

**THE NEW BOLOGNA CHILDREN'S BOOK FAIR:  
MORE THAN 30,000 TRADE VISITORS FROM EVERY CORNER OF THE WORLD  
A SUCCESS STORY SHARED WITH 15,000 CHILDREN, YOUNG ADULTS AND PARENTS VISITING  
THE NEW "DON'T TELL THE GROWN-UPS" SECTION OPEN TO THE PUBLIC IN HALL 33**

**MORE THAN 30,000** illustrators, writers, exhibitors and trade operators from all over the world visited **BolognaFiere** from March 24-27, confirming the **Bologna Children's Book Fair** as the leading event of its sector. This success was enhanced by a new special section open to the public. Thousands of children and young adults, together with their families, teachers and educationalists flocked to Hall 33 and the **"Don't Tell the Grown-ups"** public section for the WEEK OF BOOKS AND CULTURAL ACTIVITIES FOR CHILDREN AND YOUNG ADULTS.

The traditional show reserved for trade visitors was once again a landmark event for publishing-sector operators from all over the world. Of the **1,200 exhibitors** attending, **more than 90% came from some 74 countries**, many hailing from the furthest reaches of the southern hemisphere. Brazil, this year's guest country of honour, brought a delegation of 55 illustrators and was represented on the first day by its Minister for Culture, Ms Marta Suplicy.

The trade show's international success is borne out by its resonance on the **social networks**:

1.5 million Impressions appeared on Facebook profiles, Twitter and Instagram; 10,200 mentions were logged starting from the opening day, March 24, by 6,400 unique users; 76,012 posts were registered on the official Hashtag #BolognaBookfair; 233,380 users were reached by FB posts between 24 and 27 March; 649 photos were sent out on Instagram with #BolognaBookFair; as to social profiles, there were 5,674 fans on FB; 2,121 followers on Twitter, and 288 followers on Instagram.

Good results were also clocked up by the **Bologna Licensing Trade Fair**, Italy's premier licensing and private label trade, with 50 companies from Italy and elsewhere representing more than 500 brands, as well as **Expopixel**, organised in collaboration with **Future Film Festival**, Italy's first digital-entertainment tradeshow. Held contemporaneously with the Book Fair, the 3 events provided a truly comprehensive overview of the publishing, animation and licensing sector.

The 2014 Bologna Children's Book Fair provided an international platform for the very best classical and digital publications for children and young adults, works that soon will be appearing in the bookstores, libraries, schools and homes of every continent.

More specifically, this year the Book Fair launched **Bologna Digital**, a new initiative that saw experts and professional operators come together to roll out an exciting programme focusing on the digital media market. The forum for sector specialists looking at the challenges and opportunities posed by the new frontiers of the digital era was very popular. More exhibition space was allocated this year to the most innovative businesses producing Apps and technological solutions for the publishing world. The **Digital Cafe** presented a broad programme of meetings looking at key aspects of the transition from conventional printing to digital publication. The four **Master Classes** were extremely well attended.

The various Awards announced and handed over during the Book Fair to a range of sector categories were another highlight.

The **Hans Christian Andersen Award**, sponsored by **IBBY**, known as the Oscar of children's literature, was won by the Brazilian illustrator **Roger Mello**, while the author's prize went to the Japanese **Nahoko Uehashi**. As is traditional, next year Mello will design the cover of the 2015 Annual, the Bologna Children's Book Fair catalogue containing all the works that will be selected next year for the Illustrators Exhibition.

This year an Italian publisher was the winner in the Europe section of the **"BOP – Bologna Prize for the Best Children's Publisher of the Year"** – offered by BolognaFiere and the Children's Book Fair in collaboration with the **AIE (the Italian Publishers Association)**. An award is given to a publisher from each of six areas of the world

considered to have shown creative excellence and outstanding quality in the publishing choices made during the previous year. Of the 28 publishers nominated, **Maurizio Corraini** received the award for Europe. The winners of the other areas were: Golden Baobab – Africa; Grimm Press Ltd. – Asia; Petra Ediciones - South America; La Pastèque – Nord America; and Walker Books Australia – Oceania.

The winner of the prestigious **2014 Astrid Lindgren Memorial Award (ALMA)** was **Barbro Lindgren**, a Swedish writer. Acclaimed for her innovative and varied range of books written for children of all ages, Barbro has produced picturebooks, poetry, theatrical works and short stories. Since her debut in 1965, she has published around 100 titles that have been translated into more than 30 languages. She receives ten million Swedish crowns, around **€450,000**. The award will be officially handed over at a ceremony in the Concert Hall (Konserthuset) in Stockholm on June 2 next.

The “**BolognaRagazzi Award**”, since 1966 the prestigious publishers’ prize, saw the participation of some 1,081 titles from 42 countries. The “**BolognaRagazzi Digital Award**”, started in 2011 to highlight the most innovative Apps in e-book publishing, received 258 entries from 137 publishers in 37 countries.

The **2014 International Bologna Book Fair - Fundación SM Illustration Prize** went to the Portuguese illustrator Catarina Sobral. She was among the 75 illustrators in the final selection out of a total of 3,190 entries from 59 countries. This 29 year old writer and illustrator was judged by the prestigious Jury made up of **Sophie Van Der Linden** (France), **Roger Mello** (Brazil), winner of this year’s Hans Christian Andersen Memorial Award, and **Pablo Nuñez** (Spain) to show “great maturity and a strong personal identity”. Catarina receives \$30,000 and the commission to prepare the cover of a Fundación SM picturebook to be presented at the 2015 edition of the Bologna Book Fair where she will also have a personal exhibition of her work.

**An Italian was also the winner of the scholarship Ars In Fabula - Grant Award** offered by Fabbrica delle Favole and the Macerata Fine Arts Academy in collaboration with the Bologna Children’s Book Fair. Open to young artists under 30, the scholarship went to **Bruno Zocca**. Bruno’s submission to the Illustrators Exhibition was also among those selected, but he has yet to have anything published.

The 4th Translators Competition “**In Altre Parole**” aimed to encourage the translation of books for children and young adults and promote talented young translators was won by **Ada Milani** for Portuguese and by **Elena Andreani** and **Mirta Cimmino**, in a tie, for Spanish.

One of the most striking of all the high-impact exhibitions at this year’s edition was “**The Lost Treasure**”, dedicated to **Ugo Fontana** and curated by Giorgia Grilli (The Children’s Literature Research Centre of Bologna University’s Department of Education Sciences, with which the Fair has recently concluded a framework agreement for further study projects) and Fabian Negrin (the world renowned illustrator). This exhibition inaugurated a new section of the Book Fair dedicated to rediscovering great illustrators of the past who have been forgotten and whose work is no longer to be found on bookstore shelves.

The various **Cafes – Illustrators, Authors, Digital and Translators** – were attended by many, as were the meetings and seminars for trade visitors, workshops for print and electronic publishers and public readings by authors for the general public.

Next year’s edition will be even more international coming just a few months before the opening of Expo 2015 in Milan. Expo’s theme – Feeding the Planet – will be represented at the Book Fair by publications from all the 60 countries participating in Expo 2015, highlighting the specific and activities being conducted to raise awareness of this crucial issue among the young.