



**BOLOGNA
CHILDREN'S
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FAIR**



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THE 59th BOLOGNA CHILDREN'S BOOK FAIR — 21-24 MARCH 2022

THE BOLOGNARAGAZZI CROSSMEDIA AWARD

The winner and special mentions at the second edition of the BRCMA

The Bologna Children's Book Fair, which has long been dedicated to interpreting new ideas and development potential in publishing for children and young people in various directions and sectors, took on a new challenge at its latest edition: to update the existing BolognaRagazzi Digital Award in order to broaden its scope and bolster its links with the world of books. The result was the creation of the **BolognaRagazzi CrossMedia Award (BRCMA)**, organised as part of the ALDUS UP framework and in collaboration with the Mamamò association. This award recognises the publishing projects that have been best able to expand their narrative universe to include other media – cinema and television screens, videogame consoles, mobile devices and smart speakers – or, alternatively, the narratives conceived elsewhere but that have ended up on the printed page.

The second edition of the BolognaRagazzi CrossMedia Award attracted **more than 80 entries** from **27 countries among all continents**. The international jury first selected a shortlist of ten finalists, and secondly the winner and four special mentions. These will be guests at the 59th Bologna Children's Book Fair at the **awards evening** scheduled for **Monday March 21**, the first day of the Fair. The authors will also present their respective works at an event at the **Authors Café on 21 March at 4.30 pm**.

The jury was composed of experts on children's media – from interactive and graphic design to new media, video games, film and television – and this year included: **Cristina Angelucci**, Director of Brands Media (Italy); **Warren Buckleitner**, Director of *Children's Technology Review* (USA); **Julie Fox**, Founder of Serendipity Animation (France); **Neal Hoskins**, Founder of Winged Chariot (UK); **Ignacio Meneu Oset**, Associate Professor at the Department of Graphic Arts at the Polytechnic University of Valencia (Spain); **Elisa Salamini**, Co-Founder of ContentMakers (Italy).

The detailed profiles of each jury member can be found at the following link:

<https://www.bolognachildrenbookfair.com/en/awards/bolognaragazzi-crossmedia-award/2022-braw-crossmedia-jury/10741.html>

Here follows a list of the special mentions and the winner of the award, together with the jury's explanations for their choices:

WINNER

***Les quatre nouvelles saisons d'en sortant de l'école Vol. 2* (FRANCE – ANIMATED SHORT FILM)**

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The choice of the *Les quatre nouvelles saisons d'en sortant de l'école* as this year's Crossmedia Award winner comes as no surprise. This is an enchanting and brilliant project that succeeds in bringing the poetry of four great authors closer to a younger audience. The starting point was the powerful ideas within poems; these have been skilfully transposed into an illustrated book and a collection of short films. A particularly impressive feature of the project is that the short films were made by recent graduates of French animation schools.

Poetry and animation successfully intertwine in an inspired, skilfully executed work made using bold illustration techniques and adapted in each episode to the individual poem. The attention to the images, together with the detail of the soundtrack, is immaculate and inspiring.

The risk was to end up reducing the sensitivity and spirit of the 52 beautiful short videos inspired by the words of Roy, Tardieu, Verlaine and Chedid to a simple portfolio. Instead, the variety of feelings and illustration techniques also emerges from the printed pages, serving as a precious insight that goes to the heart of the project. The book expertly captures the nuances, essence and sensibility of each budding filmmaker's imaginative and emotional response to the poems.

TITLE: *Les quatre nouvelles saisons d'en sortant de l'Ecole* Vol. 2

CREATED BY: Roy, Tardieu, Verlaine, Chedid

PUBLISHER: Thierry Magnier

COUNTRY: France

EXTENSION: short movies series

PRODUCED BY: Tant mieux prod

SPECIAL MENTIONS

The Tiger Who Came to Tea (GB, SHORT MOVIE)

This film is like a warm hug from a lovable and friendly (and oh so slightly scary) tiger. The project perfectly transposes the book onto the screen, respectful to the amazing original work but somehow able to bring the characters to life, while conveying the sensitivity of the original illustrations and projecting what the reader could only imagine by reading the story. The 2D animation reproduces the white background space of the book, on which the characters move, suspended with grace and humour, accompanied by a soundtrack that adds playfulness to the narrative. The jury was struck by how perfectly a child's point of view is embedded into each of the 36,000 hand-drawn frames. A case study in how to take a beloved classic children's book to the screen.

BOOK TITLE: *The Tiger Who Came to Tea*

AUTHOR: Judith Kerr

PUBLISHER: HarperCollins Publishers

COUNTRY: United Kingdom

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EXTENSION: animated short film

PRODUCER/DEVELOPER: Lupus

***Sulla sfortunata vita dei vermi* (ITALY - PODCAST)**

An entertaining and passionate exploration of the not-so-secret life of worms that succeeds in persuading hitherto unconvinced readers that they absolutely have to learn all there is to know about the unfortunate life of these small creatures.

The original and humorous book, in which the texts dialogue magnificently with the illustrations, is successfully complemented by a podcast that provides further information and interviews, without ever forgetting that its intended audience is composed of children. The audio dimension allows the author to draw in the listener with real life stories and legends, yet also manages to express the obvious unease that these animals inspire. Because worms matter. The jury hopes this project will inspire others to use the podcast as a medium to introduce big ideas to young and curious minds.

BOOK TITLE: *Sulla sfortunata vita dei vermi*

AUTHOR: Noemi Viola

PUBLISHER: Corraini Edizioni

COUNTRY: Italy

EXTENSION: Podcast

PRODUCER/DEVELOPER: Corraini Edizioni

***Un point c'est tout* (FRANCIA - WEB APP)**

Simplicity lies at the core of this finger-driven exploration of numbers and the abstract concept of a dot, providing a benchmark for quality interactive content for children. The premise of the app by Xavier Deneux is that starting from the simple form of a dot, the child can learn and create less abstract shapes, like those of animals. In fact, the app enables the dots to literally come to life, thanks to the ingenious transposition of the book illustrations into an interactive multimedia dimension, in which animation and sounds further enhance the power of the original paper-based idea.

A fun, creative and wonderfully free mix of different media make this web and mobile app very compelling.

BOOK TITLE: *Un point c'est tout*

AUTHOR: Xavier Deneux

PUBLISHER: Editions Milan

COUNTRY: France

EXTENSION: app

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PRODUCER: Bayard

***Intraducibles* (MEXICO - WEB + STREET ART)**

Abstract ideas like free speech, inclusion and tolerance are made palpable and more accessible by this project that cleverly blends different media. The project aims to preserve the richness of language, often said to be threatened by digital culture, by taking advantage of those same media and their huge potential for engaging the public both in virtual and real life. The jury particularly appreciated the project's portrayal of human rights, freedom of speech and inclusion and considered it a genuine and effective cross-media project. By encouraging reading, both in virtual and real spaces, the project constructs bridges between experiences with a creative zing that is impressive and ultimately so much more than a website.

Its three deliverables – book, website and street art – are accessible free of charge, an aspect that further reinforces the message of pluralism, tolerance and interculturalism. Bravo!

BOOK TITLE: *Intraducibles*

AUTHOR: 68 indigenous traditional speakers

PUBLISHER: Santillana/UNESCO

COUNTRY: Mexico

EXTENSION: web / street art

PRODUCER/DEVELOPER: Water. We are the robots

SHORTLIST

The 10 shortlisted projects selected by the jury can be viewed at the following link:

<https://www.bolognachildrenbookfair.com/premi/bolognaragazzi-crossmedia-award/shortlist-2022/11598.html>

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