



60th BOLOGNA CHILDREN'S BOOK FAIR

Still rocking at 60!

BOLOGNARAGAZZI CROSSMEDIA AWARD

Accessibility, creativity and attention to social issues: these are the main trends in this year's edition of the BolognaRagazzi CrossMedia Award (BRCMA), whose results have been announced today by the Bologna Children's Book Fair

At its third edition, the BolognaRagazzi CrossMedia Award (BRCMA) is an international prize addressed to the best publishing projects that expand their narrative universe across different media or that are a narrative extension of a project originated in other media. It is organized in the framework of ALDUS UP, in collaboration with Mamamò.

The international jury of the Award, composed of experts in interactive and graphic design, new media, video games, film and television works, aim at identifying narratives that from traditional publishing have been able to convincingly migrate, intersect or expand to other platforms, such as television and cinema screens, video game consoles, mobile devices, and smart speakers. Starting with the 2023 edition, the BRCMA will also include a new award for **digital libraries** and series that have excelled in their offering of screen reading experiences.

For the 2023 edition, six international jurors have reviewed **over 90 entries from 30 countries and regions of the world**. From the final **shortlist of ten entries** the jury has selected **two winners** - one for **CrossMedia Projects**, one for **Digital Libraries** - and **four special mentions**. The jurors were: **Cristina Angelucci** (Editor in Chief of Brands Media, Italy), **Warren Buckleitner** (Editor of *Children's Technology Review*, USA), **Julie Fox** (Founder of Serendipity Animation, France), **Roberta Franceschetti** (Co-Founder of The Content Makers and Mamamo.it, Italy), **Neal Hoskins** (Founder of Winged Chariot, UK), **Ignacio Meneu Oset** (Associate Professor in the drawing department of the Polytechnic University of Valencia, Spain).

Full bios here:

<https://www.bolognachildrenbookfair.com/premi/bolognaragazzi-crossmedia-award/giuria-braw-crossmedia-2023/10741.html>

To the BolognaRagazzi CrossMedia Award is dedicated the panel **"BolognaRagazzi CrossMedia Award 2023. Stories across media. How children and young adults experience new forms of reading and storytelling in the digital dimension"**, focusing on the digital space, where children and young adults experience news forms of reading and storytelling in complex narrative worlds in which books become webcomics and webnovels, podcasts and audiobooks, video and tv series, immersive and interactive stories. The conference takes place at the **Authors Café on March 6 at 1.30 p.m.**, with Warren Buckleitner (editor *Children's Technology Review*, USA), Kuo-Yu Liang (consultant in Pop-Culture & Publishing Ku Worldwide, Taiwan/USA), Gareth Osborne (artistic director, Wonderspun Researcher, University of Bristol, UK), moderator Roberta Franceschetti (Co-founder, ContentMakers/Mamamo.it, Italy).



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The full shortlist is available here:

<https://www.bolognachildrenbookfair.com/en/awards/bolognaragazzi-crossmedia-award/shortlist-2023/12559.html>

Many entries this year have addressed **relevant social issues**. Gallimard's *Culottées* (special mention CrossMedia Projects) deals with gender equality and the fight of gender stereotypes, through the stories of a number of extraordinary women from all backgrounds and identities who raise awareness and educate young generations on the topic of feminism. On the other hand, *El Deafo* (special mention CrossMedia Projects), an animated tv series inspired from a graphic novel, rethinks disability with humour and embraces the universal need of fitting in. Different projects - such as the *Tree of ecstasy and unbearable sadness* (special mention CrossMedia Projects) - have focused on **mental illness and the need to address it without stigma** even with children and young adults. It shows the coming to light of a new sensitivity to the issue, probably brought about by pandemic isolation. This trend is confirmed by a number of entries which try to support families in addressing children's emotional needs through video, books, games and interactive devices.

The new digital libraries category, introduced this year, offers children **reading experiences that enhance creativity and accessibility for everyone**, with translations in sign language or bilingual texts. The winner *Atelier Fonfon* allows children to create their own stories, while *1001 Languages* (special mention) offer every child picture books in his/her own language, thanks to the work of 170 volunteers who translate the books into 77 languages. The German platform has recently printed 10,000 German-Ukrainian picture books, which have been distributed free of charge as welcome packages for refugees.

Full list of winners and special mentions here:

WINNERS

OTTHON (HUNGARY, SHORT ANIMATED MOVIE) - Winner CROSSMEDIA PROJECTS

A wonderful evocation of moving home, rendered beautifully and with great sensitivity in both print and animation. Sometimes we cannot put words on big events in our lives until long after. And so it seems fitting that *Otthon* (Home) is a wordless portrayal both in book and movie forms of a child's reaction to something so life changing as moving home. The author tells us a universal story of the nature of connections, with effortless storytelling and a fluid and poetic imagery that almost floats with the family and their many different feelings about home. *Otthon* also tells a story of our connections to nature - immutable even when we are not. The jury has appreciated the exquisite cinematographic quality of the short movie, which takes care of the image composition and is accompanied by a magnificent soundtrack that perfectly describes the story.

PUBLISHER: Vivandra Books

COUNTRY: Hungary

BOOK TITLE: *OTTHON (HOME)*

AUTHOR: Kinga Rofusz





EXTENSION: Short Animated Movie
 PRODUCER: BÉLA KLINGL (K.G.B. Studio)

ATELIER DE CRÉATION FONFON (CANADA - WEB BASED CREATIVE PLATFORM) - Winner DIGITAL LIBRARIES

A web-based interactive platform for ages 4-12 that allows children to create their own stories using the engaging visual elements — characters, sets, accessories — taken from several albums from the publisher's book collection, including *The Matchstick Soup*. The jury has appreciated the fun, creative and rewarding story-making experience: the different features available to users, such as writing text, selecting scenery and images, recording their voice, publishing and sharing their story with their friends and family, as well as the activities suggested to teachers with reading and writing workshops.

PUBLISHER: Fonfon
 COUNTRY: Canada
 TYPE: WEB BASED CREATIVE PLATFORM

SPECIAL MENTIONS

EL DEAFO (USA - ANIMATED TV SERIES) - Mention CROSSMEDIA PROJECTS

What started as a graphic novel has been creatively transformed into a wonderful animated tv series, without losing any of its original power. It's a reminder that we all have special needs; and it gives the viewer a tool kit for rethinking one's disability, with a message for anyone who worries about fitting in.

The author figures out very early on in life how to make the most of her disability by turning it into a superpower. And by doing so shows how we can all be not just ordinary but extraordinary too, if we are positive, creative and surrounded by communities who support us. Thus, the story speaks to us about acceptance of diversity and bullying, while employing humour and adventures that makes it very attractive for all audiences.

PUBLISHER: Abrams Books
 COUNTRY: USA
 BOOK TITLE: *El Deafo*
 AUTHOR: Cece Bell
 EXTENSION: Animated Series

THE TREE OF ECSTASY AND UNBEARABLE SADNESS (AUSTRALIA - MUSIC, AUDIOBOOK, SHORT MOVIE) - Special mention CROSSMEDIA PROJECTS

A beautiful, thought provoking and touching multimedia work for young adults/adults which succeeds in its stated aim of 'contributing to the ongoing discussion around mental illness in a way that leads to greater understanding...to empathy and compassion'. Through illustration, text, a short movie and music, the project poetically allows us to





traverse the darkness and emotional challenges together with the artist, musicians, choir. We thus learn how art in all its forms can help us make sense of the dark, find the light, as well as our way home to ourselves. While the illustrations may be upsetting to younger children, the topic of dealing with depression is addressed with beauty, creativity, and refreshing honesty.

PUBLISHER: Dirt Lane Press

COUNTRY: Australia

BOOK TITLE: *The Tree of Ecstasy and Unbearable Sadness*

AUTHOR: Matt Ottley

EXTENSION: Music, Audiobook and Short movie

CULOTTÉES (FRANCE - ANIMATED TV SERIES, LIVE EVENTS, EXHIBITIONS, MERCHANDISING) - Special mention CROSSMEDIA PROJECTS

An inspiring tv series, live events, exhibitions and merchandising, all taken from a wonderful series of graphic novels, that offer us an alternative history of feminism, through thirty portraits of women who struggled against the social norms of their times. Educating the young generation on the subject of gender equality should always be a priority, and this work manages to make known the stories of women from all backgrounds, all identities, their dreams, ambitions and how they are capable of breaking down stereotypes that exist around them. It does it with shrewd humour and perceptiveness.

PUBLISHER: Gallimard Jeunesse

COUNTRY: France

BOOK TITLE: *Culottées*

AUTHOR: Pénélope Bagieu

EXTENSION: Animated Tv Series

1001 LANGUAGES (GERMANY - OPEN MULTILINGUAL DIGITAL LIBRARY) - Special mention DIGITAL LIBRARIES

A treasure trove for children who love opening doors with new words, who come from multilingual backgrounds or maybe just want to dive into other worlds before they ever get there. The jury has appreciated the social value of the project: 170 volunteers translating into 77 languages, access to free downloads, international collaborations between refugee and immigrant children creating new books with children of their host country. With migration being such a big issue in our world today, this 'library for idealists' goes a long way to help people understand and learn from each other through their own words and pictures.

PUBLISHER: Bücherpiraten

COUNTRY: Germany

TYPE: OPEN MULTILINGUAL DIGITAL LIBRARY

