

THE MEETINGS ORGANISED BY THE BOLOGNA CHILDREN'S BOOK FAIR

The first 65 years of *The New York Times* Best Illustrated Children's Books of the Year A focus on architecture and design in children's books

Listen up! Audiobooks: statistics, new markets, the potential and opportunities for publishers

Dust or Magic, the first European conference of Independent Bookshops And a tribute to Carla Poesio

The 2018 edition of the Fair will, once again, offer a line up that involves over 200 appointments. Among these Bologna Children's Book Fair has organised some particularly significant events: **six conferences** will bring some of the leading figures from Italian and international publishing together to discuss the history of publishing as well as the latest news, innovations and current trends, and propose new ideas and perspectives to the visiting public at the Fair.

DUST OR MAGIC

The fifth edition of the Dust or Magic Masterclass, organised in collaboration with the American *Children's Technology Review*, will bring together the leading experts from the sector to discuss the latest trends concerning digital content for children and young people. The key points of the 2018 edition will concern the main technologies in Augmented Reality with a focus on the interaction with illustrated books, the use of vocal applications (through Google Home and Amazon Echo9); the ways that developers can work with schools and video content for children and young people on mobile devices.

Sunday 25th March, the day prior to the opening of the Fair, **from 3.00pm to 8.00pm in the Sala Concerto at the Service Centre.**

Speaking at the masterclass will be **Barry O'Neill** (CEO, Touch Press), **Sebastian Wehner** and **Daniel Matzke** (Wonderz), **Japhet Asher** (Director of Polarity Reversal and Digital Director of Carlton Publishing), **Luca Prasso** (Google) and **Amanda D'Acerno** (Penguin Random House Audio Publishing Group).

CHILDREN'S BOOKS ON ART, ARCHITECTURE & DESIGN

The appointment dedicated to the theme of the special category of the **BolognaRagazzi Award 2018, Art - Architecture & Design**, will provide an opportunity to discuss children's books about art and architecture and will involve some of the leading experts in this field.

Much work has been done in the sector of children's publishing on these topics and there are now some interesting titles available: books that describe the world of architecture and design, special publications that reveal the work of architects that have changed the perception of cities, describing it to children and young people through illustrations and photography; books that show public buildings that enhance urban spaces, or private areas that have become symbols of the happy relationship between construction and nature. From the United States there is a tribute to the great Frank Lloyd Wright, with a particular look at the Kaufmann house, better known as Fallingwater. An illustrated book by Jeanette Winter look at the bold approach of Zaha Hadid, the late great Iraqi-British architect. Buildings brought to the page with a deliberate simplicity; houses, outdoor and indoor spaces all presented in a way that is accessible to younger readers with the German book *Haus*. From France comes a rich production of books that reveal the secrets of some great constructions, presented by by Didier Cornille. Other books use a three-dimensional approach to illustrate to young people the stories about chairs that have made the history of design. And design is the connecting thread with architecture that we find in the illustrated book *Corbu*, published by La Joie de Lire, that examines the life's work of Le Corbusier. Design is also the theme at the heart of the Polish books and the fable of *Goldilocks and the Three Bears* illustrated by Steven Guarnaccia.

The conference aims to shine a spotlight on the work behind these books, all of which have a significant cultural value, generating an exchange of ideas and innovative thoughts that could serve as inspiration for educators,

teachers and artists.

Tuesday 27th March from 10.00am 1.00pm, in Sala Notturmo.

The appointment coordinated by **Charles Kim** (USA), will reunite some individuals that are recognised as authorities in the field of publishing and illustrated books, such as **Allyn Johnston** (USA), **Page Tsou** (Taiwan), **Didier Cornille** (France), **Steven Guarnaccia** (USA), **Fanny Millard** (France) and **Silvana Sola** (Italy).

LISTEN UP!

Audiobooks, statistics, new markets, the potential and opportunities for publishers

An appointment dedicated to audiobooks. Innovation and development in the field of publishing for children and young people have always been two key words for the Bologna Children's Book Fair. For this 2018 edition the Fair has reserved a special chapter for the discussion of the growth around the world of the sector of audiobooks.

The international market for audiobooks has grown by around 30% in the last year and it is in continuous expansion, with significant growth also in the sector of publishing for children and young adults. According to a recent study of the American market, around 50% of the users of audiobooks are younger than 35 years of age and use mobile devices like smartphones and tablets to listen to the audiobooks. In the last three years around 40,000 audiobooks have been released on the US market alone.

Tuesday 26th March from 2.00pm to 5.00pm, Digital Conference Room (pavilion 32)

The conference will present the activities that have led to the gradual international development of this specific sector in recent years. International speakers representing some of the leading players will be sharing data, case studies and success stories, development strategies and best practices.

The conference will be divided into two parts. The first, introduced by **Marco Ferrario** (CEO of Bookrepublic) will host **Michele Cobb** (Executive Director of the Audio Publishers Association), who will offer a global overview, presenting statistics relating to the growth of the market, potential future development of the main markets, and a specific focus on productions for children and young adults. Also speaking at the event will be **Amanda D'Acierno** (Executive Vice President, Publisher, Penguin Random House Audio Publishing Group), **Mary Ann Naples** (Vice President, Publisher, Disney Book Group), **Alessandro Campi** (Director of the Digital department of Gruppo Giunti), **Paule du Bouchet** (Editorial Manager, Gallimard Jeunesse), **Yanpping Jiang** (Deputy General manager, Beijing Openbook Co.Ltd.), **Helena Gustafsson** (Vice President, Storytel Publishing AB).

The second part of the round table, chaired by **Ed Nawotka** (Bookselling and International News Editor, *Publishers Weekly*) will offer an overview of the business, beginning from the individual experiences and case studies of players operating in diverse markets.

CELEBRATING THE 65TH ANNIVERSARY OF THE NEW YORK TIMES BEST ILLUSTRATED CHILDREN'S BOOKS OF THE YEAR

This important appointment, organised in partnership with BolognaFiere and the *New York Times* on the occasion of the 65th anniversary of its celebrated selection of illustrated children's books – an event organised annually by the American newspaper – aims to celebrate the anniversary by retracing the history of the awards since the first edition in 1952, when the winners included Maurice Sendak and Ludwig Bemelmans.

Every year since then, a jury has been assembled of expert judges including librarians, critics and illustrators, called on to select the 10 best illustrated books of the year. An extract from the works of the winners is published in the special edition of *The New York Times* Book Review, which is dedicated entirely to children's books.

The New York Times Best Illustrated Children's Books Award is the only event, among the leading accolades for children's books in the United States, that judges works on "artistic merit", evaluating the illustrations independently from the text. In difference to other American prizes for children's literature, the competition is open to illustrators from all over the world; the only criteria for admission to the competition is that the book has to have been published in the United States. In addition to Sendak and Bemelmans, other winners of past editions include Tomi Ungerer, Peter Sis, Laurent de Brunhoff and Edward Gorey.

“Celebrating the 65th Anniversary of *THE NEW YORK TIMES* BEST ILLUSTRATED CHILDREN’S BOOKS OF THE YEAR” will thus provide an opportunity to examine more than sixty years of artistic trends and the evolution of tastes and judging parameters in the field of illustration, retracing the first 65 years of the award while also looking to the future. In fact, 2017 saw the beginning of the collaboration between the *NY Times* and the New York Public Library, in virtue of which the Award has been renamed the “*The New York Times*/New York Public Library Best Illustrated Children’s Books Award”. Accompanying this event will be a **publication that examines the key moments of the past 65 years.**

Tuesday 27th March, from 2.30pm to 5.30 pm in Sala Notturmo

The conference will open with a keynote speech by **Leonard Marcus**, one of the leading scholars of children’s literature, about the trends in children’s books since the 1950s, described with reference to specific editions of the award. This will be followed by two round table discussions: one dedicated to Editors and Art Directors coordinated by **Steven Guarnaccia** (USA), and animated by **Claudia Bedrick**, (Enchanted Lion, US), **Deirdre McDermott** (Walker, UK), **Anne Schwartz** (Schwartz and Wade/Random House, US), **Patricia Aldana** (President, IBBY Foundation) and **Béatrice Vincent** (Editor, Albin Michel Jeunesse); the other will be dedicated to illustrators and will include the participation of numerous international figures, such as **Beatrice Alemagna**, **Suzy Lee**, **Laura Carlin**, **Paul O. Zelinsky**, **Sydney Smith** and is coordinated by **Maria Russo**, Children’s Books Editor of the *New York Times*.

CARLA POESIO, A WOMAN OF PASSION: THE STUDY, INTERPRETATION AND WRITING OF CHILDREN’S BOOKS

The decisive role of the literary critic Carla Poesio in the birth and development of the Bologna Children’s Book Fair is well known. It was Carla, at the beginning of the 1960s, that brought back from her visit to Frankfurt confirmation that the international publishing community was ready to get involved with an event dedicated to children’s books; and it was Carla, each year, who during the days of the Fair, welcomed and accompanied the international press through the latest developments in the publishing sector, providing also advice and suggestions that made her an irreplaceable, essential point of reference.

Carla Poesio died in May 2017 and the **Bologna Children’s Book Fair will pay tribute to her** with the organisation of the conference “Carla Poesio, a woman of passion: the study, interpretation and writing of children’s books.”

Wednesday 28th March, from 10.00am to 1.00pm, in the Sala Bolero, Service Centre.

Pino Boero has been tasked with tracing the milestones in Carla Poesio’s career, while **Emy Beseghi** will introduce the **Carla Poesio Award**, which from 2019 will acknowledge the best Italian university dissertation on the subject of children’s literature. The editors of the leading publications in the sector recall the razor-sharp style of her unforgettable reviews, while the international journalists, whom she helped to navigate their way through the thousands of books proposed at the Fair, will be given the task of outlining the current state of literary criticism in the varied world of today’s media, coordinated by **Ada Treves**.

THE FIRST CONFERENCE FOR EUROPEAN INDEPENDENT CHILDREN’S BOOKSHOPS

At an international level, the number of independent bookshops has been increasing significantly in recent years. This has also been the case in Italy (in spite of the disappointing data about reading in general), where there has been a conspicuous increase, both in cities and in small and medium-sized towns, of new bookshops, places of culture that offer opportunities for socialising and can help cultivate relationships between institutions like schools and libraries. The independent bookshops are places with a cultural and social value, and are profoundly linked to local neighbourhood life. Also in the sector of children’s books there has been an increase in the number of specialized bookshops, following the trend that has seen the sector for young readers become one of the more successful segments of the publishing sector. It is interesting to note that the latest data from ISTAT has underlined the importance of independent bookshops in the relationship between publishers and readers: for over 80% of publishers, the independent shops are, in fact, the best sales channel because the independent booksellers are knowledgeable about the content of the books that they sell and are active promoters of them through events and presentations. Organised by the Bologna Children’s Book Fair, in collaboration with **ALIR**, the Italian Association of Independent Children’s Bookshops, the conference will be forum at which to share perspectives on the challenges that face independent booksellers each day and the good practices that they have developed. The conference will contribute to highlighting the diverse aspects that characterise the work of independent

booksellers, from the economic aspect to the cultural element, in addition the fundamental issue of the necessary training to become competent booksellers.

Thursday 29 March, from 9.30am to 1.00pm in the Sala Notturmo, Service Centre

The event will be divided into two parts: the first dedicated to the analysis of the panorama of independent children's bookshops in Europe with **Julia Eccleshare** (journalist and writer, former Children's Book Editor at *The Guardian*), **Nathalie Beau** (former director of the international section at the La Joie par les Livres/ Bibliothèque Nationale de France and of IBBY France) and **Paula Jarrín** (representative of booksellers at Clijcat - Consell Català del Llibre Infantil i Juvenil); the second part will be dedicated to some quality independent bookshops from various European countries (Portugal, Great Britain, Poland, Germany and Belgium) that have been invited to talk about their experiences.

Accompanying this first European conference, on Wednesday 28th March, from 6.30pm to 8.00pm will be an opening meeting at the San Giorgio in Poggiale Library in Bologna, a truly special place for booklovers.