



**BOLOGNA
CHILDREN'S
BOOK
FAIR**



**Bologna
Licensing
Trade
Fair**



59th edition

Children's Content Rocks!
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THE 59th BOLOGNA CHILDREN'S BOOK FAIR — 21-24 MARCH 2022

THE WORLD'S LEADING PUBLISHING FAIR SPECIALISING IN BOOKS FOR CHILDREN AND YOUNG PEOPLE RETURNS AS AN IN-PERSON EVENT: JOIN THE PARTY!

The first in-person edition of the new BolognaBookPlus, in collaboration with AIE

Focus on Africa and Comics, for the first time at BolognaFiere: the Fair underlines its scouting credentials

Emirate of Sharjah Guest of Honor

Great international illustration on show

Bologna Licensing Trade Fair/Kids: an event dedicated to intellectual property for children and young people

Bologna Children's Book Fair - BCBF finally returns as an in-person event for its 59th edition: together with the first live edition of **BolognaBookPlus – BBPLUS**, created in collaboration with AIE (Association of Italian Publishers), and its sister event the **Bologna Licensing Trade Fair | Kids - BLTFK**. **From March 21 to 24** the Fair will welcome the international community of professionals from the sector to the exhibition halls of the BolognaFiere exhibition centre. A professional public that, now more than ever, are demonstrating the esteem with which they hold the world's leading fair event dedicated to the trade in copyrights and children's publishing, with participation numbers that are testament to the desire to meet again in person. The numbers returning to Bologna after two years of virtual events are very encouraging. The online events have become moments of innovation, that have led us to rethink our approaches and tools, research and planning thanks to an intense dialogue made possible by the opportunities provided by the digital realm. Over **1000 exhibitors, from 90 countries and regions** are expected at BolognaFiere. *"Many more than we expected"*, explains **Elena Pasoli**, Director of BCBF *"All the continents are represented, the response from the sector has been surprising. Naturally, our hearts are heavy for what is happening currently in the world, and it is with great sadness that we must accept the absence of publishers from Ukraine and Russia."*

Increasing themes are confirming the Fair's primary role in **scouting for new global editorial trends, in the fastest growing markets and in the more innovative opportunities, forms and business approaches** that are coming to light in every part of the world. A showcase for current trends but also, and above all, for the pathways that the sector will pursue in future years. The exhibition programme will also include numerous initiatives organised within the framework of **Aldus Up - European Book Fairs Network**, a project co-financed by the European Union as part of the Creative Europe programme. This year, the Fair's professional programme will also benefit from the support of ICE-Agenzia (the Italian agency for the promotion of foreign trade and the internationalization of Italian businesses) and the **Ministry of Foreign Affairs and International Cooperation (MAECI)**, through a fair expansion programme that has made it possible to create new business areas, aimed at promoting Italian publishing and creativity, and bringing to the Fair a delegation of approximately 150 high-profile internationals, who will enhance the calendar of initiatives, and boost the Fair's exhibition line up.

BOLOGNABOOKPLUS

This year, representing an important new feature for the publishing sector, BCBF will be flanked by the second edition of **BolognaBookPlus**, the first in-person edition of the event that is an extension of the Bologna Children's Book Fair aimed at general publishing, and created with the aim of expanding the Fair's reach by addressing a wider professional audience in the global publishing industry. The initiative, organised in collaboration with AIE, the Italian Publishers Association, includes its own exhibition area hosting networking and matchmaking opportunities, showcases, portfolio reviews, seminars and a conference programme

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specifically for industry professionals. These include: a rights training event, to understand the basics of copyright and the essential steps in the process of selling rights; a Translation Forum; a detailed look at the work of the literary agent and a whole day dedicated to Self Publishing. Finally, in line with the focus on design and illustration that has always been at the heart of BCBF, BBPlus is dedicating two design initiatives: **Jackets Off** and **International Jacket Design: Best of the Best**. The first includes, a portfolio review session, and showcase of international versions of the iconic Margaret Atwood title, *The Handmaid's Tale*, leading to an exploration of the different interpretations of this contemporary classic across different languages and cultures. The second will bring together the most beautiful book covers published in six countries around the world, which will be showcased, and from which a winner will be selected and awarded during the Fair. Furthermore, the **Author Ambassador** programme will see an internationally renowned author as a guest at BBPlus: the 2022 edition will feature the English/French author **Michèle Roberts** as 2022 ambassador.

SHARJAH GUEST OF HONOR

The Guest of Honor at this in-person edition is Sharjah, UNESCO World Book Capital 2019-20. Through a rich programme of events, meetings, exhibitions and seminars led by over 30 Arab writers, illustrators, artists and storytellers, the Emirate is bringing to the Fair for the first time the thriving creative and cultural environment that is turning it into the destination of choice for children's literature throughout the Arab region, offering visitors to the Fair the chance to interact with its books, reading and culture, immersing themselves in its flourishing literary scene. Many meetings are expected in all the spaces of the Fair, from the Illustrators to the Authors Café, together with two exhibitions that will offer examples of the very best that the tradition of illustration and publishing for Arabic children has to offer: **Insight, Reflect** and the exhibition of the **Etisalat Award for Arabic Children's Literature - UAEBBY**.

COMICS CORNER

Always on the lookout for new trends and developments in global publishing, since 2020 the Bologna Children's Book Fair has been exploring the comics and graphic novel sector – one of the fastest growing segments of the publishing industry in recent years – creating a permanent category of the international BolognaRagazzi Award for this genre. Now we also welcome the **Comics Corner**, a new space dedicated to international publishers (both specialised and non-specialised) of graphic novels and their new products. The Corner is also a business area focused on meetings between Italian comics publishers and foreign publishers promoted by ICE-Agenzia and MAECI.

The exhibition space is flanked by a programme of face-to-face meetings hosted at the Authors Café, next to the Comics Corner. Among the themes dealt with are Italian and international comics with a comparison of different publishing houses around the world; the sale of rights in the comics sector; the sale of comics in bookshops at an international level and the possible spaces for comics in schools. On the strength of its international credentials and its specialisation in content for children and young people, Comics Corner has already established an important partnership with **Lucca Comics & Games**.

ILLUSTRATORS SURVIVAL CORNER

After numerous online activities and others carried out as part of the Bologna Grand Tour 2021, **The Illustrators Survival Corner**, the space dedicated to the profession of the illustrator and curated by Mimaster Illustrazione in collaboration with the Bologna Children's Book Fair, is back and in Bologna as a face-to-face event. An idea created to meet the demand of the many illustrators who come to Bologna each year in search of work opportunities and professional growth: awaiting them is a calendar of **over 80 appointments** dedicated to the different areas of the profession, from the design of the children's book to self-promotion, from managing interviews with publishers to tips on contracts, the use of social media and even game design. Among the most eagerly awaited professionals who will beholding masterclasses and portfolio reviews are: **Serge Bloch, Lucie Felix, Beatrice Alemagna, Sarah Mazzetti, Joanna Concejo, Neil Packer, David Carter, Anna Castagnoli, Otto Gabos, Martin Salisbury, Marianna Coppo, Maria Russo**. Also hosted at the Illustrators Survival Corner is the exhibition **Cattivi/Villains**, which will display images of the favourite

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villains of a host of illustrators, including: **Noma Bar, Brad Holland, Katsumi Komagata, Libero Gozzini, William Grill, Federico Maggioni, Lorenzo Mattotti, Emiliano Ponzi, Peter Sis and Olimpia Zagnoli.**

This year the Illustrators Survival Corner also presents the **Italian Illustrators Lounge**, a space created thanks to the support of ICE and MAECI dedicated to the promotion of "made in Italy" creativity, involving meetings between Italian illustrators and foreign publishers for portfolio review sessions.

SPOTLIGHT ON AFRICA

Spotlight on Africa was created in line with BCBF's goal to increasingly position itself as a place for discovering the most innovative and unexplored markets and creativity worldwide. In fact, in publishing, and in particular in children's publishing, the African economy represents an extraordinary reservoir of potential new readers, new ideas and new business opportunities. In collaboration with, and supported by, ICE-Agenzia and the Ministry of Foreign Affairs and International Cooperation (MAECI), and in partnership with the International Publishers Association (IPA), which manages the Africa Publishing Innovation Fund, the Bologna Children's Book Fair this year will have a dedicated exhibition area that will be hosting publishers, authors, illustrators and leading figures from the African publishing scene from Kenya, Madagascar, South Africa, Ethiopia, Ivory Coast, Mozambique, Zimbabwe, Rwanda, Tanzania, Tunisia, Togo, Guinea, Benin and Nigeria. The scheduled appointments at the Fair include: **Innovators of African publishing** on policies, investments and programmes underway to innovate and promote African publishing; **In their own words: storytelling to protect vanishing African languages**, on the role of governments, publishers and authors in preserving and promoting endangered indigenous languages, given the primary role played by children's publishing in coping with this loss; and **Developing African reading culture beyond the classroom**, on the commitment required of governments, booksellers, teachers, publishers and families in spreading the culture of reading to the new generations.

MEETINGS AND CONFERENCES

As it does every year, the Bologna Children's Book Fair programme will take stock of the major topics at the centre of debate in international publishing, thanks to meetings and conferences organised by BCBF, hosted in the Authors, Illustrators and Translators Cafés, in addition to the many appointments organised by the exhibitors.

The Fair's scheduled conferences include **Childhoods on the Edge, a reflection on the promotion of reading** in the most "difficult" areas in a world increasingly marked by social inequality, in which many children do not have access to books. Numerous professionals and organisations have mobilized a "resistance", committing themselves personally to bringing books to places where they are lacking. Discussing the issue: Patsy Aldana, Canadian publisher and president of IBBY Trust; Zohreh Ghaeni, children's literature expert and head of the Iranian Read with Me project; Bel Santos Mayer of Ibeac, a Brazilian community support institute working with children in favelas; Maria Beatriz Medina, from Banco del Libro de Venezuela; Alison Tweed, Chief Executive, Book Aid International, UK/Africa. The conference is organized in collaboration with Instituto Emilia.

There will also be the **International (online) Conference of Independent Children's Bookshops**, with a focus entirely devoted to the global comics market, as well as numerous **meetings about comics**: from the graphic novel for children in Italy and around the world to an event dedicated to teachers: comics and school, and how they can become an effective tool in the classroom. Finally, a tale of digital publishing success stories: **Back to the Future - 10 Years into Digital Publishing - 3 Success Stories Analysed.**

THE GREAT INTERNATIONAL EXHIBITIONS OF BOOKS AND ILLUSTRATIONS

Illustration has always played a leading role at the Bologna Children's Book Fair, also through exhibitions that showcase new international trends: the **56th Illustrators Exhibition** will display original illustrations by 78 artists from 29 countries and regions of the world, selected by an international jury that have evaluated the works of 3873 candidate illustrators from all over the world; a solo exhibition for the Spanish illustrator **Elena Odriozola**, winner of the Grand Prix Biennial of Illustration Bratislava 2021 and author of the cover of the Illustrators Annual, the catalogue of the Illustrators Exhibition; the exhibition of the BCBF 2022 visual identity,

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created by the young Mexican illustrator **Sólin Sekkur** under the guidance of Chialab; the solo exhibition of Taiwanese illustrator **Pei-Hsin Cho**, winner of the International Bologna Children's Book Fair - Fundación SM Illustration Award 2021 and that of Sarah Mazzetti, winner of the BCBF - Fundación SM Illustration Award 2019.

For the first time, BCBF will be turning the spotlight even brighter on the books of the BolognaRagazzi Award with an exhibition, **The BRAW Amazing Bookshelf**, that will present 100 books selected from the candidates in each category, in addition to the winners and special mentions. **Fluobooks**, meanwhile, is an exhibition that BCBF has dedicated to the fluorescent wave that has been leaving its mark on the pages of children's books for years, with 150 books published over the last 10 years; the exhibition of wordless book projects that were finalists in the **Gianni De Conno Silent Book Contest**. Finally, at the Testoni Ragazzi Theatre, the exhibition **Il Bambino Spettatore** (The Child Spectator), as part of **Mapping - Una mappa sull'estetica delle arti performative per la prima infanzia** (Mapping - A map of the aesthetics of performing arts for early childhood) is a four-year artistic research project supported by the European Union focused on the relationship between early childhood and the performing arts.

THE GREAT BCBF AWARDS AND INTERNATIONAL PRIZES

The programme for the Children's Book Fair includes the major international prizes for publishing for children and young adults: The BOP - **Bologna Prize for the Best Publishers of the Year**, now in its **tenth edition**, organised by the Bologna Children's Book Fair and AIE (Italian Publishers Association) in collaboration with IPA (International Publishers Association), acknowledges the best publisher in each of the six areas of the world every year. The **BolognaRagazzi Award**, meanwhile, is dedicated to the best illustrated books recently published internationally in the Fiction, Non-Fiction, First Work (for first-time authors and illustrators), and Comics categories, which each year sees a special category, which this year is dedicated to **Poetry**. There is also the **BolognaRagazzi CrossMedia Award** for the best publishing projects that expand their narrative universe towards other media and, conversely, narratives born elsewhere that end up on the printed page; the **Strega Ragazze e Ragazzi Award** promoted by the **Fondazione Maria e Goffredo Bellonci and Strega Alberti Benevento**, organisers of the **Strega Award**, with the **Centre for Books and Reading** and **BolognaFiere-Bologna Children's Book Fair** in collaboration with **BPER Banca** and **IBS.it La Feltrinelli**, is now in its seventh edition and at this year's Fair will award the winning book in the new competition category: **narration through images**, dedicated to graphic novels, comics, illustrated books and wordless books for readers aged between 6 and 13. There is also a substantial focus on young illustrators: the **Bologna Children's Book Fair - Fundación SM International Illustration Award** is reserved for those aged under 35 at the Illustrators Exhibition and the **ARS IN FABULA - Grant Award for those under 30**. There is also the **In Other Words** translation competition, dedicated this year to the translation of poetry from Arabic, in homage to the participation of Sharjah Guest of Honor 2022 and, finally, established by the Bologna Children's Book Fair in collaboration with the University of Bologna's Centre for Research in Children's Literature (CRLI), the **Poesio Award** for the most innovative and original Italian degree thesis on Children's Literature.

But BCBF is also the stage for the most important international prizes: the **Hans Christian Andersen Award** and the **Astrid Lindgren Memorial Award** will be presented live at the 2022 Children's Book Fair.

OPEN UP AND THE GLOBAL RIGHTS EXCHANGE: BCBF IMPLEMENTS THE DIGITAL DIMENSION

The two years of holding the event online have allowed Bologna Children's Book Fair to reorganize and hone its skills, to the benefit of the entire international professional community. In 2022 we are returning to an in-person format, but BCBF will by no means discard its online activities: the digital platform dedicated to the international trade in copyrights and the distribution and licensing of publishing content **BCBF Global Rights Exchange - GRE**, created in collaboration with PubMatch in the context of Aldus Up - European Book Fairs Network, has been enhanced with numerous functions and the addition of two new areas, BBPlus and BLTFK - a 360° service active throughout the year. And **OPEN UP - The BCBF Skill Box**, the Fair's digital area with a programme of

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masterclasses, workshops and live and on-demand conferences where professional roles, knowledge and cultures converge, creating unique opportunities for discussion and growth.

BOLOGNA LICENSING TRADE FAIR | KIDS

Following a digital edition with results that attest to its success, **the Bologna Licensing Trade Fair/Kids, the only international event dedicated to brands and intellectual property in the pre-school, kids, teen and young adults sectors, is back as an in-person event for its 15th edition.** Organised by the Bologna Children's Book Fair, of which, this year for the first time, it will be an integral part, BLTF/Kids combines the world of licensing with that of children's content, with the aim of enabling all those operating in the sector **to create business opportunities and networks in the licensing market** and to finalise the sale of licences, as well as providing a unique opportunity to keep up to date with the latest trends in the publishing, digital&media, comics and kids' entertainment markets thanks to its scheduling alongside the Bologna Children's Book Fair. The Fair will see the **important returns** of: Raicom, Mondo Tv Group, Mediaset, Musgummi, Kidsme, Boing, Atlantyca, Starbright, Hasbro, Maurizio Distefano Licensing, Nicoletta Costa Store, Ets Studios, Pea&Promoplast, Dynit, De Agostini Publishing, Paramount, Sbabam, Cicaboom, Igt - Cool Things, Bonus Marketing, Sanrio, Leoni, Teentv, Wildbrain, Grani & Partners, Victoria Licensing & Marketing (Mattel), Kiddinx, Santoro, Tf1, Nbc Universal, Nelly Jelly World, The Pokémon Company International, Dea Planeta Entertainment, Mediatoon Licensing, and many more. The event also includes the second edition of the International **Kids Licensing Day**, (in person on March 21 and on demand on OPEN UP): an entire day dedicated to the latest trends in Children's Content & Licensing.

BOOM! BOLOGNA CHILDREN'S BOOK FAIR IN THE CITY

Every year, the city of Bologna comes alive during the month of the Fair thanks to **BOOM! Crescere nei libri, the festival of books and illustrations for children**, promoted by the Municipality of Bologna and BolognaFiere, and curated by Hamelin and Biblioteche Bologna. The initiatives promoted by BCBF include: from 21 March to 16 April Salabora Ragazzi will host an exhibition of illustrated books from the collection of the Itabashi Municipal Library, based on Yukiko Hiromatsu's book **Nihon no ehon 100 nen 100 nin 100 satsu (100 years 100 artists 100 books**, Tamagawa University Press). The exhibition, which will also be held in parallel at the Itabashi Library, inaugurates the twinning of the two libraries as part of the IFLA Sister Libraries programme. A conference on the theme of the exhibition, scheduled for 23 March, brings together Yukiko Hiromatsu, Kiyoko Matsuoka, director of the Itabashi Art Museum, and illustrator Nana Furiya, a member of the BCBF Illustrators Exhibition 2022 jury. The initiative is supported by Bologna Biblioteche, Itabashi Library, the Bologna Children's Book Fair and the Italian and Japanese sections of IBBY. Also among the international proposals is **Folktales Reimagined**, on display from 21 March to 4 April in Biblioteca Salabora will be the illustrations of the project promoted by UAEBBY: 5 Arab and 5 Italian illustrators have created images illustrating myths and stories from the Arab and Italian traditions. The exhibition is curated by UAEBBY, Ibbi Italia and Biblioteca Salabora.

Milan, 7th March 2022

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