



# PRESS

## EXCELLENT RESULTS AND NEW INITIATIVES FOR THE 2010 CHILDREN'S BOOK FAIR

Bologna's **2010 CHILDREN'S BOOK FAIR** was highly successful in terms of visitors, business, and national and international media coverage. **Over 4,760 foreign professionals (+3% compared to 2009)** visited the exhibition and enjoyed the proposals of over **1,200 exhibitors** (more than 1,100 of which were from 66 foreign countries). There were about **400 accredited journalists** (from 38 countries) and **91 nations represented** by the community of exhibitors, professionals, and journalists.

These very positive results are even more important because they forecast a significant upturn of the market.

The 2010 CHILDREN'S BOOK FAIR ended its 47<sup>th</sup> edition with full satisfaction in terms of business as well, as confirmed by international publishers who responded to positive signals and new dynamism in contacts made at the exhibition.

### OPTIMISM IN THE STANDS...

Throughout the stands, the optimism of publishers was perfectly consistent with the AIE (Associazione editori italiani) report, which contained the numbers of an expanding industry, characterised (with regard to the children's sector) by constant growth in new releases (it should be remembered that new releases rose from 951 in 1987 to 2,300 in 2007, with a diversified supply that now covers all genres).

The industry is strongly in favour of international licensing, and therefore acknowledges the CHILDREN'S BOOK FAIR as the main event for such purpose. The principal nations from which book rights are acquired include the UK, the USA, France, the Netherlands, Spain, Germany, Belgium, Australia, Switzerland, and India.

Once again, this edition noted the creation of new Italian and foreign publishing houses, whose products take their place every year on a market known for quality and innovation.

### SLOVAKIA IN CELEBRATION

Slovakia, this year's Guest of Honour Country, offered a full programme of events at the Exhibition Centre and in the City, bringing Bologna the culture of a country with great potential and strong traditions in publishing and children's illustration. A "young" country on the European scene, with a strong desire to participate in and contribute to the international community

### FOUR BUSY DAYS

Successful initiatives, shows, homage to Rodari, awards in their first edition: the 2010 CHILDREN'S BOOK FAIR offered professionals a full calendar of events at the Exhibition Centre and in the City.

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As always, illustration was one of the highlights of the exhibition. Even more so this year, because two other shows were offered in addition to the customary ILLUSTRATORS EXHIBITION. The first was **Grammatica delle Figure** (organised as part of the homage to Rodari), while the second, proposed by the Guest of Honour Country (Slovakia) - **SlovakUnitedImagiNations** - presented plates by 32 artists who have made major contributions to children's book illustration in the last 60 years.

The exhibition's importance was also emphasised by the fact that the organisers of two prestigious awards – the *Hans Christian Andersen Award* assigned by Ibbby, and the *Astrid Lindgren Memorial Award* – chose to announce their winners in Bologna.

The first award was won by **David Almond** and **Jutta Buer** (in the authors and illustrators sections, respectively), while the second was won by **Kitty Crowther**, who received the news at the Book Fair.

Also dedicated to illustration was the **International Award for Illustration Children's Book Fair - Fundación SM**, conferred to **Philip Giordano**, a young (under 35), innovative, and passionate illustrator, selected from among the participants in the Illustrators Exhibition. Thanks to this award, Philip Giordano will issue a book (published by Gruppo SM), have a "one-man-show" at the next edition of the Fair, as well as receive a US\$ 30,000 prize.

The International Jury for the Award, composed of Antonio Faeti, Jeffrey Garrett, and Alfonso Ruano, also gave mentions to **Sonja Danowski** (Germany) and to **Gi-Hun Lee** (Korea).

The homage to Gianni Rodari included another important competition, entitled **Grammatica delle Figure**. One of the artists at the show was selected to illustrate a story by Gianni Rodari, soon to be published for EL-Einaudi Ragazzi Emme Edizioni. Thanks to the quality of the works presented, the publisher decided to select not one, but two illustrators – **Ikuko Tacheuki** and **Vitali Konstantinov** – for this important opportunity.

## KIDS LICENSING FORUM

After the last edition's success, the space devoted to the buying and selling of copyrights to products and contents for children and teens (now extended to fashion, sports, and brands) became an independent exhibition. The 2010 KIDS LICENSING FORUM filled Hall 31, the ideal place to meet top players in the licensing field. The Hall also provided maximum interaction between the stands and the many seminars and workshops offered.

## AUTHORS CAFÉ

One of the new features for 2010 was the AUTHORS CAFÉ, offering a space to discuss timely subjects with authors, journalists, experts, and opinion leaders. Among the topics discussed: prospects for the literary scene, reading experiences in troubled areas, children's literature on culture pages.

Bologna, March 2010 (final 2010)