



BOLOGNABOOKPLUS



Industry leading voices gather at BolognaBookPlus to debate pertinent topics from AI to a sustainable future, with rights at the heart of its offering and Greece as the inaugural Market of Honour

BolognaBookPlus (BBPlus), the brand extension of the Bologna Children's Book Fair dedicated to general publishing, organized in collaboration with **AIE - Associazione Italiana Editori**, returns for a second in-person iteration and, this year, with its inaugural **Market of Honour, Greece**. BBPlus once again features an exhibition space, a training event on the role of the literary agent and scouting, rights, self-publishing, plus an exhibition on the international versions of the covers of Orwell's *1984* and a showcase of the Best of the Best Greek jacket covers. New for 2023 is a partnership with The Folio Society, who presents three seminars, each centred around the design and illustration theme, with Richard Packer, celebrity illustrator, appearing on Tuesday 7 March. The Folio Society is launching the second *Folio Book Illustration Award*, announcing the story, the judges, what they will be looking for in the artwork, and how to enter.

Greece is bringing an impressive delegation of contemporary authors and illustrators, along with publishers, translators, and booksellers, showcasing their vibrant publishing scene: **Angeliki Darlasi; Christos Ikonou; Dimitris Anastasiou; Ersi Sotiropoulos; Petros Markaris; Stergia Kavvalou; Thomas Tsalapatis; Ursula Foskolou; Vagelis Iliopoulos; Soloú; Dimitris Sotakis**, and illustrators: **Photini Stephanidi; Kelly Matathia-Covo**.

Jacks Thomas, Guest Director for BolognaBookPlus says: *'BolognaBookPlus continues to establish itself and expand, which this year's programme aptly illustrates with the return of the rights and self-publishing events alongside the global growth area of agenting and scouting - which complements the significant expansion of the Rights Centre to include general publishing rights professionals this year. With an expanded design and illustration offering - including a new partnership with the respected publisher, The Folio Society - the BolognaBookPlus 2023 edition continues to build a rich programme that tackles pertinent international book industry topics and stimulates essential debate on how to take the industry forward sustainably. This is an exciting moment in BolognaBookPlus' development, and I am truly excited to have the opportunity of showcasing the powerhouse that is the Greek book industry. It is timely and significant that, in a*





year that the GreekLit translation grant was launched, Greece also takes its general publishing industry to the global stage at Bologna 2023. I would like to thank the Ministry and the Hellenic Foundation for Culture for their collaboration in this first of many Markets of Honour at BolognaBookPlus.'

The conference programme again offers in-depth training on rights selling; author representation and scouting, and writing and self-publishing. **How to Sell Rights and Understand Licensing in Children's Books; Call your Agent: How to Become a Successful Literary Agent**, and the expanded **Writing and Self-Publishing** conference, now two days.

The BBPlus comprehensive seminar programme includes a variety of Greek themes and speakers, including a dedicated seminar on technology and innovation in the Greek sector, and an overview of the Greek Book market, both on 6 March in the BBPlus theatre. There are daily morning coffee, and afternoon *meet the authors and illustrators* sessions at the Greek pavilion. Author and poet **Ersi Sotiropoulos** will be in conversation with BBPlus Author Ambassador, **Loyd Grossman**, Tuesday 7th.

2023 also welcomes an exciting new partnership with London based global publisher, **The Folio Society**, that is announcing the Folio Book Illustration Award 2023 on Monday March 6th at 1.30pm. The innovative Folio Publisher, Tom Walker, is being joined on stage by the award-winning Folio Art Directors Sheri Gee and Raquel Leis Allion to unveil the details of this exciting competition. Working with the illustration experts, Mimaster Illustrazione, Sheri and Raquel conduct Portfolio Reviews during the fair, as well as host two other seminars: "**Illustrating a Folio Edition**", moderated by international design guru, Steven Guarnaccia, during which the opportunities and challenges of illustrating fiction for Folio are to be debated (7th March 10.30am); and a keynote session with award-winning illustrator Neil Packer at the BolognaBookPlus theatre (7th March, 1pm).

How to Sell Rights and Understand Licensing in Children's Books takes place on Sunday 5 March, the eve of the fair, aimed at those new, or in their first year of rights selling. It provides a comprehensive overview of copyright; the sales process; global book fairs, contracts and licensing. The conference chair is Tracy Phillips, Group Rights Director, Hachette Children's Group, UK.

Rights and contracts are explained fully in another training event for those considering author representation or scouting, entitled **Call Your Agent: How to Become a Successful Literary Agent**, 7 March 2023. Rights underpin all aspects of publishing and representation, and are the cornerstone of the business. Conference chair is Jamie Hodder Williams, MD, Bedford Square Publishers, UK.

Writing and Self-Publishing has been expanded to two days, 6-7 March, with the first day focusing on the craft of writing and day two on how to self-publish. Sessions cover writing for different genres; marketing and promotion; choosing your platform; UK market overview; social media and distribution.





The **Literary Translation Forum** returns on Wednesday 8 March, this year considering two compelling themes: grants and prizes, and scouting for books in translation.

Among the themes covered in the comprehensive seminar programme this year are: artificial intelligence (AI), with three dedicated seminars; sustainability in publishing; accessibility; the Italian and Greek book markets; audiobook publishing, and design and illustration. These all take place in the BBPlus dedicated theatre.

2023's **Author Ambassador** is historian, author, broadcaster, **Loyd Grossman**. Loyd is an entrepreneur, author and broadcaster, well-known for presenting TV programmes including MasterChef, Through the Keyhole and Behind the Headlines. He has a lifelong interest in history, the arts and heritage, receiving a PhD from the University of Cambridge and serving on the board of a number of cultural institutions including English Heritage, the British School at Rome and the Public Monuments and Sculpture Association. He is Chairman of The Royal Parks, President of The Arts Society and a Fellow of the Royal Historical Society. His most recent book, *An Elephant in Rome: Bernini, the Pope, and the Making of the Eternal City*, explores the life and work of artist and sculptor Gian Lorenzo Bernini, and his relationship with Pope Alexander VII, as one of the greatest artistic double acts in history.

Loyd will also be in conversation with Professor of History and International Studies Mark Gilbert, to take place at the Johns Hopkins SAIS university (Bologna).

Rights trading is, of course, facilitated all year round for Bologna exhibitors via the online platform **Global Rights Exchange** on which doyenne of the rights world, **Diane Spivey** has been guest blogger. *'Rights reaches the parts that others cannot reach, and opens doors for publishers and authors. This has been demonstrated throughout publishing history and is as true today.'* The full blogs are available on the GRE website.

Finally, keeping design and illustration front and centre of BBPlus, **Jackets Off**, returns for a third year, with the nominated classic, Orwell's **1984**. The exhibition showcases different international versions of this iconic title, from the following six selected countries: Canada, UK, Italy, Greece, China, and Ukraine. Notably, this year's entries include two graphic novel adaptations of this classic novel. *1984* will be under discussion, considering the different languages and cultures behind the covers, in a dedicated seminar on Wednesday 8 March. The second design initiative, **Book Jacket Design: Best of the Best**, looks at the best of jacket design in Greece, BBPlus Market of Honour 2023. All 59 participating Greek publishers are competing for the award 2023 which is decided by an international jury comprising Aida Fernandez Pena (La Petite Cabane, France), Cristiano Guerri (Art Director Feltrinelli, Italy) and Matthew Dorfman (Art Director NYT Book Review, USA). The longlist is showcased in an exhibition, and a winner announced on Wednesday 8 March.

As in previous years – at the online and in-person events – BolognaBookPlus is conducting portfolio reviews with Mimaster Illustrazione, as the central role that illustration and design plays in the international book industry is celebrated across the four days of the fair.



Bologna:
three global events
for the international
rights and licensing
trading

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Greece, inaugural Market of Honor in BolognaBookPlus 2023

In a few weeks, people from all over the world will have the chance to get acquainted with modern Greek literature and the Greek book ecosystem as Greece will be the inaugural Market of Honor in BolognaBookPlus2023, within the wider framework of the 60th Bologna Children's Book Fair. Greek writers, illustrators, graphic novelists, publishers, and the entire Greek book ecosystem will be present in Bologna to share their vision, work, creativity, and our country's literary wealth and diverse voices. The country will also showcase tools developed to support Greek literature's extroversion, such as the GreekLit translation grant program.

Nicholas Yatromanolakis, Greek Deputy Minister of Culture and Sports, responsible for Contemporary Culture stated: *"We are excited that Greece has the chance to showcase its literary wealth and vibrant book community during the BolognaBookPlus honoring 2500 years of storytelling".*

The full spectrum of Greek literature will be presented in BolognaBookPlus from 6 to 9 March 2023. At the Greek pavilion, visitors will explore a broad range of titles and genres. A total of 64 publishers will participate in Bologna Children's Book Fair and 63 in the BolognaBookPlus. The number of Greek publishing houses participating this year is by far the greatest in the fair's history. Moreover, several Greek authors, illustrators, novelists and poets will participate, including Angeliki Darlasi, Christos Oikonomou, Dimitris Anastasiou, Ersi Sotiropoulos, Petros Markaris, Stergia Kavvalou, Thomas Tsalapatis, Ursula Foskolou, Vagelis Iliopoulos, Soloúp, Dimitris Sotakis, Photini Stephanidi, Kelly Matathia-Covo and Achilleas Razis.

Also, of note is the visual identity of Greece's participation in the Bologna Children's Book Fair and in BolognaBooksPlus. The logo created by Thessaloniki-based Beetroot Design Group, was inspired by Greek cultural heritage, images associated with knowledge and wisdom, and was designed in reference to the ex libris tradition. It depicts an owl, wise but also curious, eager to learn. The owl appears to be standing on an open book - or, from a different perspective, standing in front of an open book, reading. The versatility of the logo and its different iterations enable it to function both for the children's section of the Bologna Book Fair and the general trade section of BBPlus. Beetroot has won the prestigious Red Dot Communication Design Award – Agency of the Year in 2011, as well as numerous European Design Awards including Agency of the Year in 2008.

Greece's presence in the Bologna Book Fair is made possible by the National Recovery & Resilience Plan Greece 2.0, funded by the European Union – NextGenerationEU.

