

**BOLOGNA CHILDREN'S BOOK FAIR, 53RD EDITION
FROM 4TH - 7TH APRIL**

Guest Country 2016 Germany will present a series of events at the Fair and in the city

**The announcement of the winners of the first edition of the *STREGA PRIZE RAGAZZE E RAGAZZI*
in collaboration with the Bellonci Foundation**

**A celebration of 50 years of the *ILLUSTRATORS' EXHIBITION*
with a collection of works by the leading international artists**

**An entire pavilion dedicated to the future and innovation in digital publishing for children and
young people**

**THIS YEAR WILL ALSO SEE THE OPENING OF THE EVENT TO THE GENERAL PUBLIC
WITH THE *WEEKEND FOR YOUNG READERS***

**8TH, 9TH, 10TH APRIL WITH MEETINGS WITH AUTHORS, THE INTERNATIONAL BOOKSHOP AND
GREAT EXHIBITIONS**

1200 exhibitors from over 70 countries for the **53rd edition of the Bologna Children's Book Fair, from the 4th to the 7th April at BolognaFiere**: the most important international fair event for publishers and for all professional operators in the world of children's publishing. This year's event has the slogan is "*Fuel the Imagination*" and the many new initiatives this year confirm the Fair's global importance as the key event for the market and an unmissable cultural appointment to see the very latest developments in the sector and to preview the latest trends in illustration and literature, on the page and in digital form.

THE STREGA PRIZE

A significant new addition this year is the *Strega Prize Ragazze e Ragazzi*, promoted by the Maria and Goffredo Bellonci Foundation and Strega Alberti Benevento in collaboration with BolognaFiere and the Centre for Books and Reading, with the support of BPER Banca and Unindustria Bologna.

The prize, announced during the 2015 edition, is dedicated to readers aged between 6-10 years (Category 6+) and those aged between 11-15 years (Category 11+). Among the 55 books nominated, the Committee, coordinated by the President of the Bellonci Foundation Tullio De Mauro and composed of Giuseppe Bartorilla, Emma Beseghi, Pino Boero, Ermanno Detti, Silvana Loiero, Carla Ida Salviati and Maria Romana Tetamo, has selected the two sets of five finalists. Thanks to the collaboration with 50 schools across Italy, the winners of the two categories will be selected by a jury of young readers. **The official announcement will be made at 4pm on Wednesday 6th April at the Fair with the finalists and the Minister of Culture, Dario Franceschini in attendance at the event.**

50TH ANNIVERSARY OF THE ILLUSTRATORS' EXHIBITION

2016 represents the **50th anniversary of the Illustrators' Exhibition** – a unique and unmissable event within the international panorama. BolognaFiere will celebrate this occasion with a unique exhibition involving the original works of **50 of the world's greatest illustrators**, who have participated, and in some cases made their debuts, at the Exhibition before going on to make history in the field of illustration. "*Artists and Masterpieces of Illustration – 50 years of Illustrators' Exhibitions 1967-2016*" is the title of the exhibition and it will also be the title of **the book that traces the history of the Illustrators' Exhibition**, which has been the heart of the Bologna Children's Book Fair since 1967.

The exhibition will include artistic greats that have made history with their books, **from Altan to Munari, from Innocenti to Quentin Blake, Luzzati to Shaun Tan. The very best of the world' illustration will take centre stage at the Fair.**

As always, the **Illustrators' Exhibition** will showcase the latest developments in illustration with the works of 77 artists selected by a prestigious international jury, which has met in Bologna to examine and judge works by **3191 illustrators from 61 countries. With a total of 15955 works, this year's event boasts a record number of participants in the history of the competition.** The jury will consist of **Sergio Ruzzier** (New York), **Taro Miura** (Tokyo) and **Nathan Fox**, who teaches at the New York School of Visual Arts, and the publishers **Francine Bouchet**, of *Joie de lire* (Switzerland) and **Klaus Humann** of the German publisher (Aladin Verlag).

GUEST COUNTRY: GERMANY

"Look!" is the title of the programme of initiatives chosen by **Germany to present its contribution as Country Guest of Honour at the Bologna Children's Book Fair 2016.** With its deep tradition of art and literature, Germany will propose a rich programme created by the **Frankfurt Book Fair** (Frankfurter Buchmesse) and the **Goethe-Institut** in Italy. Exhibitions, meetings, workshops will fill **not only the Fair but also the city of Bologna with German literature and illustrations.**

At the Service Centre of the Fair two exhibitions stand out, proposing the best of illustration and children's publishing in addition to the Fair's intense programme of meetings planned everyday on diverse themes in **the Cafés, the four spaces of the BCBF dedicated to debate and presentations** (the Author's Café, the Illustrators' Café, the Translators' Café and the Digital Café).

AN ENTIRE PAVILION FOR BOLOGNA DIGITAL MEDIA

Bologna Children's Book Fair does not only concern "books" but also content of every type for children and young people: today more than ever the sector of digital and multimedia is flourishing and it is time to dedicate an **entire pavilion** to this field. **Bologna Digital Media (Hall 32, in the first three days of the Fair, from the 4th to the 6th April) is a dynamic centre where publishing meets innovation,** where children's content can find its own multimedia articulation: **a genuine hub where publishers, developers, TV producers and cinematographers, students of animation, artists and authors can meet** and discuss with established brands, investigating all the opportunities that the digital world has to offer. **Bologna Digital Media will present exhibitors from an interesting mix of different countries,** for example from South Korea to Great Britain, alongside leading brands of software and hardware.

WEEEEKEND FOR YOUNG READERS, 8TH -10TH APRIL

This year too the Fair will have a part open to the public immediately after the conclusion of the event dedicated to professionals: the **Weekend for Young readers, from the 8th to the 10th April.** A great event, which will take place this year under the auspices of the Centre for Books and Reading of the Ministry of Culture, will offer children, young people, families and all enthusiasts the **illustration exhibitions** with guided tours and workshops, **the extensive international bookshop,** in addition to numerous events centred around images and words: meetings and book signings with authors, including the finalists and winners of the new *Strega Prize Ragazze e Ragazzi*; events linked to the **Roald Dahl Centenary and the 400th Anniversary of the death of Shakespeare and Cervantes;** workshops on diverse themes, **from illustration techniques to food, from statistics to inventions** and an area dedicated to books on **disability.**

And also **"Pinocchio before Pinocchio",** a show involving images, **two musicians and an illustrator, dedicated to the story of an exiled branch of the tree of life and the most poetic genesis of the Pinoccchios.** An extraordinary story of growth illustrated live by Alessandro Sanna, the great illustrator and finalist of the Hans Christian Andersen Prize 2016, and accompanied by the voice and notes of jazz musicians Francesca Ajmar and Tito Mangialajo.

A key activity for the Children's Book Fair is its commitment to the **promotion of reading**; as a **founding member of the Italian section of IBBY** (the International Board on Books for Young People), the leading international organization for the promotion of children's books, BolognaFiere has supported the wide range of initiatives for the public and for schools and families that will take place as part of "**Bologna City of Children's Books**" creating *The Weekend for Young Readers*. The **Friday is dedicated to schools** with the participation of numerous classes from schools in Bologna and other regions.

THE ROALD DAHL CENTENARY

2016 is a year of great commemorative occasions: among these the Fair will pay tribute to the genius of British Author Roald Dahl, who was born 100 years ago, organizing a **round table** discussion including a number of high profile international speakers. This unmissable cultural event will take place in the afternoon of Tuesday 5th April. American philosopher **Jacob Michael Held**, linguist **Susan Rennie** and director **Donald Sturrock** will discuss the magic world created by **Dahl** with **Maria Russo**, Children's Books Editor of the **New York Times** and **William Grandi**, lecturer in Children's Literature at the **University of Bologna**.

INTERNATIONAL AWARDS AT THE FAIR

Bologna Children's Book Fair 2016 will also award the event's celebrated prizes, anticipated eagerly by the publishing world: the **Bologna Ragazzi Award**, the prestigious award supported by Fedrigoni that recognises the best graphic-editorial project; the **Bologna Ragazzi Digital Award**, that each year recognises the best creations in terms of digital publishing; and finally the "**BOP - Bologna Prize for the Best Children's Publisher of the Year**", which awards prizes for each continent for the publishers that stood out for their creativity and the courage of their editorial selections. Furthermore, BolognaFiere is delighted to announce the return of "**Books & Seeds**": the special category of BRAW 2015 dedicated to the theme of food and natural living is set to become a permanent category of the Bologna Ragazzi Award, **thanks to the partnership between BolognaFiere and FICO Eataly World**. From 2017, the winning books will be collected to constitute an international children's library at the FICO Park: a centre destined to become the largest centre in the world dedicated to the wonders of food.

THE CAFES

The Children's Book Fair proposes a number of areas reserved for meetings and readings with authors, seminars for operators in the sector and professionals involved in both traditional and digital publishing, workshops and training courses.

The Authors Café: numerous meetings to discuss publishing, journalism, illustration.

The Digital Café: meetings and discussions about innovation and multimedia in publishing.

The Illustrators' Café: debates and meetings on the latest trends in illustration from around the world.

The Translators' Café: themed seminars and workshops with the leading players from the sector.

BOLOGNA LICENSING TRADE FAIR

Located alongside the new pavilion 32 for Bologna Digital Media, and in synergy with the wide variety of children's content, The 2016 event year will see the return from the **4th to the 6th April** of the **Bologna Licensing Trade Fair**, the event dedicated to the licensing market. The event will see the participation of professionals from the field of licensing (licensees, licensors, licensing agencies, audio-visual production companies, broadcasters, distributors and buyers).

The focus of the event has been extended and will include, in addition to the world dedicated to children, **all of the categories relevant to business licensing (entertainment, fashion, brands and sport)**: in its eighth edition the event this year is set to see a **20% increase in its exhibition space** and an important increase in figures but also an **excellent qualitative improvement**: among the new exhibitors this year are world leaders such as **Disney, Warner Bros and Viacom**.

BOLOGNA CHILDREN'S BOOK FAIR

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