



PORTUGAL TO BE GUEST OF HONOUR AT THE 2012 ILLUSTRATORS EXHIBITION

Portugal will be the guest of honour at the 2012 Illustrators Exhibition: an extremely interesting choice that will offer children's book publishers (here in Bologna for the 49th edition of the **CHILDREN'S BOOK FAIR**) a chance to see what the European Union's westernmost country is producing. An opportunity to reflect on Portugal's culture and Iberian tradition, perhaps less famous than that of Spain but certainly no less important in terms of literary contribution and history.

For the Bologna **CHILDREN'S BOOK FAIR** – 19 to 22 March 2012 - Portugal will offer the exhibit entitled **Como as cerejas** (Like cherries), a selection of works by well-established illustrators for children's books as well as works by young artists presenting the finest in contemporary Portuguese illustration.

True to the exhibit's evocative title, "Like cherries," each panel will impel the viewer to the next, stimulating his/her curiosity to discover yet another aspect of Portugal's extraordinary culture.

The Exhibit will be held at the BolognaFiere Service Centre, the place traditionally devoted to illustration, which will also be enlivened by an extensive programme of meetings with illustrators, authors, and publishers at the Illustrators Café.

The 2012 edition of the **CHILDREN'S BOOK FAIR** will also celebrate the **tenth edition of the Astrid Lindgren Memorial Award (ALMA)**, one of the most prestigious children's literature awards (open to authors, illustrators, and promoters all over the world), whose goal is to promote literature and reading among young people.

The award will be announced to the international publishing community (here in Bologna for the exhibition) by means of a live link with Sweden, and will be an opportunity to remember that **Sweden will be the guest of honour at the 2013 Illustrators Exhibition**. Promoted by the Swedish Arts Council, the exhibit will offer works by Sweden's finest illustrators as well as a wide-ranging programme of meetings with Swedish authors and illustrators, presenting books for children and teenagers from a country that pays a great deal of attention to its "young citizens."

Sweden's presence in 2013 will be part of an especially important edition for the Children's Book Fair: its 50th.

As they await the exhibition, industry professionals – publishers, authors, illustrators, translators, literary agents, business developers, licensors/licensees, packagers, printers, distributors – are already planning their presence in Bologna and meetings during the exhibition.

One of the new features of the next edition will be a new category for the Bologna Ragazzi Award, devoted to digital publishing for the young market.

BolognaFiere spa
Sede legale/Registered Office
Viale della Fiera, 20 | 40127 Bologna, Italia
Capitale sociale € 93.780.000,00 i.v.
C.F.- P.IVA e Reg. Imp. BO 00312600372 | REA BO367296

Ufficio Stampa/Press Office
Piazza Costituzione 6 | 40128 Bologna, Italia
tel. +39 051 282111 | fax +3 051 282328
uff.stampa@bolognafiere.it
www.bolognachildrensbokfair.com

OUTSIDE THE EXHIBITION CENTRE ...

In the next edition as well, children's book publishing will be the theme of a series of events that will animate the city.

Exhibits, conferences, and events will engage the public, emphasizing the dynamism that Bologna generates for its exhibitions as well as the City's sensitivity to culture.

One of the highlights of 2012 will be the initiatives devoted to Charles Dickens in celebration of the 200th anniversary of his birth. Bologna, which he visited in 1844 and masterfully portrayed in an incisive and almost pictorial description, will offer many events for the occasion.

Of special interest will be the bibliographic exhibit that the **CHILDREN'S BOOK FAIR** will produce in cooperation with Cooperativa Giannino Stoppioni, offering a wide range of editions of Dickens's works in the catalogues of publishers throughout the world. Of course, there will also be many new editions, given the lively international interest in the celebration.

TOC BOLOGNA Tools of Change for Publishing

After the great success of the first edition in 2011 (with 250 participants from 25 countries and presentations by top international experts), **TOC Tools of Change for Publishing**, the conference on digital publishing, will return on **18 March**. Publishers from all over the world will discuss new business strategies, new apps, and new marketing channels.

The second edition of TOC Bologna – organized by O'Really Media and the CHILDREN'S BOOK FAIR – will be held in Bologna's Palazzo dei Congressi, ensuring greater spaces and services for this international day of discussions on the future of digital publishing for children. In 2012, TOC Bologna will again present experts in highly diversified fields (from technical to publishing), who will discuss new frontiers of story-telling and new business channels.

Contact:

Isabella Bonvicini – BolognaFiere, Ufficio Stampa/Press Department

tel. +39 051 282 261 - 335 7995370 - fax +39 051 282 328

email: isabella.bonvicini@bolognafiore.it

Bologna, October 2011

(paese ospite 2012 gb bis)