



China to Attend Bologna Children's Book Fair 2018 as the Guest of Honour

At the invitation by BolognaFiere Group, Italy, China will participate as the Guest of Honour in the 55th Bologna Children's Book Fair to be held from 26th to 29th March 2018 at the BolognaFiere Exhibition Centre, Italy.

Since China's reform and opening up 40 years ago, the Chinese publishing industry has witnessed rapid development. The children's publishing industry has published on average 40 thousand titles annually and maintained a double-digit growth. International exchanges have been active with numerous great works emerging. The activities to be held by China as the guest of honour this year will be the biggest-scale foreign exchange activities in children's publishing that China has ever undertaken overseas, and will help promote the exchanges and mutual learning between Chinese publishers of children's books and their counterparts in Italy and the wider world, so as to build the future together. A large number of great children's books, laden with Chinese culture, will spread their wings and fly into the homes of the ordinary people around the world and offer to children of different countries a great wealth of spiritual nourishment.

I. A Grand Staging of the Events Held by China as the Guest of Honour

The exhibition pavilion of China will occupy a total floor space of 900 square metres, out of which a section of 600 square metres will be located at B127 of Pavilion 26 of the BolognaFiere Exhibition Centre. This will be further divided into four zones, namely book exhibition, culture, activities and reception. In addition, next to the Services Centre of the fairground, a section of around 300 square metres will be used for the Exhibition of Chinese Illustration Art. The logo for the activities of the guest of honour, with a Chinese girl reading in the company of a panda as its main image against a background in red, demonstrates China's beautiful wishes to promote friendship through exchanges and development through cooperation. The theme, "Dream",



inspired by the “China Dream” and symbolises the bright future and the magnificent dreams that reading could bring to children. Meanwhile, the design concept of the exhibition pavilion for the guest of honour draws inspiration from the image of a Chinese lantern. Surrounded by the atmosphere of ancient Chinese culture, the visitors will learn about the present as well as the past of children’s publishing in China and listen to the great stories of children’s publishing in today’s China.

II. Chinese Illustrations to be Presented on the International Stage

The Bologna Children's Book Fair is the international trend setter in the field of children’s illustrations. The events that China will host as the guest of honour will include: an exhibition of illustrations created by Chinese artists; “The Charm of Books from the East: An Exhibition of ancient Chinese Illustration Art”; “An Exhibition of Master Pieces of Chinese Children’s Books”; “The World in the Eyes of a Child: An Exhibition of Chinese Picture Books”, etc, which will showcase through Chinese works the professional development of children’s publishing in China.

At the Exhibition of Chinese Illustrations covering an area of 300 square metres, readers could enjoy a grand feast of Chinese illustration art of 150 works and books by 30 illustrators. The illustration works were selected from nearly a thousand pieces, representing the best contemporary Chinese illustrations, accentuating both global charm as well as Chinese elements. “The Charm of Books from the East: An Exhibition of Ancient Chinese Illustration Art” will present 98 groups of 342 classical Chinese illustrations vividly illustrating the philosophical thinking, culture and arts, scientific creations and lifestyles of the ancient Chinese. “The World in the Eyes of a Child: An Exhibition of Chinese Picture Books” showcases through Chinese works the professional development of children’s publishing in China. “The Exhibition of Classical Comic Books”, through 24 carefully selected illustration works including *the Monkey King and His Three Clashes with the White Bone She Devil* and *the Buffalo Boy and the Weaving Girl*, will recount to the visitors classical Chinese legends and demonstrate the unique Chinese illustration art.



III. Cultural Exhibition: The Story of the Development of Children's Publishing in China

“The Centenary Retrospective Exhibition of Children's Publishing in China” at the exhibiting stand of the guest of honour, will show with words, pictures, books and the multimedia the hundred-year journey of children's publishing in China and recount the moving story of the development of children's publishing since the reform and opening up 40 years ago. “Outstanding Children's Books from China” will present a collection of 108 Chinese children's books, including *Chang'e on Her Way to the Moon* and *Grandma Lives in Xiangshui Village*, which have been published in 22 languages and 28 countries. These cultural exhibitions will be a comprehensive demonstration of the past and the present of children's publishing in China and the thinking of Chinese publishers of children's publications, which will promote in a robust manner the exchanges between Chinese publishers and their foreign counterparts.

IV. Exhibitions of Original Chinese Children's Books: A Comprehensive Demonstration of China's Creativity

Over 5000 titles divided into almost 4000 genres will be exhibited at the great area in Pavilion 26, and the majority of which are original Chinese children's books. 40% of the books will be their versions in foreign languages. The rest of the Chinese books exhibited will be attached with English synopsis on the binding cover. The original Chinese children's books to be presented to the readers will include *The Grass Hut*, *The Bronze Sun Flower* and the newly published *Bat Incense* by Cao Wenxuan, *Jia Li in Junior High* by Qin Wenjun, *The Dark Flames* by Gerileqimuge Heihe, *The Beams in Green* by Mei Zihan, *The Ponytail* by Hei Mi, *Hua Mu Lan* by Cai Gao, *Flames* by Zhu Chengliang, *Liang Shan Bo and Zhu Ying Tai (The Butterfly Lovers)* by Yu Hongcheng, *Gui Bao the Wild*, which has sold 10 million copies and *Celebrating a Grand Festival with Yi Yi*, which has been reprinted several times. Amongst these books are picture books, children's literature, children's scientific readings, books on tradition and history, cartoons and books for early intellectual development, illustrating the creativity and originality of children's books in China.



V. Cordial Exchanges between Chinese and Foreign Writers and Illustrators of Children's Books

26 Chinese writers, scholars and reading promoters including Cao Wenxuan, Han Yuhai, Xue Tao and 24 illustrators including Yu Chenghong, Xiong Liang, Hei Mi, Yu Rong, Zhu Chengliang will travel to Italy to take part in the book fair, and join their Chinese and foreign colleagues and readers for face-to-face and in-depth discussions. During the fair, events such as “The Boundary and Infinite of Children’s Literature – International Symposium of Cao Wenxuan’s Works”, “Roger Mello and Chinese Illustrators Talk about Picture Book”, “Visual Feast: Ananas Chinese Illustrators Presentation”, and “Illustration Call for Entries for *Monsters in the Forbidden City*” will be held at several locations, including the pavilion of the guest of honour, the Illustrators’ Cafe, the University of Bologna, the City Hall and the Salaborsa Public Library of Bologna, which will help deepen the exchanges in children’s literature between China and the other countries.

VI. Promotion of In-depth Industrial Cooperation through Business Activities

Over 200 publishing professionals representing nearly 100 Chinese publishing organisations, including China Children’s Press & Publication Group, Jieli Publishing House and Beijing October Children’s Literature, will take part in the Bologna Children’s Book Fair. The events to be held by China as the guest of honour will be an important occasion for cooperation between Chinese and foreign publishing organizations. Both sides will actively engage in cooperation across a multitude of fields, with the emphasis on strengthening the trade in copy rights, translation and publication and the establishment of long-standing mechanisms for cooperation. A series of achievements in publication cooperation between Chinese and foreign publishers will be harvested by leveraging the business exchange platform created by the guest of honour. The agreements for the transfer of the copy right will be signed, for such children’s books as *The Summer*, *Jia Li in Junior High*, *The Postman of Buluo Town* and *The Art Volume of Chinese Culture in Illustrations*. A number of forums, seminars, briefings and book launches, including “Dialogue & Growth: Forum of ‘Think Like a Great Mind’ Series”, “A Brave New World – International Programs of Zhejiang Juvenile and Children’s Publishing House” and the “Trend



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Report of China Children's Book Market Development", "A Translation Program of a Century of Chinese Children's Literature (English Edition)", will be held, pushing to new heights the exchange between China and the other countries in children's publishing.

As the guest of honour, China will build a first-class platform for the dialogue and communication on children's publishing between China and other countries, which will extensively promote the internationalization of Chinese children's publishing and writing of children's books and opens up a new arena for telling a good China Story.

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