BOLOGNARAGAZZI DIGITAL AWARD: THE WINNERS AND THE SPECIAL MENTIONS

This year a special category has been dedicated to virtual/augmented reality content

In its sixth edition the **BolognaRagazzi Digital Award** is the international award of the Children's Book Fair. Organized since 2012 in collaboration with **Children's Technology Review** (USA) –the award honours excellence and innovation in digital content for the younger public.

This year the four members of the jury, **Warren Buckleitner**, director of *Children's Technology Review* (USA); **Paulien Dresscher**, manager of the new media department for Cinekid (Netherlands); **Valeria Petrone**, illustrator (Italy); **Max Whitby**, co-founder of Touch Press (United Kingdom) took a close look at the works of **152 candidates from 32 countries** and selected three winners, six special mentions and a further short list of six titles. For the first time a special category has been added for virtual/augmented reality (VR/AR) content with one winner and one special mention. Each title selected represents an important contribution to children's publishing thanks to the exploitation of the inherent potential of emerging technology a the service of the youngest of users.

"From the ever increasing number of candidates this year that presented VR/AR content, the link between literature and technology is now very clear. Publishers know very well that now almost all young people own a smartphone or a tablet with a camera and internet connection," explains **Warren Buckleitner**, President of the jury. *"Thus a new commercial model has been created: now it is possible to purchase a printed book and then download a free app that connects to a wide variety of extra content. The book in itself continues to be the fulcrum of the reading experience independently of technology that, however, enriches it with extra nuances".*

WINNERS
The two winners reflect the emerging trend to make the children the creators of their own story, enabling them to manage the interactive experience in a creative way.

Oh! Mon chapeau (Louis Rigaud, France)
This lucid experience based on the magic of the drawings won the jury over with its playful humour, its calmness and its intelligent use of the digital medium. The child chooses a series of coloured shapes on the margin of the screen and drags them onto a white canvas. At the same time that the dragging stops, around each shape appears a drawing that offers cues for the narration, for example, a circle becomes a sun or a snowman but when it is moved to another part of the screen it can transform into the wheel of a car. In this way the fingers become an instrument to give shape to a happy universe of cities, people and trees. Rotating the position of the tablet, the drawings change. All of the drawings can be saved and shared easily. *Oh! Mon chapeau* by Anouck Boisrobert and Louis Rigaud is published by the French publisher helium and in the United Kingdom it is published by Thames & Hudson with the title *That's my hat!*.

Toontastic 3D (Google, USA)
The jury particularly appreciated the way that this intuitively and technically advanced app offers young readers all of the tools of creative storytelling, enabling them to draw, animate and tell everything that their imagination suggests. The children can move the subjects around the screen with their hands and in the meantime they can record the story that is narrated aloud, enriched by adding a musical background and other sound effects. Furthermore, it is possible for users to use the image of their own face or other images from the device's camera, superimposing them onto the characters. The videos are saved in the image library and can be shared. One of the more interesting aspects is the 3D rendering of drawings of the characters created by the children, personalized with the addition of sounds and scenery that are already programmed in the app.

WINNER OF THE SPECIAL CATEGORY FOR VR/AR

Mur (Step in Books, Denmark)
This mix of a book and an app is one of the best AR candidates in the competition this year. The main character is a playful bear who just doesn't want to go into hibernation. Each page is a portal that leads to a virtual play area in which young readers can put themselves in the bear's place, with illustrations that come to life with their movements and a bird that flies off the pages of the book to appear on the screen to tell other stories. The book, published by the Danish publisher Step In Books, is based on the publication curated by Kaisa Happonen and Anne Vasko for the publisher Tammi Publishers, a branch of Bonnier.

SPECIAL MENTIONS
Artie's Magic Pencil (Minilab Studios, England)
Tracing the edges of a triangle, square and circle, it's possible to liberate a city from the claws of a monster. The shapes drawn by the child become, as if by magic, windmills, houses or helicopters that form an illustration. The jury particularly appreciated the well-constructed tutorial.

Copain? (Albin Michel Jeunesse, France)
This exquisite book is the fruit of a meeting between Beauty and Augmented Reality with white spaces left deliberately empty on the pages in order to encourage the AR experience. In reality the book is part of a series called *Histoires Animées*, in which each title (which were also well-received by the jury, are *Choutte!*, *Il est l'heure d'aller maintenant!* e *Peur du noir, moi?*) forms an excellent example of the extraordinary potential of augmented reality.

Con Le Orecchie Di Lupo (Italia in collaboration with SmallBytes Digital)
The sounds of every day come to life through beautiful hand cut paper illustrations, capturing the child's attention with the buzz of the bees, the drip drops of water and the sounds of musical instruments.

Een Verre Reis (YipYip, Netherlands)
Een Verre Reis ("A voyage far away") is the wonderful digital adaptation of story by the writer Toon Tellegen. This work represents an important collaboration between illustrators and musicians, detaching itself from the traditional structure of the page that is the main limit of the app dedicated to storytelling.

Eric Carle's Brown Bear Animal Parade (StoryToys, Ireland)
The jury was won over by the beauty and sweetness of this app that is perfect for those using this type of experience for the first time. In difference to the winner of the BolognaRagazzi Digital Award of two years ago *My Very Hungry Caterpillar,* the app is presented in 3D and, therefore, the main character, the bear, and his companions can move both in front of and behind the objects in the scenery. If so desired, in the parade of animals it is possible to omit some in order to accelerate the arrival of the grand finale, where all of the animals sing together in chorus, each making its own noise along with the added sounds created by the child.

The Infinite Arcade (Tinybop, USA)
This app transforms the use of the tablet to enable children to enjoy themselves with games of their own invention. The jury appreciated the open approach to problem solving and the opportunity that the app offers to help younger readers to become genuine inventors of games rather than just end-users. Through the proposed games the app encourages children to solve problems and learn coding for programming through play.

THE FUL LIST OF WORKS ENTERED:
http://www.bookfair.bolognafiere.it/la-fiera/i-premi-di-bologna-childrens-book-fair/bolognaragazzi-digital-award/lista-delle-opere-partecipanti/2169.html

THE INTERNATIONAL JURY:
http://www.bookfair.bolognafiere.it/la-fiera/i-premi-di-bologna-childrens-book-fair/bolognaragazzi-digital-award/giuria-2017/7151.html