



AN ENORMOUSLY SUCCESSFUL CHILDREN'S BOOK FAIR

Foreign professionals +3% and more than 1,200 exhibitors (1,100 of which from 65 countries): a highly positive result for the 48th edition of the world's largest event for traditional and multimedia children's publishing.

This year, more than ever before, the key word of the **CHILDREN'S BOOK FAIR** was quality. Quality marked the published materials, the contacts made at the Fair, the meetings, and the event's infinite proposals, which analysed "books" in every possible aspect (from ebooks to trends, illustration to graphics, innovation to contents).

Therefore, maximum attention was paid to each step – from idea to publishing – that places books in the hands of young readers.

TOC BOLOGNA: Tools of Change for Publishing

The 2011 CHILDREN'S BOOK FAIR opened with an important new feature: the first edition of a project devoted to opportunities that new digital and mobile technologies offer to publishers.

Over 250 professionals attended the conference, which offered presentations by some of the world's foremost experts. The presence of a parterre of publishers from all over the world guaranteed that TOC Bologna would be decidedly international, with discussions focusing on the future of publishing: new business strategies, applications, new marketing channels, and much more.

TOC Bologna, organised by O'Really Media and the Children's Book Fair, will return in 2012.

BUSINESS AMONG THE STANDS

The CHILDREN'S BOOK FAIR was also positive from the business point of view, with lively exchanges of subsidiary rights by Italian and foreign publishers.

Here again, the key word was quality, because dynamic deal-making was closely linked to the quality of published materials, the highest expression of the work and research that publishers from all over the world have pursued for years.

Italian publications were greatly valued by international professionals, as demonstrated by major agreements announced during the Fair, thanks to which Italian books will be widely distributed on highly dynamic markets (especially China).

FOCUS ON ILLUSTRATION

Once again, illustration, the element that characterises the CHILDREN'S BOOK FAIR, was at centre stage.

In addition to the traditional Illustrators Exhibition, the Services Centre hosted **Illustrarium** – the exhibit organised by Lithuania, 2011 Guest of Honour, which presented works by 32 of its most famous illustrators, as well as the exhibit devoted to **Jutta Bauer** (winner of the 2011 BIB Award and cover artist for the 2011 Annual), and the personal show by **Philip Giordano** (winner of the first edition of the Children's Book Fair – Fundación SM International Award for Illustration).

The winner of the second edition, illustrator **Page Tsu** (Taiwan, China), was announced in Bologna during the Fair.

Another important award was announced on March 30, this time live from Sweden: the Astrid Lindgren Memorial Award, assigned to **Shaun Tan** (Sino-Australian illustrator and author), who received a special mention at the 2007 Bologna Ragazzi Award with *THE ARRIVAL*, which he wrote and illustrated.

AND OUTSIDE THE FAIR DISTRICT

Children's publishing was the theme of a series of events that enlivened several sites in the city (such as the Sala Borsa, Palazzo d'Accursio, Cineteca, and Museo Civico Medievale, to name just a few).

One of the most successful events, entitled *FACCE DA LIBRI* (produced by Children's Publishers of the AIE), offered a wide-ranging programme of meetings with authors and publishers on 30 March.

Exhibits, meetings, and films attracted large audiences, demonstrating – once again – the energy that the city generates when BolognaFiere holds exhibitions. Some of the initiatives opened during the Fair will remain open to the public for the next few weeks.

THE CHILDREN'S BOOK FAIR

will return to Bologna from 19 to 22 March 2012

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