

**THE 56th BOLOGNA CHILDREN'S BOOK FAIR
1-4 April 2019**

Once again, the most important event of industry gathers professional visitors from all over the world in Bologna to take stock of children and teenagers' publishing

The main 2019 themes are the words and colours of the African American culture, the return of handwriting, women and "great women" in children's literature, international illustration

Switzerland Guest of Honor

Staying true to its commitment in promoting books and knowledge

**THE BOLOGNA CHILDREN'S BOOK FAIR
JOINS THE UNITED NATIONS *SDG BOOK CLUB* PROJECT**

"TheKidsWantMobile"

the most important European conference for app developers comes to Bologna for the very first time

The children's and young adults' publishing industry increasingly proves itself robust and prolific. Evidence of this is proved, like every year, at the **Bologna Children's Book Fair (BCBF)**, where the publishing world gathers in order to take stock of the situation: 1422 exhibitors from over 70 countries meet at the pavilions of **BolognaFiere** for the **56th edition of the Children's Book Fair from April 1 - 4**.

Indeed, this year's is an important edition for the Children's Book Fair: BolognaFiere has launched a huge expansion and restyling plan of its exhibition centre. For the first time the Fair uses **pavilions 29 and 30**, completely rebuilt after an ambitious demolition and re-construction plan implying 33,000 square meters of surface redone in just 10 months, **with an investment of 45 million euros**. The project foresees a global investment of 138 million euros and is to be completed by 2024, reaching 270,000 square meters of exhibition space.

The Bologna Children's Book Fair is the most important trade fair for all publishers and players of the industry, a unique event for copyright trade, for analysing the current situation and figuring out the directions of creativity worldwide, anticipating trends in illustration and literature, for both physical and digital publications. Following the recurring theme of **"Staging children's content"**, many new features lead to discovering innovations and endless variations in children's contents. Prominent figures of the industry are expected at the Fair, such as the Czech illustrator **Peter Sís**, the Lithuanian writer and illustrator **Kęstutis Kasparavičius**, the African-American **Christopher Myers** and **Ekua Holmes** as well as **Klaas Verplancke**; the English author **Michael Morpurgo**, the Norwegian **Maria Parr**; **Ruta Sepetys**, bestselling author, born in the USA in a family of Lithuanian refugees, American writer **Nikki Grimes**, **Beatrice Alemagna**, the gem of Italian illustration, **Diego Bianchi (Bianki)**, Argentinian illustrator and publisher, Italo-Argentinian Fabian Negrin and Japanese artist Katsumi Komagata, the American Rob Niddulph, Sergio Ruzzier (just returned to Italy after many successful years spent in the United States) and **Anastasia Arkhipova**, illustrator and Vicepresident of IBBY International and many others.

AN INTERNATIONAL NETWORK

Year after year, Bologna Children's Book Fair has been expanding its scope of action with growing success, confirming its natural international identity. Two important partnerships - one with the United States and the other with China - reaffirm the leading role of the Fair in the most interesting markets of global publishing.

New York Rights Fair (NYRF): Partnering with Publishers Weekly (international information platform for the publishing industry), Combined Book Exhibit (leading American company in promotion and editorial marketing) and BookExpo (the biggest book fair in North America) - BolognaFiere created NYRF, the only professional event in the United States dedicated to copyright market and distribution of content for adults, children and teenagers in the various sales channels. After the first edition in May 2018 at the Metropolitan Pavillion in New York, this year NYRF takes place in the same days and in the same place as BookExpo, adding in as the trade section of the historical American book fair. Merged in one, the two events represent the largest and most important event in the United States for international publishing. Scheduled at the New York Jacob Javits Center, 29 - 31 May 2019.

China Shanghai International Children's Book Fair (CCBF). The only fair of the Asia-Pacific region entirely focused on books and content for children and young adults has introduced BCBF as its co-organizer in 2018. CCBF is a unique event for copyright trade in global publishing. The Chinese market can count on a 15% annual increase rate and a target of 367 million children and teenagers. The Bologna Children's Book Fair has brought its experience and unique atmosphere to CCBF by increasing the participation of international publishers and further developing the cultural program of events, exhibitions and awards. And it will continue to do so in the 2019 edition, scheduled at the Shanghai World Expo Exhibition and Convention Centre on November 15-17.

THE NEW PROJECT WITH THE UNITED NATIONS: SDG BOOK CLUB

The **Bologna Children's Book Fair** has always been committed to the promotion of books, an extraordinary means to encourage citizens to build a better future; also, the fair has been extremely active in creating international networks of dialogue and building cultural bridges. It has now decided to join **the Sustainable Development Goals Book Club**: a multilingual project inspired by the United Nations 2030 Agenda for Sustainable Development. The initiative will last 17 months, and consists in the monthly publication of a list of titles for children and young adults, each related to one of the 17 sustainable development goals. Great international partners, along with the United Nations and the Bologna Children's Book Fair, the International Publishers Association (IPA), the International Federation of Librarian Associations (IFLA), the European & International Booksellers Federation (EIBF), the International Board on Books for Young People (IBBY) will also be part of the project. Furthermore, the Bologna Children's Book Fair hosts the first event of the initiative: on International Children's Book Day, **April 2nd, at 5.30 pm**, a **first selection of children and young adults' books inspired by the "No Poverty"** issue is presented at the Author's Café (the complete list of Sustainable Development Goals can be found at <https://www.un.org/sustainabledevelopment/sustainable-development-goals/>).

"Cultivating a Young Humanism" was an exhibition and publication inspired by the visit of Pope Francis to Bologna in 2017, drawing all contemporary issues often faced by the Holy Father nearer to the children's universe. With that very same spirit, this year the Bologna Children's Book Fair continues its effort to promote and disseminate children's books worldwide and to build a different, better future.

GUEST COUNTRY: SWITZERLAND

Switzerland is the Guest of Honour of the 56th edition of the Bologna Children's Book Fair. The Swiss participation revolves around the great exhibition **the ABC of Switzerland** focusing on the art of illustration in a small country with an amazingly lively mix of cultures, as well as around an exciting program of events at BolognaFiere and in the city. The leitmotif of the exhibition is the alphabet, with its 26 letters referring to the 26 Swiss cantons. A jury of experts selected 26 illustrators among the best-known names of Swiss illustration, as well as among emerging talents: each work of art is associated to a word, one for every letter from A to Z, referring to a distinguishing feature of the Swiss culture. Expressing the cultural variety of the land, the chosen words are in all four national languages - Romance, Italian, French and German - translated into English for the international audience of the Fair.

WORLD ILLUSTRATION

2901 illustrators from 62 countries for a total of 14505 plates examined by a jury of five international experts from the world of illustration and children's publishing. **76 artists selected from 27 countries and regions:** these are the figures of the 2019 edition of the **Illustrators Exhibition**, located at the very heart of the fair - the Service Centre - and staged once again in the much appreciated, unconventional style of the two past editions. Plates are in fact re-arranged on horizontal shelves allowing visitors to walk around them, thus observing them from the same perspective as the jury.

Also, the three solo exhibitions accompanying the 53rd Illustrators Exhibition: Russian illustrator **Igor Oleynikov** (winner of the prestigious HC. Andersen award 2018); Croatian artist **Vendi Vernić** (awarded last year with the IX International Award for Illustration Bologna Children's Book Fair - Fundación SM); and **Masha Titova** (author, along with Chialab, of the visual identity of this year's edition of the Fair).

Illustration is also at the centre of other exhibitions in the new Mall, with the works of the prestigious exhibition celebrating **50 years of the Coretta Scott King Award**; the exhibition on the **Silent Book Contest in the new area Mall 2**; the exhibition **Shanghai Impressions** at the Illustrators Survival Corner; last, inspired by the multiple use of professional illustration, **I&D – Illustrators & Design**, an exhibition of illustrated products designed by Bologna Licensing Trade Fair at Pavilion 32.

THE MAIN THEMES

The exciting program of events - featuring the greatest exponents of international publishing in over 250 conferences and workshops - highlights the main themes of the Bologna Children's Book Fair.

To launch the special issue of China Publishers, resulting from a collaboration between China Publishers and BCBF, the event **WELCOME TO CHINESE MARKET. A GREAT HOME FOR CHILDREN'S CONTENT** provides insights on the Chinese children's publishing market – one of the most prosperous at global level.

African American culture is at the heart of **BLACK BOOKS MATTER. African American Words and Colours:** world experts accompanied by the aforementioned exhibition of the Coretta Scott King Award, which has been awarding the best works of Afro-American authors and illustrators for 50 years.

HANDWRITING IN CHILDREN'S BOOKS, a conference organized in collaboration with SMED - Scrivere a Mano nell'Era Digitale - a seminar investigating the comeback of handwriting, on its pedagogical value and on the role it increasingly plays in picture books.

After the great boost in recent years, which has radically changed the role of female figures in books for children and teenagers, today women - ordinary as well as "great" ones - are now an established, unavoidable theme. To take stock of this trend, the event **TIME IS ON THEIR SIDE. WOMEN IN CHILDREN'S BOOKS** should not be missed.

TODDLERS. THE VERY FIRST BOOKS FOR ABSOLUTE BEGINNERS: an international conference focusing on books for children from 0 to 3 years of age, pairing with the exhibition **Toddlers/First books** at the Salaborsa Library in Bologna.

Presenting figures and market data analysis as well as a discussion between publishers and players in the audiobook industry: **LISTEN UP!** is an event on audiobooks co-organized with Bookrepublic.

CHILDREN'S BOOK SELLERS ON STAGE. International Children's Booksellers Conference focuses on independent bookshops, on their role in the publishing industry and in the dissemination of reading among children and young adults. Co-organized with ALIR, the Italian Association of Independent Children's Bookshops.

Last but not least, the world of digital. As always, visitors may attend the much appreciated **Bologna Digital Media** rendezvous, seizing the vibrant networking opportunity for publishers, developers, television and film producers, animation studios, artists and authors. Moreover, this year's edition introduces **TheKidsWantMobile**, the most important worldwide conference for app developers, hosted by the fair for the very first time. The event was sold out in less than a week.

INTERNATIONAL AWARDS

Confirming the role of the fair as a global platform for children's publishing, Bologna Children's Book Fair and AIE (Italian Publishers Association) and IPA (International Publishers Association) - team up for the

seventh consecutive year for the **BOP - Bologna Prize for the Best Children's Publisher of the Year**, awarding the best publishers at international level;

The **BolognaRagazzi Award** (BRAW), including a **Digital** version, representing an editorial recognition, as well as one of the most strategic stepping stones for copyright sales worldwide is among the partners;

Founded in 2016, the **Premio Strega Ragazzi e Ragazze** features a jury of children and young adults selecting the winner for each category, to be announced at the Fair;

The **Bologna Children's Book Fair - Fundación SM International Prize**, an award supporting the emerging talents of illustration;

The **ARS IN FABULA - Grant Award** scholarship; the new edition of **In Altre Parole**, the translation competition promoted by BolognaFiere; the **Silent Book Contest - Gianni De Conno Award**; last, the first edition of the **Carla Poesio Award** for the best dissertation on children's literature.

Bologna Children's Book Fair has always been the most strategic professional platform for international publishing, appreciated by players worldwide as the perfect venue to launch initiatives and make announcements. This counts for the **H.C Andersen Award**, the most prestigious international award for children's books authors and illustrators (the next edition is in 2020), as well as for the **Astrid Lindgren Memorial Award** whose winner is selected among 246 candidates and announced on April 2nd in Stockholm - and broadcasted live at the Bologna Book Fair starting at 12.45 at the Illustrators' Café.

BOOKSELLERS LOUNGE

Created during the 2018 edition of the Fair and conceived as a meeting place for sharing experiences between children's booksellers, the Booksellers Lounge is managed by ALIR (Association of Independent Bookstores for Children), and hosts the exhibition "Books about books and bookshops", a selection of the most interesting international titles for children and young adults set in the world of books, booksellers and bookshops, an actual series of "books about books". In addition to this exhibition, the space is animated by a rich program of events, featuring guest booksellers and publishers gathering in debates and presentations: from comics, to children's poems and inbooks, countless opportunities are created to tune in with the latest publishing trends for children with guests such as Emanuele Di Giorgi (Administrator Tunuè), Elisa Rocchi (Festival Cesena Comix), Franco Fornaroli (IBBY Italy), the authors Sara Panzavolta, Beatrice Masini, Sonia Maria Luce Possentini, the booksellers ALIR Mariella Fusillo, Petra Paoli, Agata Amica and Alessia Napolitano and the British author Holly Smale, winner of the Waterstones Children's Book Prize in 2014. This year, the shifting of the Booksellers Lounge into a more visible position in the new Mall area responds to the urgency of looking into the worldwide increasing trend of independent bookshops, thus becoming the privileged meeting place for booksellers from all over the world. While Switzerland, in its guest of honor country program of the event, shows the importance of this professional category, bringing to Bologna up to 40 specialized booksellers, the Bologna Children's Book Fair welcomes among its guests four specialized booksellers from different corners of the United States. This was made possible by an agreement with the American organization Bookselling Without Borders (BWB) offering independent booksellers fellowship programs to attend the most important international fairs. Over 200 applications were submitted in just 12 days since the announcement! To further facilitate the sharing of experiences, the international conference "Children's Booksellers on Stage" organized by BCBF with ALIR brings to Bologna booksellers from Spain, Japan, Russia, France, Romania and Argentina.

THE 4TH SUMMIT OF CHILDREN'S LAUREATES

As it is now tradition, the biennial appointment with the Children's Laureates, or Reading ambassadors, takes place at the Bologna Children's Book Fair.

In 1999 the organization BookTrust appointed the first Children's Laureate, world-renowned author and illustrator Quentin Blake. Since then, every two years, a writer or an illustrator, who has made a significant and lasting contribution to the world of children's books, is awarded the position to champion children's books and reading. Nine countries have followed the UK's example and have appointed their own Children's Laureate or Reading Ambassador.

The public meeting, during which the protagonists tell the audience how they interpret their role of book promoters, is held at the Illustrators Café on April 3rd at 10 am; guests Lauren Child (UK), Morris Gleitzman (Australia), Sarah Crossan (Ireland), Hans and Monique Hagen (Netherlands) are coordinated by journalist and author Julia Eccleshare.

THE BCBF FELLOWSHIP

ALDUS (named after Aldo Manuzio) is the European Book Fairs' network, primarily aimed at fostering transnational mobility of European literary works and book professionals. The project is co-funded by the Creative Europe Programme of the European Union.

As part of the project, for the third consecutive year, BCBF creates a fellowship involving six young editors and rights managers from publishing houses in Norway, Slovenia, Latvia, Lithuania and Great Britain. Their journey to discover Italian and international publishing stretches over nine very intense days that include meetings with various publishers at the headquarters of their publishing houses as well as the participation to a number of events at the fair.

Particularly interesting this year, and a harbinger of new and wider collaborations, is the meeting and exchange opportunity between the BCBF fellows and the SHVIP fellowship of the China Shanghai International Children's Book Fair, BCBF's "sister" demonstration because it is co-organized from BolognaFiere and therefore part of the BCBF Event Network.

THE ILLUSTRATORS SURVIVAL CORNER

Born in 2017 and conceived as an experimentation area for illustrators, **The Illustrators Survival Corner** offers a program of excellent publishers and industry professional guests who are willing to share their experience with young artists in master classes, workshops and portfolio reviews. The Survival Corner program, located at Pavilion 30, is curated by Mimaster illustration in collaboration with BCBF, providing a daily free program of over 70 events focusing on various professional aspects, including illustrated books' design, self-promotion, managing an interview with a publisher, using social media and toy design.

THE CAFES

The Bologna Children's Book Fair offers several areas for authors' talks and readings, seminars for players of the publishing industry, both classical and digital, and refresher courses.

Caffè degli Autori: countless talks about publishing, journalism, illustration.

Caffè Digitale: talks and discussions on innovation and multimedia in publishing.

Illustrators' Café: debates and events on the state of the art of illustration worldwide.

Caffè dei Traduttori: thematic seminars and workshops with the major professional figures in the industry.

BOLOGNA LICENSING TRADE FAIR

The **Bologna Licensing Trade Fair (BLTF)** is back again: the one fair in Italy for licenses and trademarks, taking place in Bologna concurrently with the Bologna Children's Book Fair (1-3 April 2019). This 12th edition hosts over 600 brands, available for the Italian, Southern European and Eastern European markets. Countless services are offered to exhibitors and visitors during the three intense days of previews and events. A meeting point for players in the licensing business, BLTF is addressed to licensors, licensees, licensing agencies, audio-visual production companies, broadcasters, distributors and buyers and everyone in the licensing trade business. The 2019 edition introduces for the very first time **I&D - ILLUSTRATION&DESIGN**, an exhibition showcasing handcrafted products inspired by the works of the 2018 Illustrators' Exhibit.

THE FAIR FOR FAMILIES DOWNTOWN

The Bologna Children's Book Fair has always worked with institutions to offer its contents to the city and to the general public. The exhibition **Toddlers/ First Books** can be visited at the Salaborsa and in many other libraries for children downtown. A *toddler* is a young child who is learning to walk and still "staggers". At that age, however, a child has already discovered a great deal: though still staggering, he or she embarks on

a journey through new paths of knowledge, with all senses engaged. *Toddler* in the publishing market indicates books for 0-3 years of age, i.e. the early childhood. At the Fair, this unique exhibition of hardcover books from the international scene has a child-friendly layout, an area where the very young ones may stop and explore the books while parents discover the artists who produced them. Promoted by City of Bologna and curated by Giannino Stoppani Cooperativa Culturale, the exhibition highlights the titles of the special Toddler category of the **BolognaRagazzi Award 2019**, plus a selection of the book board excellences and a special tribute, in collaboration with Edizioni Lapis, to the work of Attilio Cassinelli - aka **Attilio** - the famous Genoese illustrator, painter and designer, a true master in the art of tuning in with the universe of early childhood.

In 2018, with China as the guest of honour, Chinese illustrator **Daisy Zuo** came to visit Bologna. The artist had already been selected for the 2018 Illustrators Exhibition and is the winner of "Uno sguardo su Bologna", a contest for Chinese artists belonging to the UNESCO network of creative cities and launched by Bologna UNESCO Creative City of Music, with the contribution of the China Association College. Daisy Zuo discovered the city whilst drawing it. The result is a black and white artist's book and an exhibition - **Bologna upside-down** - showing the original drawings, sketches and notes that is on display at the Davia Bargellini Museum from April 2 to May 5. For the occasion, the Chinese artist's plates engage in a dialogue with a few pieces of the permanent collection, allowing the Chinese visitors, the international guests of the Fair and the curious Bolognese to discover one of the most bizarre and enchanting spaces in town. The exhibition, curated by Hamelin, is promoted by the Fair and by the City of Bologna; Bologna, Creative City of UNESCO Music; China Association College; BolognaMusei Institution.

And yet a unique opportunity for city schools: thanks to the partnership with Salaborsa Ragazzi, the Bologna Children's Book Fair has selected 20 school classes and has sent 25 copies of one of the 10 Premio Strega Ragazze e Ragazzi shortlisted books. Each class has thus "adopted" a title to read. **During the Fair the authors will visit the schools and meet their readers.** After the Fair, the students will be invited to write a report of their meeting; a commission of teachers and journalists will evaluate the works and select a winner. The children of the winning class will receive from the Bologna Children's Book Fair the complete collection of the 5 shortlisted titles of the 2018 Strega award (in their category of reference) and a diploma of "budding critic" conferred on by the President of BolognaFiere in an official ceremony at the school.

Last, the exhibition **The Children Spectator** is open until April 4th at the Teatro Testoni Ragazzi, the theatre for children and young adults of the city of Bologna: the jury of experts' selection of illustrations was chosen among the works of 418 candidates coming from 45 countries, interpreting children's relationship with performing arts. Circuses, red curtains, imagined scenarios, stages, acrobats and magicians: 31 images by 31 artists narrating the universe of music, theatre, performance in the eyes of a young child. The exhibition is part of the Bologna Children's Book Fair, in partnership with La Baracca - Testoni Ragazzi, the theatre for children and young adults of the city of Bologna, coordinator of the project.

Mapping - a map on the aesthetics of performing arts for the early childhood is part of the four-year artistic research plan supported by the European Union Creative Europe Programme, designed to promote the interaction between performing arts and the world of illustration and literature for the early childhood (ages 0 - 6). Through a network of 18 partners including theatres, institutions and artists from 17 European countries (Austria, Belgium, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, The Netherlands, Poland, Romania, Slovenia, Spain, Switzerland and the United Kingdom), the project consists in the organization of one thematic exhibition each year: a research path leading to find the first elements of a dynamic map identifying specific, recurrent elements in the process of artistic creation, according to the different age groups and situations, whilst trying to trace the countless aesthetical moments children express within artistic relationships and investigating their reasons, in order to help develop and increase the quality of artistic creation in early childhood.

BOLOGNA CHILDREN'S BOOK FAIR

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#IllustratorsExhibition

#BRAW2019

#BRAWToddler

#BRAWDigital

#PremioStregaRagazzeERagazzi

#PremioCarlaPoesio

#BolognaDigital

#SurvivalCorner

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