



BOLOGNA CHILDREN'S BOOK FAIR AND BOLOGNABOOKPLUS ALDUS UP EVENT PROGRAMME (8-11 APRIL 2024)

Among the initiatives promoted by the Bologna Children's Book Fair and BolognaBookPlus to support and disseminate Aldus Up's goals are projects and events dedicated to translation, reading promotion, changes in reading habits, and technological innovation – with a special focus on the impact of AI on the publishing industry.

In addition, within the framework of Alus Up, the Bologna Book Fair has developed the **Bologna Global Rights Exchange**: the virtual marketplace dedicated exclusively to the international rights, distribution and licensing of content. Born in 2020, the GRE has become a key tool of the BCBF digital strategy and host approximately 22,000 titles and more than 200 properties. It ensures the international community complete and constant support and plays an active role throughout the year enabling BCBF exhibitors and visitors to continue to display, discover and trade rights across the world.

Monday, 8 April

8 April, 10.30-11.15

BBPLUS Theatre

Do Androids Dream of Great Alternative Descriptions for Images?

A crucial component of accessibility is providing reliable alternative descriptions for images. However, crafting alternative descriptions for images stands out as a particularly challenging task for publishers, due to the need for specialised knowledge and the amount of time to ensure accuracy. This is especially pronounced when attempting to make backlist titles accessible, as they were not originally designed with accessibility in mind. Fondazione LIA will explore the world in which AI meets the alternative description of images with insights from professionals in the field, exposing both the possibilities through a showcase of the options available and the concrete applications already adopted by the industry.

Speakers

Gautier Chomel, Project Manager, EDRLab; Gregorio Pellegrino, Chief Accessibility Officer, Fondazione LIA; Paolo Casarini, CTO / IT Director, Società Editrice il Mulino. Moderator: Elisa Molinari, Project Manager, Fondazione LIA.

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BBPlus

In cooperation with

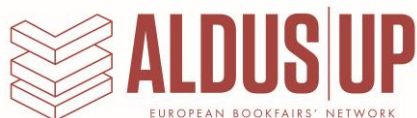
Fondazione LIA

In the framework of

Aldus Up, ABELab



Co-funded by the Creative Europe Programme
of the European Union



8 April, 11.30-12.20

BBPlus Theatre

The Italian General Book Market 2023, with a Focus on the Children's Book Market: Destination Frankfurt

A presentation of the latest available data of the Italian publishing market to foreign operators: sales, titles published, translation rights sold. Followed by an insight on the children's book market, its growth despite the demographic crisis, the differences among age groups, the role of internationalisation.

Speaker

Bruno Giancarli, Research Department, AIE - Associazione Italiana Editori.

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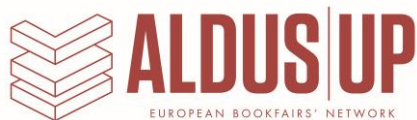
ITA-Italian Trade Agency and MAECI-Ministry of Foreign Affairs and International Cooperation

In the framework of

Aldus Up



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8 April, 12.30-13.20

Authors Café

Stories across media. New forms of reading and storytelling for children from the BolognaRagazzi Crossmedia Awards 2024

Through digital media, children and young adults experience new forms of reading and storytelling, within complex narrative worlds in which books are joined by movies and TV series, webcomics and webnovels, podcasts and audiobooks, immersive and interactive stories. Now in its 4th edition, the BolognaRagazzi CrossMedia Award explores these new forms of storytelling, selecting the best cross-media projects and the most effective screen reading experiences for children and teenagers.

Speakers

Warren Buckleitner, editor, Children's Technology Review; Julie Fox, Founder, Serendipity Animation; Neal Hoskins, Founder, WingedChariot; Beatrice Yong-in Lin, Co-founder, CO.MINT Inc.; Elisa Salamini, Co-founder, ContentMakers and Mamamò.it; Ian Schaapman, CEO, The Mouse Mansion Company BV, The Netherlands; Catalina Holguín, Director, Makina Editorial Biblioteca Digital MakeMake, Colombia.

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Bologna Children's Book Fair

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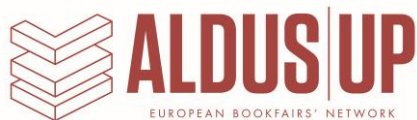
Mamamò

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8 April, 13.00-13.45

BBPlus Theatre

Gen Z, AI, and the Search for New Purpose in Publishing and Beyond

The advent of AI and rise of Generation Z are catalyzing sweeping changes in the publishing industry and society more broadly. As AI enables automation that doubles economic efficiencies, it raises profound questions about how to allocate newly freed-up human time and attention. Simultaneously, Gen Z's penchant for questioning established norms is accelerated by AI's instant access to collective knowledge. Literature stands to be reinvigorated as young influencers use AI to enable bold new writing that reexamines fundamental assumptions about how the world operates. The result could be a publishing renaissance built on innovative ideas and original expression. This session will explore how the interplay between AI and Gen Z thinking is shaping everything from publishing houses to educational institutions to democratic governance. Beyond transforming the printed page, these forces promise to redefine learning, literature, and the very purpose of human endeavor. Nadim will look at both the opportunities and ethical challenges presented by AI's broad influence spanning publishing, education, and democracy.

Speaker

Nadim Sadek, CEO, Shimmr AI.

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8 April, 15.00-15.50

Illustrators Survival Corner

La proprietà intellettuale nell'era dell'intelligenza artificiale: sfide e ripercussioni - Masterclass

The event will be held in Italian

Le leggi sul diritto d'autore sono progettate per proteggere le opere create dall'uomo, ma cosa succede quando l'Intelligenza Artificiale genera opere originali? Le azioni delle macchine di AI possono dar luogo a violazioni dei diritti di proprietà intellettuale, e l'enorme numero di immagini, testi e musica generati sta sollevando una serie di domande e di sfide.

Speaker

Beatrice Cunegatti, avvocato, Fondatrice, IT Law Firm - Studio Legale Cunegatti.

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8 April, 17.30-18.15

Authors Café

Higher-level reading, AI and book publishing: the Ljubljana reading manifesto

Digitalization is one of the fastest accelerators of change in human history. The World Wide Web, social media and the explosive growth of English as a global language of communication connect us across geographical and linguistic boundaries; thanks to the unprecedented development of natural sciences, we are looking into the deepest darkneses of the universe and exploring the secrets of the human genome; even more so, we have developed virtually intelligent machines that could immeasurably accelerate scientific development in the coming decades and change the current rules in the process of creating textual content. But we also live in a time when stupidity and vulgarity are not only on public display but are becoming a political virtue, and social media enclose us in bubbles where we lose sense of the differences between facts and beliefs, arguments and biases, ideologies and scientific methods. How to understand such a complex, fluid and entangled world? And how does book publishing fit into all of this? How to communicate all these complexities in book formats without getting lost in simplifications? And what role does higher level reading play in understanding the complexity of today's world? Is it an obscure intellectual technique that is becoming obsolete, or is it something that cannot be replaced by a range of new media activities, and we need to rethink its position both in publishing and in the cultural landscape as a whole?.

Speakers

Karine Pansa, President, IPA; Kristenn Einarsson, CEO, World Expression Forum; Christoph Bläsi, University of Mainz and Aldus up; Luis González, Fundación Germán Sánchez Ruipérez, Aldus Up.

Moderator: Miha Kovač

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JAK - Slovenian Book Agency

In the framework of

Slovenia Guest of Honour, Aldus Up

Tuesday, 9 April

9 April, 13.00-13.45

BBPlus Theatre

In the AI of the Beholder: How to See the Human Reading Behind the AI

The possibilities and perils of Generative AI have dramatically shaken every industry this year including the publishing world. We need to bring a human centred approach to design the use of technology ethically and responsibly for our readers. From AI, AR/VR, AirPods and Amazon Kindle to Nintendo Wii, Whatsapp, Microsoft Zoom all A to Z technologies are rapidly changing the way readers create, curate, share and read. These new technologies have both enhancing and damaging influences on readers. Based on disciplines such as human centred design and behaviour economics, we can design AI technology that can make reading useful, usable, beautiful, joyful, sustainable and responsible for every single reader around the world. This session draws attention to the human holding the AI, not just AI itself, opening up new opportunities for the publishing world to help change the world for the better.





Speaker

Priya Sathiyam, Design Director, Fractal.

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9 April, 16.00-16.45

BBPlus Theatre

Unlocking AI, VR, AR in Publishing: Tools for Authoring and Digital Content Creation

The dynamic intersection of AI, VR, and AR in publishing is a fact. Innovative authoring tools and cutting-edge solutions are changing the digital content creation and distribution. How can these technologies and tools really empower authors in crafting immersive experience able to engage audiences like never before? How can the publisher unlock the potential of AI-driven creativity and redefine the future of publishing and storytelling? Enjoy our presentation to talk about this incoming publishing revolution.

Speakers

Sam Habibi Minelli, GruppoMeta; Giorgio Genta, Vice President, ETT Group.

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Wednesday, 10 April

10 April, 9.30-10.30

Translators Café

I mestieri del fumetto

Preziosa occasione di approfondimento sulle figure e i mestieri del fumetto si inserisce nel ciclo di incontri, organizzato dalla Commissione Comics e Graphic Novels di AIE, con professionisti del settore che condivideranno la propria esperienza. Dopo aver esplorato gli ambiti della redazione, dello scouting e della creazione del portfolio, è la volta del lettering e della traduzione.

Speakers

Paola Cantatore, Editor, Franco Cosimo Panini Editore; Alessandro Nalli, Production Manager, Panini Comics; Fabio Gamberini, traduttore, Panini Comics; Anna Martino, traduttore, Mondadori; Marco Ficarra, CEO, Studio RAM.

Organized by AIE - Commissione Comics & Graphic Novels

In the framework of

Aldus Up

10 April, 11.00-11.50

BBPLUS Theatre

Translation Forum: marketing and promotion of Books in Translation: Who, How and Why?

In various book markets worldwide, a significant portion of the literature available is comprised of translations from foreign languages into the native language. Publishers and booksellers face the task of effectively marketing and selling these translated books to the general public. One key question arises: do marketing and promotion techniques differ for translated literature? Additionally, what challenges and opportunities do publishers and booksellers encounter in the sale of translated books? Moreover, how does the author and translator contribute to the marketing process when their book is available in multiple languages? Lastly, the panel will provide practical steps and advice for creating a successful campaign for translated literature.

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10 April, 14.30-15.20

Authors Café

Navigating the Future: AI Tools for Publishers

Join us for a fascinating panel discussion on the exciting intersection of artificial intelligence (AI) and publishing today. Our panellists will delve into how AI is transforming various aspects of publishing. From marketing strategies to printing processes and content creation, we'll explore the innovative solutions that are reshaping the landscape. Whether you're a publisher, marketer, or content creator, this panel promises insights and practical takeaways to reinforce our belief that AI and human ingenuity can coexist in the world of children's books

Speakers

Ashley Gordon, Publishing Market Development Manager for the Page Wide Industrial Division of HP Inc.; Sebastian Wehner, CEO of Wonderz and Wolkenlenker, pioneers in multimedia distribution and family entertainment.; Sam H. Minelli, responsible for international partnerships for digital publishing and education sectors, creative industries at Gruppo Meta; Searsha Sadek, Founder and Chief Product Officer of Shimmr.

Moderator

Neal Hoskins, CEO WingedChariot, a company that focuses on innovation and brand expansion in publishing.

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