



THE 60TH BOLOGNA CHILDREN'S BOOK FAIR

Still rocking at 60!



ALDUS UP, the network of European book fairs, co-funded by the Creative Europe programme of the European Union, is supporting BCBF initiatives

The Bologna Children's Book Fair is part of Aldus Up, the four-year (September 2020 - February 2024) European project created from the success of Aldus, the Network of European book fairs for the internationalization of publishing and innovation of book fairs.

Coordinated by the **Association of Italian Publishers (AIE)** and co-financed by the **European Commission** through the programme Creative Europe 2014-2020, Aldus Up involves a network of 20 national and international book fairs in Europe as well as publishers' associations and organizations, with the goal of conducting research and initiatives to understand the evolution of the publishing sector, with a special focus on the flows and the promotion of translations and the evolution of reading habits – in particular in relation to **digital innovation** – and the innovation of fair events from a perspective of better in involving diversified target groups and **accessibility** (regarding specifically communities of migrants, linguistic minorities and people with disabilities). The studies and materials connected to the Aldus Up initiatives are being presented at the events organized by the network of fairs and will be made available online on the [Knowledge Hub](#) platform to members of the Aldus Up [Community](#).

Featuring among the initiatives organized by the Bologna Children's Book Fair to support and promote the goals of Aldus Up, are projects and meetings dedicated to technological innovation, in particular: the **BolognaRagazzi CrossMedia Award**, the BCBF accolade for editorial projects that are developed through different media. Now in its third edition, this year the award welcomes a new competition category dedicated to digital bookshops capable of offering innovative and effective reading experiences. The **Global Rights Exchange** is a digital platform developed during the period of the pandemic and now fully active and dedicated to the trade in publishing rights and licensing content. The platform has become a precious tool for publishers all over the world to maintain relationships and worldwide trade active throughout the year, ahead of meeting again in-person at the following year's edition of BCBF. The GRE is now open to the participation of publishers and exhibiting companies in the spaces of BolognaBookPlus, Bologna Licensing Trade Fair/Kids and in the Comics Corner. There is also a rich programme of conferences that, this year in particular, concentrate on the exploration of risks and opportunities of artificial intelligence. Among these, as part of the Illustrators Survival Corner is **"The State of Artificial Intelligence - Friend or Foe? - Masterclass with Julien Palier"** (6 March, 1 p.m.,



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The Illustrators Survival Corner), while BolognaBookPlus, the extension of the BCBF dedicated to generalist publishing and now in its third edition, will host the event **“How Artificial Intelligence can make publishers more competitive and lead to higher quality and New Media Productions. The Management of massive resources and a personalization of readers’ experiences”** (8 March, 5 p.m., BBPlus Theatre).

Finally, organised by BCBF **“Mixing the Digital and Physical World: two Publishing Projects for Today”** (6 March, 2.30 p.m., Authors Café) takes a detailed look at the case studies of Super Simple, which proved to be able of attracting new readers, transporting digital characters onto the pages of books, and of BookTOk, with a group students called to present some content they produced and to launch a new chain of digital and physical products for children. And **“Stories across media. How children and young adults experience new forms of reading and storytelling in the digital dimension”** (6 March, 1.30 p.m., Authors Café), focus on the 2023 edition of the BolognaRagazzi CrossMedia Award.

Dedicated to the main goals of Aldus Up of analysing reading trends in different European markets and promoting accessibility to reading are: **“Reading in Italy from 0 to 14 years”** (7 March, 9.45 a.m., Sala Suite), the presentation of data on children and young people’s reading in Italy in collaboration with the Association of Italian Publishers (AIE); **“Greece Market of Honour BBPLUS 2023 Programme. The Italian Book Market: Facts & figures and Greek Book Market”** (6 March, 11.30 a.m., BBPlus Theatre) on the Greek and Italian book markets, as part of the hospitality project that sees Greece as the Market of Honour at BBPlus 2023; **“From Measuring Reading to Achieving its Growth: the Evolution of ERICS and Reading Promotion”** (6 March, 1 p.m., BBPlus Theatre); **“Understanding Teenagers’ Relationship with Reading”** (6 March, 4.30 p.m., Sala Suite) presentation of the reading data from Spain; **“Accessible Illustrated Books and Where to Find Them”** (6 March, 10.30 a.m., BBPlus Theatre) on the challenges for companies that work to produce children’s books according to accessibility standards; **“Children’s Laureates in conversation”** (7 March, 3 p.m., Illustrators Café) a conversation involving seven children’s laureates and literature ambassadors from all over the world, chaired by Julia Eccleshare and featuring Áine Ní Ghlinn (Laureate na nÓg, Ireland); Joseph Coehlo (Waterstone’s Children’s Laureate, United Kingdom); Casi Wyn (Bardd Plant Cymru, Wales); Gabrielle Wang (Children’s Laureate, Australia); Tialda Hoogeveen (Berneboeke ambassadeur Fryslân, Friesland); Nioosha Shams (Sveriges läsambassadör, Sweden); Susanna Mattiangeli (Children’s Laureate, Italy); and finally, **“The professions in comics: how to present a portfolio”** (9 March, 12 midday, illustrators Café), a focus organised by Comics & Graphic Novels Commission, AIE and Lucca Comics & Games.



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