpretation)

Forum Italy Hall, Booth HH7, International Area

In partnership with *Mimaster Illustrazione*

Coordinated by *BM Srl*, in the framework of *BLTF/K*

3.45 p.m. – 5.00 p.m.

MASTERCLASS:

“WHAT’S A PICTURE BOOK FOR ANDREA ANTINORI”

Speaker: Andrea Antinori, illustrator and author of children’s books (Italy)

Topic: A journey through the picture books of this talented Italian illustrator: from reading the text to creating the images. A behind-the-scenes look at illustration and storytelling with special focus on Spanish-language picture books.

Target audience: Professional

Languages: English/Spanish

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