



**BOLOGNA CHILDREN'S BOOK FAIR HALL 33
FROM SATURDAY 22 TO THURSDAY 27 MARCH 2014
A WEEK OF CHILDREN'S BOOKS AND CULTURAL ACTIVITIES
"DON'T TELL THE GROWN-UPS" INTERNATIONAL BOOKSTORE
MEETINGS WITH INTERNALLY ACCLAIMED CHILDREN'S AUTHORS,
POLITICAL AND CULTURAL COMMITMENT TO PROMOTING
BOOKS AND READING AMONG THE VERY YOUNG**

"I am happy to know that people are still reading my book on children's literature and I would be honored to have you use its title of in your Bologna Children's Book Fair. "

"Sono felice di sapere che ci sono persone che ancora leggono il mio libro del 1990 sulla letteratura per ragazzi e sono onorata di concedervi questo mio titolo per la vostra Fiera del Libro per Ragazzi di Bologna"

Alison Lurie, author of *"Don't Tell the Grown-Ups: The Subversive Power of Children's Literature"*.

After its 50th anniversary celebration, **Bologna Children's Book Fair** presents a new edition with a novel format: an entire hall – 33 – will be open to the public hosting the first WEEK OF CHILDREN'S BOOKS AND CULTURAL ACTIVITIES from Saturday 22 March to Thursday 27 March. During the week, myriad meetings and events will revolve around the world first international children's bookstore boasting both classic titles and new books presented at this year's Bologna Children's Book Fair.

The first edition of the WEEK OF CHILDREN'S BOOKS AND CULTURAL ACTIVITIES and the bookstore have chosen the name DON'T TELL THE GROWN-UPS, the title of a classic by one of the most famous children's authors Alison Lurie, dedicated to the "Subversive Power of Children's Literature". Celebrated writer Alison Lurie promptly agreed to BolognaFiere's request to use her title for the Bologna Children's Book Fair's new initiative.

The WEEK OF CHILDREN'S BOOKS AND CULTURAL ACTIVITIES stems from an agreement with AIE, the Italian Publishers' Association, and the Centre for Books and Reading – Ministry of Cultural Heritage and the Environment, designed to sponsor and enhance the value of Bologna Children's Book Fair as the reference event for children's literature worldwide, and a venue to discuss and support the relaunch of a policy promoting books and reading with a focus on the most important role of culture, the sensitivity, education and training of children, adolescents and young adults.

The WEEK OF CHILDREN'S BOOKS AND CULTURAL ACTIVITIES will host a bumper programme of meetings, workshops and talks. The current list of invited guests spans **Bianca Pitzorno, Nicola Davies, Concita de Gregorio, Teresa Buongiorno, Beatrice Alemagna, Gilles Bachelet, Tom Schamp** and **Luigi Garlando**. These are just some of the leading figures in the world of children's



culture, a universe open to all – first and foremost families and schools and not just publishing sector experts.

In addition to its partnership for the WEEK OF CHILDREN'S BOOKS AND CULTURAL ACTIVITIES, BolognaFiere and the City of Bologna have signed an agreement along the lines of the ARTEFIERA project to implement a series of events held in the city and organized together with the City of Bologna's Department of Culture, local institutions and associations, proposing a growing number of initiatives.

The programme already announced includes a cycle of meetings promoted by the AIE in local libraries around the city, a programme of related events at the Cineteca, the city's Film Archive, an exhibition in the Sala Borsa sponsored by BolognaFiere and the City of Bologna dedicated to **Early twentieth century children's toys and furnishings from the Maurizio Marzadori collection**, and initiatives organized at Mambo, Bologna's modern art museum, the Music Museum and at the city's Archaeology Museum.

The week of children's books and cultural activities – Don't Tell the Grown-Ups in Hall 33 will be open to the public from Saturday 22 to Thursday 27 March with a separate entrance from Viale Aldo Moro; from Saturday to Wednesday from 9.30am to 6.30pm – Thursday 27: from 9.30am to 4pm. *The cost of entry is 5 euro, free for children and university students. The week's programme is organized by BolognaFiere in partnership with the Giannino Stoppani Cultural Cooperative.*

For the full programme and news updates: www.nonditeloairandi.com