

## **THE FAIR FOR ILLUSTRATORS: THE ILLUSTRATORS' SURVIVAL CORNER, AWARDS, PITTI BIMBO AND MUCH MORE**

**Professional debate, information, opportunities and experiences for the thousands of illustrators who arrive at the Bologna Children's Book Fair each year**

### **THE ILLUSTRATORS SURVIVAL CORNER**

Established at the 2017 edition of the BCBF as a space dedicated to illustrators, the Illustrators' Survival Corner is a venue for debate, information, sharing experiences and questions about the profession. The idea was conceived to meet the demand expressed by the many illustrators who arrive at the Fair each year in search of opportunities for work and professional growth. The Illustrators' Survival Corner will host illustrators and publishers of international renown, as well as authors and other professionals from the sector who will share their expertise through masterclasses, workshops and portfolio reviews, offering illustrators meetings with professionals from the sector, reliable information and practical tools of the trade: from self-promotion to how to handle interviews with publishers, from contracts to the use of social media. The programme for the Illustrators' Survival Corner has been curated by Mimaster Illustrazione, a training organisation of recognised quality in the field of international illustration, in collaboration with BCBF and will involve a daily schedule of free events, which can be attended via reservation. Once again, Fabriano has confirmed its involvement in the initiative.

Among the guests for the 2018 edition of the Corner are members of the **jury for the Illustrators' Exhibition 2018, Lorenzo Mattotti, Katsumi Komagata, Laura Carlin, Chris Riddell, Alessandro Martorelli Martoz, Tiziana Romanin, Ana Juan, Roger Olmos** and many others.

The first edition of The Illustrators' Survival Corner enjoyed exceptional results, with 77 appointments organised, including portfolio reviews with important authors, publishers and art directors, workshops with illustrators of international fame and masterclasses, which were attended by over 3000 people.

### **THE COLLABORATION WITH PITTI IMMAGINE BIMBO**

The Bologna Children's Book Fair and Pitti Immagine Bimbo, the international reference event that showcases the latest trends in children's fashion, joined forces two years ago to bring the creativity of the Bologna Children's Book Fair to the childrenswear sector. Established in 2016, the project **Off the Page... and in the World of Fashion** continues its search with the aim of selecting and proposing a team of illustrators capable of providing a new signal to the fabrics and collections of kids' fashion. Every year a jury of experts has the task of choosing from the artists selected for the Illustrators' Exhibition those considered best suited to develop their creativity in this sector, artists who will then be presented to the fashion companies of Pitti Bimbo. Once again the event will offer a great opportunity for visibility and future employment for the young illustrators whose talents are acknowledged each year in Bologna.

### **THE BOLOGNA CHILDREN'S BOOK FAIR – FUNDACIÓN SM INTERNATIONAL AWARD FOR ILLUSTRATION AND THE BCBF COMMUNICATION CAMPAIGN**

Another opportunity for visibility is reserved for the younger artists selected for the Illustrators' Exhibition: the participants aged under 35 are, in fact, automatically shortlisted for the Bologna Children's Book Fair – Fundación SM International Illustration Award, and, as has occurred with last two editions, an unpublished illustrator will be assigned the task of creating the image for the communication campaign of the successive edition of the Bologna Children's Book Fair.

### **THE CAFÉS AND THE ILLUSTRATORS' WALL**

Appointments with the juries of the BCBF awards and the Illustrators' Exhibition, debates about illustration around the world, meetings with numerous leading figures from children's publishing: these events have always been part of the **Illustrators' Café**. A feature that is now well established with the artists at the Fair is the **Illustrators' Wall**, dozens of metres of free wall space that each day during the Children's Book Fair, are filled with drawings, business cards, artistic proposals and contacts. The wall has become a fully-fledged illustrated showcase from which often unexpected meetings and professional opportunities develop.