



**BOLOGNA CHILDREN'S BOOK FAIR
OPENS TO THE PUBLIC IN HALL 33
FOR THE FIRST EDITION OF
"A WEEK OF CHILDREN'S BOOKS AND CULTURAL ACTIVITIES"**

Bologna Children's Book Fair opens to the public welcoming children, adolescents, families, teachers and youth workers **from Saturday 22 to Thursday 27 March 2014**. An entire hall –33 – hosts the first edition of the WEEK OF CHILDREN'S BOOKS AND CULTURAL ACTIVITIES named **Don't Tell the Grown-Ups**, after the famous children's literature classic by American Pulitzer prize-winner Alison Lurie.

"The week of children's books and cultural activities" is a brand new format revolving around a huge international children's bookstore – an outlet only Bologna Children's Book Fair can offer with a host of classic titles and new books presented at the Fair. The bookstore is flanked by a large area dedicated to illustration where meetings, workshops, exhibitions, talks, debates, presentations and book-signings will take place with a bumper programme of initiatives on myriad topics with lots of guests, works and other attractions.

The title of the first edition of the WEEK, Don't Tell the Grown-Ups, means make way for the young, from toddlers to teenagers, from first-time authors to enthusiasts about to embark on what many deem the subversive and revolutionary world of children's literature. After 50 years of successfully promoting meetings among professionals, Bologna Children's Book Fair takes the cultural education of the young generations very seriously. The power of children's publishing with its authors and illustrators meeting every year in Bologna at the world's premier event generates a further opportunity to exchange views and awareness. It is a venue offering the chance to discuss and promote books and reading and to focus more attention on the sensitivity, culture and education of children, adolescents and young adults. The aim is to offer the readers of those books and publications a new cultural awareness, the opportunity to touch, read, look at and be involved in future publishing initiatives for the young.

This important initiative has been organized by BolognaFiere in partnership with AIE, the Italian Publishers' Association, the Centre for Books and Reading – Ministry of Cultural Heritage and the Environment, the Emilia-Romagna Region, Bologna Province and the City of Bologna. "Don't Tell the Grown-Ups" also has a special place for schools, and the Ministry of Education, Universities and Research will be taking part, resuming its traditional participation in the Bologna Fair. Given its long-standing commitment to reading in schools, Ministry representatives plan to meet teachers to discuss reading projects, namely the *Amico libro* project and the Schools Olympics on reading literature and the classics. The Book Fair also has the patronage of the Emilia-Romagna Regional Schools Office with 'training initiative' accreditation for teachers taking part in the seminar "Literature from the alphabet – Books set the standard" and the meetings curated by the Bologna University Department of Education Sciences Research Centre.