

**BOLOGNA
CHILDREN'S
BOOK
FAIR**



55th edition
Fertile ground
for children's
content

26-29 March
2018
Bologna
Italy

THE NEW LOOK FOR 2018 CREATED BY DEBUTANT ILLUSTRATOR CHLOÉ ALMÉRAS

**The exhibition at the Laboratorio Formentini for Publishing in Milan
The visual identity of the Bologna Children's Book Fair**

from 13th February to 2nd March 2018

NEW LOOK 2018

Beginning with the last edition, the Bologna Children's Book Fair decided to draw upon its huge pool of illustrators, selecting a debutant artist to create the visual identity of the Fair. A project was created called the "**BCBF visual identity workshop**", involving an intense collaboration between the selected artist and the Chialab design studio, which has curated the visual identity of the Bologna Children's Book Fair since 2009.

From the young artists selected for the Illustrators' Exhibition 2017, **Chloé Alméras** was chosen, and the young French artist has developed the campaign "**Fertile Ground for Children's Content**".

Comprehending the complexity of the exhibition "machine" at the Bologna Children's Book Fair, with its various sections, pathways, stories, together with the necessity to cover many formats and media, and avoid repetition as far as possible, gave rise to the idea of a fertile world where stories grow, are shared and then multiply.

With Chloé Alméras the "BCBF visual identity workshop 2018" designed an animated and changing world of wayfarers who travel between the pages unchained and without borders, exchanging enormous coloured hats from which diverse plants and ideas germinate. Every location of the visual communication is animated with prolific gardeners busy cutting the plants and transporting houses, boats, birds, stones, constantly sharing and germinating the ideas of the rich and varied community of professionals who meet each year at the Fair in Bologna.

CHLOÉ ALMÉRAS. A HATFUL OF DREAMS LABORATORIO FORMENTINI FOR PUBLISHING

Thanks to the collaboration with Mimaster Illustrazione – Officine Buena Vista and Bologna Children's Book Fair, and with the support of Laboratorio Formentini for publishing, the idea was conceived to create an exhibition dedicated to Chloé Alméras with a behind-the-scenes look at the work of developing the visual identity of BCBF 2018.

The exhibition titled **Chloé Alméras. A hatful of dreams** was opened on 13th February 2018 at 6.30pm at the Laboratorio Formentini for publishing (via Formentini 10, Milano) and will close on the 2nd March 2018.

Chloé Alméras was born in 1995 in Fontenay-aux-Roses, France. In 2016 she completed a DMA course in Illustration at the all'Ecole Estienne – Ecole Supérieure des Arts Appliqués Estienne in Paris and, the following year, perfected her training, obtaining a FCIL in Illustration at the Lycée Corvisart in Paris. Passionate about literature, Chloé prefers the shorter forms such as haiku's and loves inventing stories that take shape in her notebook, mixing words with drawings.