



## **Bologna Children's Book Fair 2021**

### **The BCBF-BLTF Global Rights Exchange – Free participation for Exhibitors and Visitors 2019,2020, 2021**

The BCBF-BLTF Global Rights Exchange (GRE) 2nd edition is online. Developed with the US platform PubMatch, the platform has been completely revamped, with brand new features which make it not only a substitute for the in-person fair across the four days but a useful tool for the children's publishing industry all year round.

It is reserved for Exhibitors registered for BCBF and BLTF 2019, 2020 and 2021, and it is **offered free of charge** until 31 December 2021. Visitors to BCBF and BLTF 2019 and those who registered for BCBF 2020 are also invited to participate again. All visitors will have access to all titles offered by Exhibitors, and be able to contact them via the new translatable chat feature, and video call functions. Visitors will not, however, be able to upload titles.

The following industry players are authorized to access the GRE 2021:

- Publishers
- Agents/Licensing agencies
- Scouts
- Licensees
- Licensors
- Developers
- TV and Audiovisual Producers

#### **New features for 2021:**

- **Chat with translation:** registered Exhibitors and visitors can chat in their own language. Group chats will also be available;
- **Instant video meetings:** a video chat can be started during a chat session with visitors and Exhibitors simply by clicking on the video-chat command, without the need to schedule a video meeting on another platform. Screen sharing will also be available during video chats;
- **Inviting clients and key contacts:** each **GRE-registered** Exhibitor will receive unlimited passes to invite other publishers and agents not registered with the **GRE** to use the platform and attend meetings. This offers lasts until 31 December 2021;
- **A section dedicated to the Bologna Licensing Trade Fair** for BLTF Exhibitors to offer their licences in the same way as BCBF Exhibitors. The two BCBF and BLTF areas on the GRE will be accessible free of charge to Exhibitors and visitors of both trade shows.

Other enhancements:

- Improved search function allowing users to locate content by subject, topic, age group and more
- Easy-to-use automated single or bulk upload of titles and pdfs
- A highlight function for key titles, and a new product/title showcase section
- A highlight function of membership in a national association or collective

- An improved intuitive dashboard to manage titles, meetings and messages
- An even more prominent Comics Corner area, accessible directly clicking on a dedicated banner

## The Exhibitor Events Programme

The **Exhibitor Events Programme** is a new online section dedicated to initiatives, presentations, interviews and workshops created and curated by the BCBF Exhibitors hosted on the BCBF website.

- This gratis service is strictly reserved for exhibitors who are registered for BCBF 2019, 2020 and 2021.
- Each Exhibitor can book a maximum of 4 event slots (1 per day).

Publication and promotion: the Exhibitor Events Programme will be published on the BCBF website on 4 June 2021; all the initiatives of the Exhibitor Events Calendar will, however, remain available online **until 31 August 2021**.

The initiative will be promoted through all the event's digital and offline channels as an integral part of the BCBF online edition.

## The BCBF Events Programme

The 2021 online programme of events organised by BCBF and dedicated to the children's publishing community will mimic the programme familiar to all who attend the BCBF physical fair.

Approaching its 60<sup>th</sup> year, BCBF is proud of its unique role in serving the children's publishing industry as the only book fair focused on all professional aspects of children's books and content.

**The 24H Portfolio Review Marathon** will return for a second year on Saturday 12<sup>th</sup> June as a gateway to the fair. This exciting, global event encapsulates the spirit of BCBF – co-operation, collaboration and community. The Marathon is produced with support from Aldus Up, the European Book Fairs Network, and co-funded by Creative Europe, as part of their programme to promote the internationalisation of the book sector.

A special webinar will also see the Italian Publishers Association announce the first results of their survey on culture consumption by children aged 0-14yrs at BCBF.

### Flagship Conferences

The programme of international conferences will include events for the following sectors and themes:

- Poetry for young readers (which is also a special category of the BolognaRagazzi Awards 2021)
- The buying and selling of comic book and graphic novel copyrights
- Page to screen cross media
- Children's independent bookshops

### BCBF Awards for Publishers

Publishers and authors will come together in the respective presentations of each of the 8 awards:

### **BolognaRagazzi Awards Categories:**

- Fiction
- Non-Fiction
- Opera Prima
- New Horizons
- Comics
- Poetry
- A special event will be dedicated to the brand new **BolognaRagazzi Crossmedia Award**, focused on the best publishing projects that expand their narrative universe across different media or that are a narrative extension of a project originated in other media.

Additionally, **The BOP Bologna Prize for Best Publishers of the Year** winners will be announced on day 1 of BCBF

### **Events on Illustration**

- **The Illustrators Café**, one of the most familiar landmarks of BCBF, offers an extensive virtual programme
  - Announcement of the winner of the **11th International Award for Illustration** organised by the SM Foundation and BCBF, plus a conversation with Sarah Mazzetti, winner of the 2020 edition
  - Audience with the **H.C. Andersen Award winner Abertine**
  - Audience with the jury of the **Bologna Illustrators Exhibition 2021**
  - Presentation of the **BCBF visual identity project** with the graphic designer Beppe Chia and this year's illustrator Jean Mallard.
- **The Illustrators Survival Corner**, a five year old project conceived by BCBF and Mimaster Illustrazione for the many artists who each year flock to the trade show in search of new work opportunities or to show their portfolios to publishers has successful extensions in Shanghai (at the China Shanghai International Children's Book Fair co-organized by BCBF) and in Moscow (at the Moscow International Book Fair in the framework of the children's book professional programme organised by BCBF). Now adapted to the virtual stage, the Corner offers:
  - The 24H Portfolio Review Marathon
  - A series of masterclasses with big stars of illustration, publishers and agents
  - "Ask Me Anything" sessions run by experts and aimed at young illustrators and potential uncertainties around embarking on professional illustration careers

### **Events on Children's Literature**

**Authors Café:** this meeting place, another beloved landmark of BCBF visitors, offers a mix of international and domestic events, such as book presentations and 'in-conversations'

- Audience with the shortlisted authors of the **Premio Strega Ragazzi e Ragazze** (the young readers section of the most important Italian literary prize, the Premio

Strega). An overview on the international trends and best titles published in the last year

- A focus on comics as an educational tool
- The international conference on poetry for young readers

## **Events on Translation**

**The Translators Café** takes to the virtual stage with events on:

- An international forum on the state of children's book translation
- The announcement of the winners of the In Altre Parole Award (dedicated to translating from and into Arabic, to honour Sharjah GoH 2022)
- A focus on translating comics
- A focus on translating Russian children's literature

## **BCBF Exhibitions**

The BCBF Galleries platform, the virtual art gallery created last year for the first BCBF Online Edition and active throughout the year with several exhibitions of illustrations and picture books, will feature 10 exhibitions, highlights include:

- The longstanding and famous Bologna Illustrators Exhibition, now in its 55th edition
- A solo exhibition of the great Swiss illustrator Albertine
- An exhibition dedicated to international illustrators who have told young readers about the art and life of the great poet Dante Alighieri

## **The Final Party**

Those nostalgic for raised glasses in the stands will be able to party with the voice of poets. For the closing party of the 58th edition of BCBF, poets from all over the world will present the public with a poem, a thought, a greeting, with the promise to meet again in Bologna in 2022.