

BOLOGNA CHILDREN'S BOOK FAIR



30 March
2 April
2020

Bologna, Italy

57th edition

Giving life
to children's
content



an event by
 **Bologna
Fiere**

GIVING LIFE TO CHILDREN'S CONTENT AT THE BCBF 2020



600
Events

28,946
Visitors



820
Journalists
from 42
Countries



1442
Exhibitors
from 80 Countries

+20%
Foreign visitors



20
Awards

+1000
Original
illustrations



11,700
Twitter
followers

51,429
Facebook
likes

40,500
Instagram
followers

1 MILLION
Page views
BCBF website

For 57 years BCBF has been **THE EVENT IN THE CHILDREN'S PUBLISHING INDUSTRY.** Over 1,400 exhibitors and around 30,000 professional visitors flock to the event each spring **TO EXPERIENCE THE WORLD OF CHILDREN'S BOOK, ILLUSTRATION AND MULTIMEDIA CONTENT.**

Much more than just a trade fair, the BCBF is both a vibrant business hub and a creative workshop, where past and future happily meet the present. Thanks to its DNA and its 50+ years of experience, the fair has succeeded in bringing together a unique and diverse global audience and is now an unmissable appointment to explore the changing and multi-layered children's publishing landscape led by **THE PRINTED BOOK, STILL THE AGENT OF CHANGE AND PROGRESS IN THE INDUSTRY.**



THE FAIR

With books as the beating heart of the event, the fair also offers exciting insights into the digital and licensing worlds. The result is the world's premium copyright and creativity hub for books and all other children's content media.



The Bologna Children's Book Fair covers an area of **20,000 square metres** extending over 4 pavilions, to which is added the Literary Agents Centre, located in the Gallery Hall, at the very heart of the fair. Last year, BCBF has brought together **1442 exhibitors** from **80 countries** and **28,946 professional visitors** of which over **50% are international**, for a total of **100 countries attending the fair!** Of course, books are the corner stone of the fair but a special focus is also devoted to the other forms of children's content: from many years BCBF welcomes the global majors of the digital sector, along with TV and film producers, and now the main players of the audiobook sector, which continues to expand worldwide.

BOLOGNA LICENSING TRADE FAIR

In addition, the Bologna Licensing Trade Fair, now in its 12th edition, brings to Bologna the excellence in children's licensing: **60 exhibitors**, **over 600 brands** and a packed programme of events make it **one of the key events in Europe** dedicated to the business of subsidiary rights.

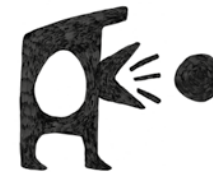


BCBF IS OPEN ALL YEAR LONG: 50.000 FACEBOOK AND 37.000 INSTAGRAM USERS ARE ALREADY FOLLOWING US... JOIN THE COMMUNITY!



SHARJAH GUEST OF HONOUR 2020

The music and the literature, the city and the fair.

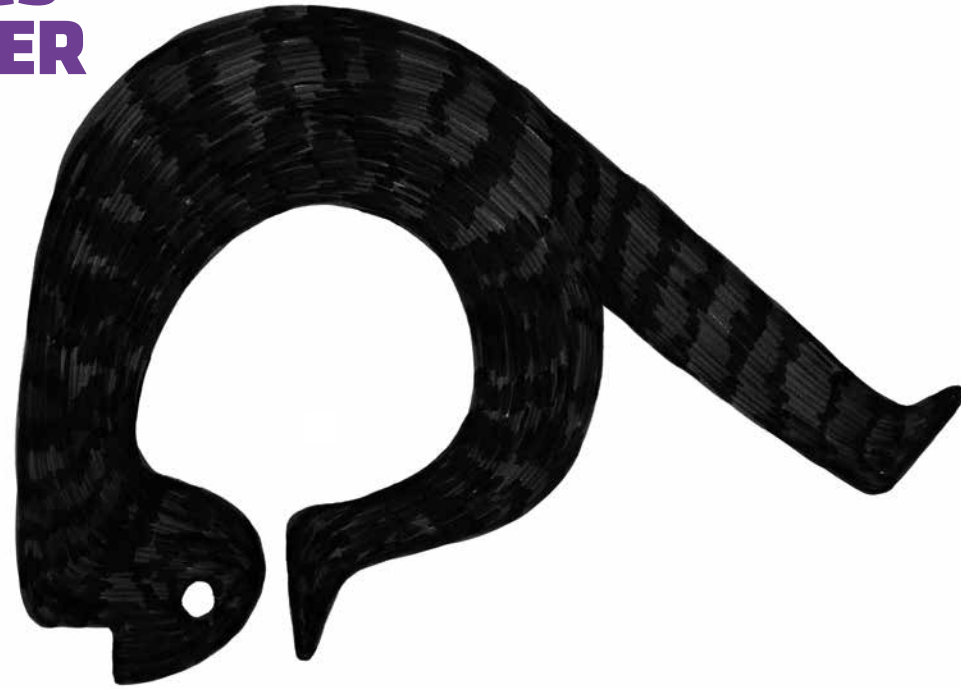


COMING SOON:
A BRAND-NEW ONLINE MAGAZINE
FOCUSED ON
THE ILLUSTRATION EXHIBITIONS,
THE FLAGSHIP CONFERENCES
AND THE SPECIAL PROGRAMMES
WE SHOWCASE ACROSS
THE WORLD, WITH INSIGHTS,
INTERVIEWS AND MUCH MORE
ABOUT THE WORK OF BCBF.
STAY TUNED!

Bologna has showcased children's books from Sharjah for many years. It's now time to discover more about **their unique heritage** and view the current landscape of children's literature being shaped and enriched by **talented Emirati illustrators and authors**.

As Guest of Honour at BCBF 2020, Sharjah will bring a diverse programme of exhibitions, performances and workshops spanning **illustrations, theatre, literature and music**. Their contributions and achievements will be celebrated both at the fair and around the city.

COMICS CORNER



BCBF welcomes Comics with a new exhibition area at the fair and a permanent category in the BolognaRagazzi Award.

Comics and graphic novels are **one of the fastest growing segments** in the publishing industry. More and more publishers are producing works in these formats creating collections or just adding a few titles per year to their catalogues to enrich their overall offer, many of which become bestsellers. Some countries have a **long tradition** of comics and graphic novels, some are **newcomers**... They are all part of this new and vibrant landscape where comics are taking an important position in the world of children's book publishing. For this reason BCBF is launching **a new area dedicated to this exciting medium.**

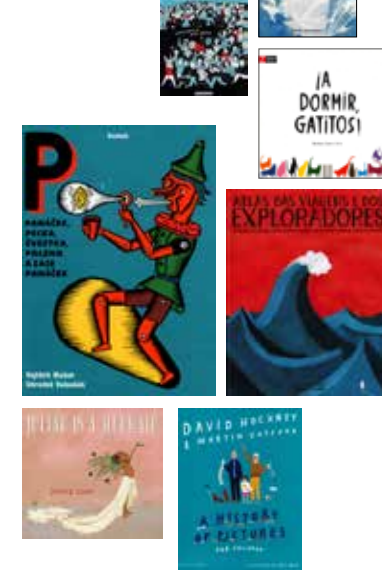
The COMICS CORNER will welcome books from publishers already exhibiting at the fair as well as those that have never attended before. This area will be a showcase with **displays by publishing house**, enriched by a **digital catalogue** of the books showcased in the Comics Corner and **direct contact** with the publishers.

The collection at the Comics Corner will be launched with a celebratory opening cocktail the first day of the fair. The BCBF's focus on comics will also include a discussion on **translating comics** at the Translators Centre, a panel on **the art of comics** at the Illustrators Survival Corner and a meeting on the **business of comics** publishing at the Authors Café. At the 2020 fair, BCBF is also introducing COMICS as a brand new and **permanent category** of the BolognaRagazzi Award.



AWARDS

The BCBF Awards collection celebrates the best books, apps, publishers and licensing programmes.



BOLOGNA RAGAZZI AWARD BRAW

Set up to highlight **outstanding illustrated books**, the BRAW honours the best graphic and editorial production in children's literature. With a history going back as far as 1966, the prize has become a leading **international launch pad** for authors and illustrators thanks to the high-profile recognition offered during the fair. Winning the BRAW, or gaining a special mention, brings with it **great visibility** in the publishing world, leading to **the sale of rights in many new countries**. Since its inception, more than 600 titles have been awarded, with over a thousand books coming to Bologna annually to be judged by an international jury of experts. It encompasses three award categories: **Fiction, Non-Fiction, Opera Prima** (a prize for first-time authors and illustrators) and a special section dedicated this year to **Cinema**. The jury is also asked to give a special **New Horizons** recognition, which is for innovative books that introduce the readers to new visions and perspectives.



NEW FROM THIS YEAR! COMICS

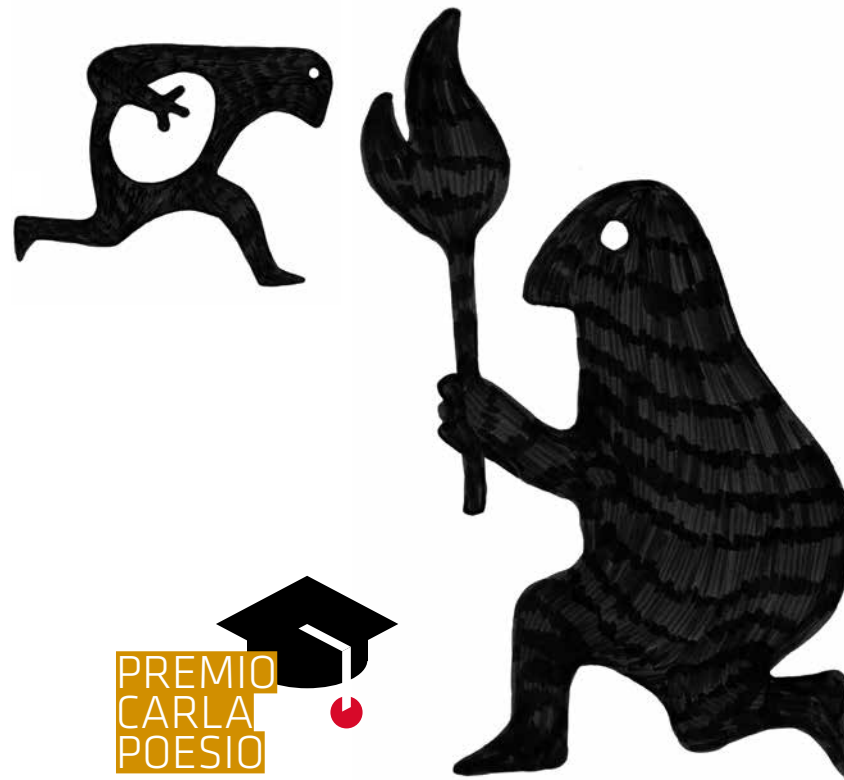
To support the important role that comics and graphic novels play in today's children's publishing industry, BCBF is introducing COMICS as a **brand-new permanent category** of the BolognaRagazzi Award. The COMICS category will include three different sections: Early Reader, Middle Grade and Young Adult.



BRAW SPECIAL SECTION CINEMA

In the 100th anniversary since the birth of Federico Fellini, the renowned cinema master, BCBF dedicates a special BolognaRagazzi Award category to Cinema – **its history, its protagonists, its techniques**. Cinema is a key part in people and young people's life. Like a good book, a good film nourishes imagination, education and creative thinking. That is why many children's publishers worldwide are bringing out more and more compelling stories about this medium **helping new generations become cinephiles** and discover the many secret delights of film making.





BOLOGNA RAGAZZI DIGITAL AWARD



BOLOGNA LICENSING AWARD

Since 2012, the Bologna Children's Book Fair has awarded the BolognaRagazzi Digital Award for **the most innovative mobile app or web products for children**. The prize is a spotlight on innovation and the latest trends in children's digital content which is thriving in areas of entertainment and education. The award is open to all publishers and developers of apps and web based productions for children aged 0 to 15 years. Participation is free of charge. Works can be submitted in any language.

The BOP - Bologna Prize for the best Children's Publishers of the Year is awarded to **top children's publishers in six areas of the world**: Africa, Central and South America, North America, Asia, Europe and Oceania. The aim of the prize is to acknowledge those publishers at the forefront of innovation for their **creative and publishing excellence**. The winners are chosen by the BCBF exhibitors from a shortlist based on suggestions by publishers, publishers associations and institutions devoted to book and reading promotion worldwide. The prize is organised by BCBF in partnership with **AIE - Italian Publishers Association**, and **IPA - International Publishers Association**.

Now in its fifth year, this literary prize which originates from **Italy's most coveted award for literature** - the Strega Prize - was launched to foster a long-life passion for books, promote the educational and cultural value of reading and find out **which titles young readers love the most**. The prize is sponsored by BolognaFiere, the Maria and Goffredo Bellonci Foundation, Strega Alberti Benevento and the Italian Centre for Books and Reading (CEPELL). Books published in Italy, by **Italian and foreign authors in translation**, are judged by a **jury composed of children and teenagers** from 100 schools and libraries across Italy and abroad. **The winners are the author and the translator** (if it is a foreign book). Two categories: 6-10 and 11-15 years.

As part of its ongoing commitment to promoting publishing excellence, BCBF also focuses on the world of research with this prize dedicated to the **best dissertations in children's literature**. The award, now in its second edition and awarded for postgraduate works in Italian University only, pays tribute to the literary critic Carla Poesio, her fundamental contribution to the world of children's literature and her unique role in the birth and development of the Bologna Children's Book Fair.



Created in 2017 in the framework of the Bologna Licensing Trade Fair (BLTF) - the BCBF event dedicated to the business of subsidiary rights - the prize is **unique in Italy for the licensing sector** and awarded only to BLTF exhibitors. It recognises the **best licensing projects** developed in 2019 in the categories PRE-SCHOOL, KIDS, TEENS and ADULT. The award also includes a special mention on Retail, Fashion and the Licensing Property of the Year. The award-winning products are exhibited at the Services Centre in the entrance to the BLTF Hall.



EVERYTHING IS ILLUSTRATION @ BCBF

Since its beginning, BCBF has put illustrators and writers at the heart of the fair. Working with them, nurturing them, promoting and bringing them together with publishers at the very human and cultural event known simply to some as “Bologna”. Over all our years that have passed and into the future the fair is committed to championing the artist through conferences, special pop-up events, roundtables, countless exhibitions and also “survival” corners that all stretch across the globe and run through the year of the BCBF calendar.

BOLOGNA ILLUSTRATORS EXHIBITION

The Exhibition displays a wide selection of artists from all over the world forming a **unique showcase** for both fiction and non-fiction. Each year, an **international jury of experts** examines thousands of originals submitted by both established and emerging illustrators. After the fair, the Exhibition starts a **two years long international tour**. This tour features the exhibition's original artworks in **Japan, Korea and China**, and reproductions in many other venues across the world.

THE ILLUSTRATORS ANNUAL

Every year, the Illustrators Annual collects all the works of the artists selected for the Illustrators Exhibition: a large **catalogue** which is published in **Italy, USA, Japan and China**. The cover is traditionally created by the winners of the H. C. Andersen Award and the Grand Prix of the Biennial of Illustrations Bratislava, alternating between the two prizes. The 2020 Annual cover will be illustrated by **the winner of the Grand Prix of the Biennial of Illustrations Bratislava**, whose solo exhibition will be displayed at the fair.

THE INTERNATIONAL AWARD FOR ILLUSTRATION BOLOGNA CHILDREN'S BOOK FAIR - SM FOUNDATION

This prize is for artists **under 35** who have already been selected for the Illustrators Exhibition. The award offers the winner a **cash prize** in order to give them resources for a year **to develop a picture book** to be published and released on the world market by the **Spanish publisher SM**. The original illustrations of the book are presented at the next edition of the Bologna Children's Book Fair for a **solo exhibition** dedicated to the winning illustrator. The 10th edition winner of the prize is **Sarah Mazzetti (Italy)**.

ARS IN FABULA GRANT AWARD

ARS IN FABULA – higher education institute directly involved with children's books – has joined forces with BCBF to create the **Ars in Fabula Grant Award**, given to a **young, unpublished illustrator under 30** who has been already selected for the Illustrators Exhibition. The aim of the prize is **to sustain and nurture new talents** through a postgraduate illustration course, while also meeting the needs of publishers in their search for new illustrators. The winner of the 2019 edition is the unpublished artist **Olga Shtonga (Ukraine)**.





THE BCBF VISUAL IDENTITY WORKSHOP

Now in its fourth year, the BCBF Visual Identity Workshop gives a young artist chosen from among those selected for the Illustrators Exhibition an opportunity to **develop the visual universe for the next BCBF in co-production with Chialab Design**. The artist selected to develop the 2020 BCBF Visual Identity is **Rasa Jančiauskaitė (Lithuania)**. The exhibition of the illustrations showing the birth and development of the workshop will be on display at the fair.



OFF THE PAGE... AND INTO THE WORLD OF FASHION

Bologna Children's Book Fair and **Pitti Immagine Bimbo**, the international trade show for new trends in children's fashion, began their collaboration in 2016 with the aim of **bringing to the world of fashion the unique visual and creative heritage that animate children's books**. The aim of the project is to select some of the artists of the Illustrators Exhibition capable of giving a new look and feel to fabrics and collections for kids. An **exhibition** in the heart of Pitti Immagine Bimbo is dedicated to them accompanied by a small publication with profiles of the artists.

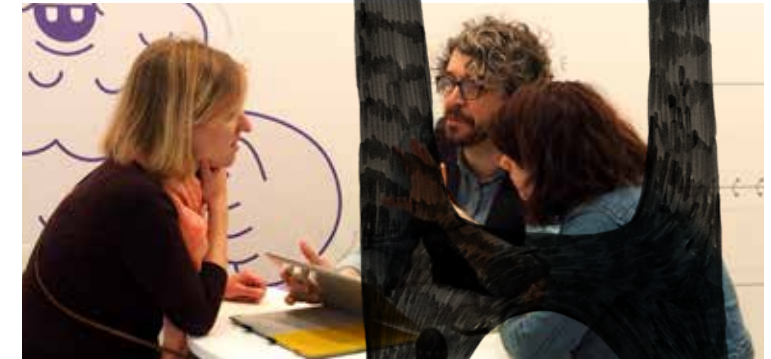


ILLUSTRATORS SURVIVAL CORNER

Young illustrators, both published and emerging artists, can find all the tools they need here to launch and enhance their career.

The Illustrators Survival Corner is a hub **for illustrators at BCBF** where artists especially those setting out on their careers can meet, listen and share experiences with a whole range of international experts. A **daily programme of workshops, portfolio reviews and masterclasses** held by internationally renowned illustrators, editors and art directors offers practical advices on the many aspects and concerns of the profession. The space is managed and designed by **Mimaster Illustrazione (Milan)**.

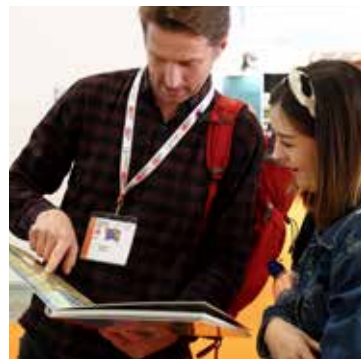
Over the years, the Illustrators Survival Corner has become a successful format and is now regularly hosted at the **China Shanghai International Children's Book Fair**, part of the BCBF Event Network. In September 2019, the Corner also arrived at the **Moscow International Children's Book Fair** where BCBF organized an international professional programme on children's books.



THE BOOKSELLER LOUNGE

A vibrant hub for the exchange of challenges and good practices for today's bookshop.

BCBF is the place where **children's booksellers from across the globe** come to discover the latest trends in illustration and literature for young readers; but it is also the place where they catch up with their colleagues to share their experiences and **discuss about their role in the society which often goes far beyond just simply bookselling**. The Lounge is a comfortable space for them to meet, which also offers this year a programme of presentations and **a special exhibition focused on children's magazines**, an interesting segment of the publishing landscape and an exciting field to explore. Children's magazines can be innovative, interactive and highly entertaining, and meet the curiosity of young readers and parents.



THE TRANSLATORS CENTRE, HUB FOR INTERCULTURAL EXCHANGES

The place to be for professional translators and those wishing to specialize in children's literature.

Translators meet each year at BCBF to exchange **information and debate on professional issues**. Trade associations, residencies, and scholarships, as well as subsidies available to publishers, are all discussed and presented during the fair.

THE TRANSLATORS CAFÉ

The Translators Café offers an exciting programme of activities to all participants. These include meetings with the diverse stakeholders in the book translation world, **translation workshops** focused on different foreign languages, **theme specific seminars** and an international conference.

IN ALTRE PAROLE

This **annual translation competition** is aimed at aspiring translators working in Italian from languages changing each year in order to encourage linguistic and cultural diversity. **The competition is dedicated this year to Arabic**, as SHARJAH is the 2020 Guest of Honour.

THE WORLD DIRECTORY OF CHILDREN'S BOOK TRANSLATORS

This **broad database of children's book translators** is available online for consultation and registration on the BCBF website all the year round.



ILLUSTRATORS FOR GIANNI RODARI: ITALIAN EXCELLENCE

Gianni Rodari, one of the most innovative children's writers of the last century, was born in 1920 and his centennial in 2020 will be celebrated worldwide.

BCBF celebrates the great Italian writer with the exhibition "Illustrators for Gianni Rodari: Italian Excellence", organized in partnership with the Italian Cultural Institute in San Francisco and with the support of Emilia-Romagna Region. The Exhibition - curated by the Giannino Stoppani Cultural Cooperative/Accademia Drosselmeier - presents original illustrations for Rodari's books by **21 Italian artists**. They include historic figures like Bruno Munari and Emanuele Luzzati, as well as

celebrated contemporary artists such as Beatrice Alemagna, Emanuele Fior, Gaia Stella, Valerio Vidali, Olimpia Zagnoli. **Inaugurated in the US**, first in Portland and then travelling to San Francisco, **the exhibition will also be part of BCBF 2020**. After the fair, the exhibition will start a long international tour, always accompanied by its catalogue published by Einaudi Ragazzi, enriched with contributions by international experts of Rodari's work.

100 ANNI RODARI

Illustration Giulia Orecchia

WHAT'S ON THE STAGE

BCBF is the place where you can keep up to date with the latest trends in children's publishing and content.

The programme of the fair includes **hundreds of meetings (260 last year)** with the widest range of topics, from the market strategies to the promotion of reading, from the illustration techniques to the newest digital technologies, getting through the themes and the mission of the children's book today: in a few words, **a rich source of creative inspiration and professional development for everyone**.



THE BOLOGNA CAFÉS

The most traditional BCBF **hot spots for debate and entertainment**, the BCBF Cafés offer opportunities to listen and share experiences with a whole range of professionals in an open and informal atmosphere. Each Café is named after its main audience: the **Authors Café**, the **Illustrators Café**, the **Translators Café**, the **Licensing Café**. Unrivalled in its diversity and depth of discussions there is something for everyone here.

THE FLAGSHIP CONFERENCES

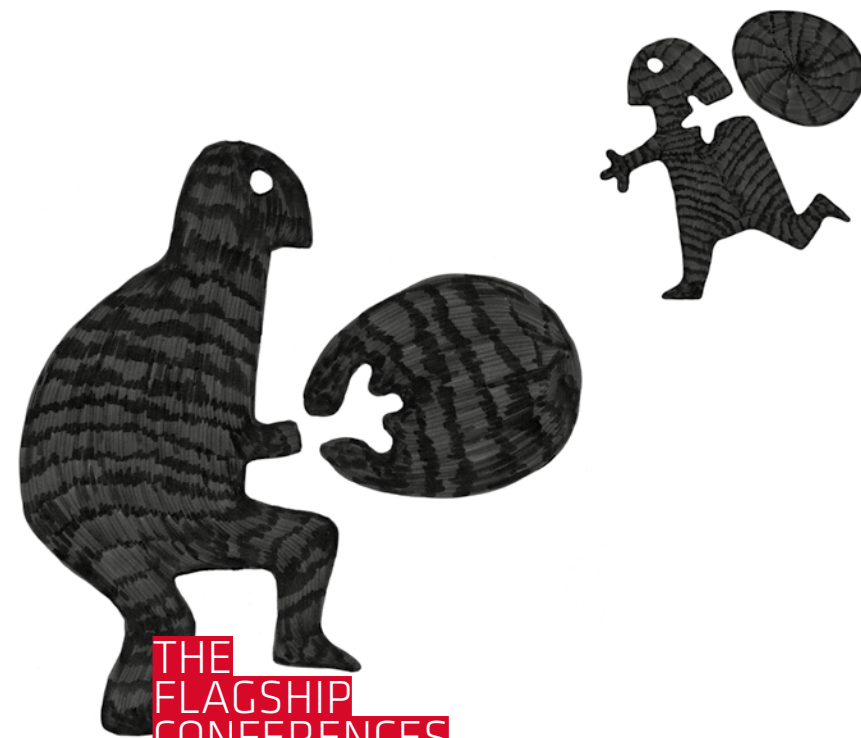
A collection of international meetings organized by BCBF to offer its professional public the opportunity to explore a wide range of hot topics with the most prestigious authors, artists and industry insiders. This year's selection includes:

CINEMA: LIGHTS, CAMERA, ACTION... LET'S READ!

As part of the 2020 BolognaRagazzi Award Special Category devoted to Cinema, this international meeting will bring together authors, illustrators, publishers, critics along with the BRAW's jurors. **How can children's books tell the story of cinema?** An invitation to get children to discover the fascinating world of cinema, its **key protagonists**, the different **techniques and crafts** of film making as well as the many possibilities for this media in the future.

GIANNI RODARI ONCE UPON A TIME: A REVOLUTION IN CHILDREN'S LITERATURE

Gianni Rodari, author of the brilliant essay "**The Grammar of Fantasy**", is one of the most translated writers in contemporary children's literature. In 1970, he was awarded the H. C. Andersen Award for his highly innovative work. Nowadays, a renovated interest in Rodari's work is clearly perceivable across the world, as **his stories and ideas are being rediscovered through new editorial proposals**. A panel of international scholars, publishers and critics will discuss many aspects of his work. The conference will be coordinated by **Jack Zipes**, one of the world's foremost experts of children's literature.



IN THE CITY

THE 3RD INTERNATIONAL CHILDREN'S BOOKSELLER CONFERENCE

Unlike their general bookstore counterparts, children's specialty bookstores are **sharply growing** today and play a **major role** in the children's book market. Over the last years, the BCBF has been a meeting point for international booksellers. This year's edition of the conference, organized with ALIR – the Italian Association of children's bookstores, will focus on **training to bookselling**. A vibrant discussion towards a new conception of the bookstore as a **community-centered place**, and of the bookseller as a vital link between the school and the library, as a festivals and events promoter and finally as an expert book and reading list recommender for everyone in their local areas.

BEAUTY AND THE WORLD PICTURE BOOKS - BETWEEN FICTION AND NON FICTION

Picture books have become much more interested in **science**, in a very broad sense of the word. Their **visual quality** and **innovative approaches** brought to a new research field, intertwining the classic genre of '**non-fiction**' with narrative '**fiction**'. The panel, on the occasion of the exhibition "Beauty and the World", will investigate **the new production in all its richness** through the work of publishers and creators. Some case histories will highlight the contemporary production, offering an overview

on the book production journey and on **the methods that merge illustration and sciences**.

COMICS

As part of the BCBF's brand-new focus on comics, this vibrant conference made of three meetings will provide a deep dive into the topic from different perspectives: **art, translation** and **business**, in order to offer a comprehensive approach to one of the most expanding segments of the publishing industry.

FOCUS ON THE CHINESE MARKET

BolognaFiere is the co-organizer of the **China Shanghai International Children's Book Fair**, the only copyright exchange hub fully dedicated to children's books and content in **Asia Pacific**. Following up with the successful experience of last year, BCBF – in partnership with China Publishers Magazine – will put a spotlight on **the most recent market data on the Chinese book industry**. With an expanding rate of 15% a year and a target of 367 million children and young adults, China boasts one of the fastest growing children's book markets in the world. The conference will include case histories and best practices of collaborations between international and Chinese publishers.

FOCUS ON THE RUSSIAN MARKET

BCBF has started in 2019 a **fruitful collaboration with the Moscow International Book Fair (MIBF)** which will lead to the organization of a brand new Moscow International Children's Book Fair in 2021. The first step was a wide and diverse professional programme of events held in September 2019, with the participation of artists and publishers from different countries. This conference will offer **an overview on the Russian children's book market** through the insights of Russian publishers who already sell and buy copyrights internationally, and the experiences of publishers who took part in the first fellowship programme organized by BCBF and MIBF.



BEAUTY AND THE WORLD: THE NEW NON-FICTION PICTURE BOOK

AN INTERNATIONAL PUBLISHING PHENOMENON

Ever the beginning of this century publishers around the world have become more interested and published more **picture books focused on the knowledge of general science** (physics, geography, biology, anthropology, linguistics, technology, and philosophy). They have been creating books that challenge each other with a large scale, elegance in illustrations, inventiveness in graphics, experimental aesthetics and more. There is so much in non-fiction production and especially in the picture book genre that can be considered **a real boom**, and serve as one of the biggest investments in children's publishing. This exhibition will be **the first showcase of outstanding non-fiction picture books from around the world**. It will be accompanied by a **collective essay**, the first one of its kind in the world, with critic insights of noted non-fiction picture book experts. This is the result of a research project of the **Bologna University**, led by children's literature scholar Giorgia Grilli, and supported by BCBF. Curated by Hamelin Cultural Association, the exhibition will be held at the Sala Borsa Public Library during BCBF.

THE ABC OF IT

WHY CHILDREN'S BOOKS MATTER

This special exhibition, curated by preeminent historian and critic of children's literature **Leonard S. Marcus**, will offer a **fascinating look at children's literature through history**, featuring an **exquisite collection** of iconic books, original art, manuscripts and other related objects. A **highly inspiring showcase** which underlines the role that children's books play in our lives and in world culture. The exhibition, first hosted by the Andersen Library of the University of Minnesota and by the New York Public Library, will be held at the historic Archiginnasio Public Library. The event will be complemented with **an exclusive lecture** by Leonard S. Marcus.



BOLOGNA CHILDREN'S BOOK FAIR

an event by



FOLLOW US
& JOIN
THE CONVERSATION
#BCBF20

www.bolognachildrensbookfair.com

Bologna Children's Book Fair
Piazza Costituzione, 6
40128 Bologna, Italy
Ph. +39 051 282242 – 282361

bookfair@bolognafiere.it
illustratori@bolognafiere.it
bcbfdigitalmedia@bolognafiere.it
bcbfcomics@bolognafiere.it
licensing@bolognafiere.it