Chialab, the design company in charge of the BCBF2017 visual identity, takes part in the fair's billboard with interviews, talks and workshops.
http://www.chialab.it/

Here's the programme:

Monday 3 April, 4:15 pm, Digital Conference Room – Hall 32
Building and improving a digital heritage

Strategies for successfully creating digital assets for publishers and beyond: how to improve new and existing digital contents while building web and mobile applications to create new interactive experiences.
To register, please check:
https://chialab-digital.eventbrite.it

Wednesday 5 April, 1:30 pm, Illustrators Café – Services Centre
The Natural Habitat for Children's Content

Where does the *Chimera* come from? Ideas, stories, drawings – with Beppe Chia, designer and founder of Chialab, Daniele Castellano, the illustrator who gave birth to the Chimera, and Steven Guarnaccia, designer and illustrator.
Daniele Castellano http://altairiv.tumblr.com/
Steven Guarnaccia http://stevenguarnaccia.com/

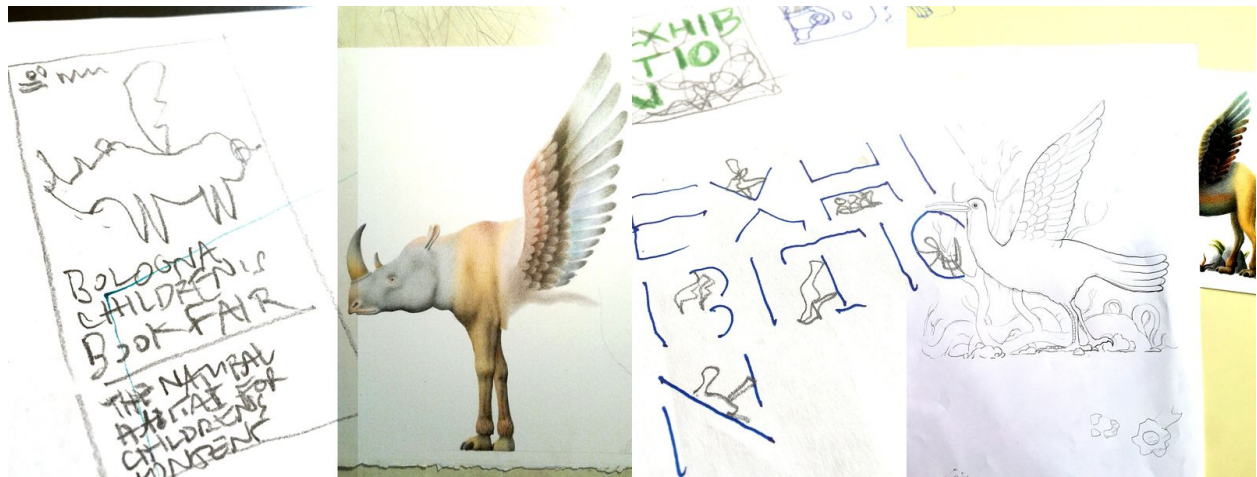**Wednesday 5 April, 2:30 pm, Melodia Lounge, Block B, first floor**
Is there a typeface for dyslexics?

Much attention is being paid to bespoke fonts for dyslexic persons, but is there any proof they really work?
See the results of a research programme on type design and dyslexia carried out in collaboration with Walter Gerbino from Università degli studi di Trieste-Faculty of Psychology, and Luciano Perondi, professor at ISIA Urbino. Presented by Beppe Chia, designer.
To register, please check:
https://font-dsa-chialab.eventbrite.it

La chimera illustrata

Brand, identity, illustration

Why is the term 'brand' usually associated with design, logos, vector graphics – and not with illustration?

Departing from the experience with the Chimera and the visual identity of Bologna Children's Book Fair 2017, Daniele Castellano (illustrator) and Alex Weste (art director) reveal the mechanisms of efficiently building and animating visual identities, based on the systematic use of illustration.

http://www.bookfair.bolognafiere.it/programma/programma-generale/5663.html