



THE 60TH BOLOGNA CHILDREN'S BOOK FAIR

Still rocking at 60!

THE 2023 VISUAL IDENTITY

Landscapes and Portraits of the BCBF: an international illustration contest with an exceptional panel of judges, a joint project and an exhibition to celebrate all of the magic of the city of Bologna and the fair on its 60th birthday

Since 2017, each year the visual identity of the Bologna Children's Book Fair has been created by a young illustrator selected from the winners of the *Illustrators Exhibition* that, under the guidance of the Chialab graphic studio, becomes part of a fully-fledged ideas workshop that gives life to the creativity of the following year's edition of the fair.

This year, to mark the Fair's 60th birthday, BCBF wanted to pursue a new direction, acknowledging the value of a **collective work** and its capacity to unleash new scenarios and perspectives in a **multitude of visions** that, together, add up their visions creating a vivid and extremely realistic portrayal of the magical atmosphere at BCBF and in Bologna. That is why the fair has called upon illustrators from all over the world who had been part of the *Illustrators Exhibition* during the past 10 editions, asking them to share, by translating into images their most beautiful memories – places, faces, situations and emotions – linked to Bologna and the days of the fair. There was one small challenge, however: they were to use only the colours of BCBF's logo (red, orange, magenta and black).

This was the starting point then for ***Landscapes and Portraits of BCBF***, an international illustration contest organised by the Bologna Children's Book Fair, which called upon an exceptional panel of judges to select the submitted works. Forming the jury, in fact, were the illustrators who had designed the covers of the *Illustrators Annual* over the last decade, from 2013 to 2022, winners of the **Hans Christian Andersen Award** for Illustration and the **Biennial of Illustration Bratislava Grand Prix**: **Albertine, Rotraut Susanne Berner, Laura Carlin, Nina Wehrle/It's Raining Elephant, Roger Mello, Hasan Mousavi, Elena Odriozola, Igor Oleynikov, Peter Sís, Rotraut Susanne Berner and Ludwig Volbeda.**

20 illustrations were selected that best depict the atmosphere, people, places, spirit and magic of the BCBF: an uninterrupted succession of porticoes, squares, statues, roofs, people and characters walking, walking and eating, eating and reading, reading and looking at clouds, looking at clouds and stumbling over books and folders. These, reworked, juxtaposed, mounted, superimposed, seamlessly multiplied and placed in dialogue with each other, form the basis of the visual identity of BCBF's 60th year, curated by **Chialab**.

Thus was born a joint work that has moved beyond the dogma of the single image. The visual identity of the 2023 Bologna Children's Book Fair and its 60th anniversary has become "*a concert by a 20-piece orchestra played to a 4-colour score*", as the Chialab team puts it. *Still rocking at 60!* is the slogan.





The illustrators of the winning works are: Raquel Bonita (Spain), Wei-Chun Dai (Taiwan), Elena Maricone (Italy), Talita Nozomi (Brazil), Fatima Ordinola (Peru), Caroline Pedler (United Kingdom), Elena Repetur (Israel), Mariana Rio (Portugal), Gina Rosas (Colombia), Andre Rösler (Germany), Veronica Ruffato (Italia), Anna Sarvira (Ukraine), Ami Shin (South Korea), Maria Titova (Russia), Katerina Voronina (Israel), Peng Wu (China) and Chengliang Zhu (China).

Thanks to the collaboration between Mimaster Illustrazione and the BCBF, and with the support of the Laboratorio Formentini per l'editoria (Formentini publishing workshop), the work of creating the visual identity has been preceded by a **preview** of ten tables on display at the **Laboratorio Formentini per l'editoria** in Milan. The exhibition of the 2023 BCBF Visual Identity as well as a "behind the scenes" look at the Chialab workshop can be visited for free **until 10 March**.

The complete exhibition, including the submitted works, is set up in the Service Centre, at the heart of the fair, and can be visited online on the **BCBF Galleries** portal. BCBF Galleries also welcomes the Chialab "workshop": the entire process of the making of the visual identity 2023. As an ideal continuation and extension of the project for the community of illustrators visiting from all over the world, **twice a day from Monday to Wednesday at the fair**, alongside the exhibition there are **live painting** sessions - coordinated by Mimaster - in which all the attending artists involved in the creation of the images dedicated to BCBF, from the visual identity and colours of its logo, are free to take part.

The behind the scenes look at the 2023 visual identity:

<https://www.bolognachildrenbookfair.com/about/visual-identity/backstage-2023/12547.html>

