

## **BOLOGNA DIGITAL MEDIA**

**FROM THE 4<sup>TH</sup> – 6<sup>TH</sup> APRIL IN PAVILION 32**  
**A new dynamic centre where PUBLISHING MEETS INNOVATION**

**Leading brands will be speaking about the future of the sector: MICROSOFT, GOOGLE, THE WALT DISNEY COMPANY and many more**

In a year in which the digital sector is flourishing, the Bologna Children's Book Fair will dedicate an entire pavilion to multimedia in children's publishing. Always with one eye on the future, BCBF can boast thirty years of experience in the sector: the first global conference on the subject was held in 1986, in the nineteen nineties, the Children's Software Arcade, in 2002 the prize for the best eBook and then the inauguration of Bologna Digital five years ago in pavilion 26. Today the fair dedicates an **entire pavilion** to the future of children's publishing: **Bologna Digital Media (Hall 32, in the first three days of the Fair from the 4<sup>th</sup> -6<sup>th</sup> April) is a new dynamic centre where publishing meets innovation**, where children's content can explore its multimedia potential. A genuine **hub where publishers, developers, TV producers and cinematographers, animation specialists, artists and authors can meet** and dialogue with established brands, exploring every opportunity that the digital world has to offer. A pavilion that underlines the importance with which the Fair, the exhibitors and visitors, view a world that is in continuous evolution and its relationship to the creativity of children's books, offering infinite energy and inspiration. A key example is that of the app that won the Bologna Digital Award in 2015 based on *The Very Hungry Caterpillar* by Eric Carle, a classic illustrated book all over the world.

**Bologna Digital Media will include exhibitors from many different countries**, with some interesting participants from South Korea and Great Britain, alongside leading brands in hardware and software. Pavilion 32 will be the stage for numerous meetings at which the directors of established brands will demonstrate how the market is evolving and what we can expect in the future: from **Microsoft's David Langridge** (Senior Partner Development Manager) and **Google** with **Shazia Makhdumi** (Global Head of Educational Apps Business Development) to **The Walt Disney Company** with the intervention of **Eugenio Spagnolini** (Senior Manager Disney Interactive Business).

Naturally BDM will take advantage of the experience of the **Digital Café**, dedicated to debates and presentations, in addition to the **Digital Conference Room**, the location of international meetings for experimentation, discussions, planning new and stimulating content for children and the promotion of new activities and relationships within the Fair. Among the guests this year will also be the digital animators, the teachers specially trained to spread and promote the use of new technology in schools. **"Fuel the imagination"** is the slogan for the Children's Book Fair 2016 and it will find its ideal space at Bologna Digital Media.