



**BOLOGNA
CHILDREN'S
BOOK
FAIR**



**Bologna
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Fair**



59th edition

Children's Content Rocks!
Join the Party

THE 59th BOLOGNA CHILDREN'S BOOK FAIR — 21-24 MARCH 2022

BOLOGNABOOKPLUS

The brand extension to the Bologna Children's Book Fair launches in-person exhibition following a soft-launch in 2021:

Over 30 exhibitors from 26 countries, 3 training courses, 30 sessions of talks within the seminar programme, and 42 speakers from 18 countries are part of BBPlus

A first for the book fair world sees a training course dedicated to literary agency: *Call Your Agent*

The *Jackets Off* competition this year examines the different interpretations of *The Handmaid's Tale*. The exhibition was celebrated by author Margaret Atwood: *"The variety and graphic excellence of the covers of my books from around the world has never stopped delighting me"*

The 59th Bologna Children's Book Fair sees the start of an exciting and innovative programme of events for the launch of BolognaBookPlus' first in-person exhibition, following their soft-launch digital offering in 2021. BolognaBookPlus, the **exhibit, conferences and training programme** aimed at the general trade publishing market, is situated in the centre of the Bologna Children's Book Fair, building on the reputation for excellence that the children's book fair enjoys and has enjoyed for five decades as well as using experience and expertise to develop international content and training programmes.

Hosting a series of curated events with compelling speakers and bespoke training programmes, BBPlus 2022 reflects the **imagination, originality, and ambition of the global publishing industry** today, whilst supporting and equipping the industry of tomorrow.

This year BBPlus has over **30 exhibitors from 26 countries** – including Myanmar, Australia, Mexico, Turkey, India, Wales, Morocco, Lebanon, US, Poland, Belgium, England, Italy, Spain, Ivory Coast, Kenya. There are **three training courses, 30 sessions of talks** within the seminar programme, **42 speakers from 18 countries**, hosting **10 booksellers from 6 different countries**, and the brilliant Translation Forum returns.

Highlights from BolognaBookPlus 2022 include:

- **Call Your Agent (Tuesday 22nd March):** a pioneering event in the book fair world focusing on literary agent training, packed with practical advice on the skills required, how to get started, and rights and contracts essentials, chaired by Jason Bartholomew.
- **Author Ambassador Michèle Roberts:** critically acclaimed author Michèle Roberts is this year's author

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ambassador and will be the keynote speaker at Call Your Agent, present an award at the Ragazzi Awards, contribute to Jackets Off, and be in conversation with children's book critic, Leonard S. Marcus discussing the role of literary criticism in publishing, both as an author and a critic (Tuesday 22nd March)

- **Seminars throughout the week on the global publishing picture:** including discussion Diversity in literary Translation, booksellers dealing with the Covid-19 pandemic, and accessibility in publishing
- **The European Prize for Literature:** organised by the Federation of European Publishers and the European and International Booksellers Federation, an in conversation on the European Prize for Literature
- **How to Self-Publish in Italy and Abroad (Monday 21st March):** a half-day event with another half-day of bespoke workshops covering insights into the Italian self-publishing scene and beyond, and understanding the process of self-publishing from start to finish.
- **International Jacket Design: the Best of the Best:** this initiative focuses on five markets inviting entries for their individual 'best of the best' that will be featured in an exhibit within BolognaBookPlus and a winner awarded on Thursday March 24th.
- **Jackets Off:** Jackets Off is an initiative placing design in general trade publishing at the heart of the business of books. Returning for a second year, the showcase is this year centred around one title published across many international editions. Celebrating the international bestseller, *The Handmaid's Tale*, Jackets Off will examine the different interpretations of this contemporary classic across cultures and languages.

Of the exhibition, bestselling author of *The Handmaid's Tale*, Margaret Atwood said: *"The variety and graphic excellence of the covers of my books from around the world has never stopped delighting me. I take a special interest, as I began by doing the covers for some of my early poetry books. I look forward to hearing the commentary!"*

Throughout the week, BolognaBookPlus will offer a series of training programmes and events, further detail on events follows.

On Monday 21st March sessions will look at ***How to Self-Publish in Italy and Abroad*** and the global picture of publishing with seminars including ***Taking Stock: Where does Global Publishing Go from Here?*** which delves into the findings on a year-long research effort from the International Publishers Association's International Sustainable Publishing and Industry Resilience (Inspire).

Inspire asks whether readers and reading habits have fundamentally changed, how accelerated digitization trends affect industry development and what can the publishing industry do to endure and emerge stronger.

This is followed by ***What Works, and What Doesn't in Innovation Trainings for Book Professionals*** in which the

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panel discusses the Sustaining and Innovating cultural Diversity in literary Translation (SIDT) project. For 18 months, four thorough training modules have been developed, focusing on a wide array of topics relevant to innovation practices, and each was put into practice twice with groups of European and international trainees from many different countries and professional backgrounds.

Monday 21st March also considers innovative and fresh technology and tools in publishing with panels on **Changing Trends in Publishing: Addressing the Fear of New Technology in Publishing**, featuring speakers including Mariam Alobaidli, corporate communications director, Emirates Publishers Association; Tamer Said, managing director, Kalimat Group; Lina Chebaro, copyrights manager, Thaqafa Publishing and Distribution; and **The Impact of Elending on Purchasing Habits in Europe** organized in the framework of the ALDUS UP project, led by Ricardo Franco Levi, president of the Italian Publishers Association and vice-president of the Federation of European Publishers.

This will be followed by a pioneering event in the book fair world, **Call Your Agent: How to become a Successful Literary Agent** which is a new half-day conference focusing on literary agent training, packed with practical advice on the skills required, how to get started, and rights and contracts essentials. Delving into the complex world of literary agency, this trailblazing programme will equip attendees with the fundamental tools needed to navigate becoming a successful literary agent and is chaired by Jason Bartholomew. Author Ambassador Michèle Roberts also joins this event to discuss the benefits that agents bring.

Tuesday also considers the effect of the pandemic on the global bookselling landscape. In **Living with Books, Living with Covid: How Booksellers across Europe are dealing with Change**, five booksellers from different European countries will discuss and debate how they have coped with the pandemic and lockdowns, and the lessons learnt to go forward building resilient businesses. This is a panel event featuring Maren Kleppen, from Per Magnussen Bokhandel in Norway; Raluca Selegan, from La Două Bufnițe in Romania; Julie Belgrado, director of the European and International Booksellers federation, and Hannah Riels from Mr B's Emporium in the UK.

On Wednesday 23rd March, BolognaBookPlus will host two **Translation Forum** seminars, in which industry experts will give their insights on the hot topics in translation and take a look at the types of translated books that are selling well in territories across the world. **Translation Forum: Nations Unite, What Sells Well, Where** invites a panel of speakers, including Viviana Vusovic, Gruppo Editoriale Mauri Spagnol, Leonella Basiglini, Europa Editions, Simona Olivito, Edizioni E/O, and Nopi Chatzigeorgiou, Hellenic Foundation for Culture to speak about what books in translation are selling well in their markets, how to access the market, who is buying books in translation and what support is available for translation rights.

Later in the day **Translation Forum: Hot Topics in Translation Rights** will have a panel including Ruth Ahmedzai Kemp, translator; Inara Belin Kaja, Janis Roze bookshop, Latvia and Lawrence Schimel, Author and Anthropologist; speaking

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about the hot topics in translation rights ranging from the role of the translator as a book scout to the importance of translation grants to the debate about putting translator names on covers.

Accessibility is also a hot topic at BolognaBookPlus in 2022 with a seminar entitled **Let's Get Accessible** organised as part of the ALDUS UP framework on Tuesday 22nd March providing an overview of the advantages that will be obtained in making content accessible for people with visual disabilities, thus creating an inclusive editorial proposal for every reader. Key elements of discussion will include the assistive technologies that allow people with visual impairment to access all book content. This seminar is aimed in particular at the editors, graphic designers and illustrators who work with the design and creation of images, infographics and graphics for paper, digital and the web. **Accessible Books to Give Everyone the Opportunity to Read** (Wednesday 23rd March) is a round-table to address the subject of adapted publishing accessible to disabled people, featuring a specialist in Language Disorders, an Italian publisher who offers different digital versions of the same book, a French publisher whose adapted paper collections are very successful, and an expert in innovative technology at Mobidys.

Further information about the full events programme is available here: <https://www.bolognachildrenbookfair.com/en/events/event-programme/10951.html>

Guest Director Jacks Thomas said: *'We are really excited about this first step for BolognaBookPlus and being able to meet in person will be a complete joy; our international BBPlus exhibitors and visitors can be sure of the warmest of welcomes. The content programme reflects current concerns, trends and opportunities across the general publishing industry and we are looking forward to catching up on a two year hiatus of face-to-face discussion and learning'*

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