

# BOLOGNA CHILDREN'S BOOK FAIR



IMMERSE YOURSELF IN CHILDREN'S CONTENT

8-11 APRIL  
2024  
BOLOGNA  
ITALY



## THE 61<sup>ST</sup> BOLOGNA CHILDREN'S BOOK FAIR: THE OPPORTUNITIES FOR ILLUSTRATORS

The success of the Survival Corner, the wall for aspiring talents and the awards for young illustrators

Bologna Children's Book Fair not only is a marketplace for the trade in copyrights but a location where books, stories, illustrations and related projects from all over the world converge. The Fair plays an essential role in promoting creative excellence and the best cultural content for young readers, and illustration is undoubtedly the sector in which it has invested the most: in addition to the *Illustrators Exhibition*, numerous initiatives have been developed to showcase the beauty and magic of images for young readers.

### THE ILLUSTRATORS SURVIVAL CORNER

Attended by more than 4,400 artists from all over the world in 2023 and boasting dozens of appointments including masterclasses, workshops and portfolio reviews organised by publishers, art directors, illustrators, agents and industry professionals, the Illustrators Survival Corner is the space at the Bologna Children's Book Fair focused on the profession of illustration and is organised in collaboration with **Mimaster Illustrazione**, an internationally renowned centre of excellence in illustration training. The space is open to those who come to the Fair in search of opportunities for professional growth, from designing a children's book to self-promotion, from handling interviews with publishers to contract negotiations, from the use of social media to portfolios. The format has been replicated successfully at the leading book fairs around the world during the various editions of BCBF's Grand Tour and at the China Shanghai International Children's Book Fair, of which BCBF is co-organiser.

In 2024 the space hosts, among others: **Lorenzo Mattotti, Igort, Benjamin Lacombe, Oliver Jeffers, Luo Ling, Paloma Valdivia, Martin Salisbury, Cathy Olmedillas, Joëlle Jolivet, Davide Cali** as well as the jurors of the 2024 *Illustrators Exhibition* **Marco Ghidelli, Lee Ho-baek, Xiaoyan Huang and Oyvind Torseter**, who is also holding a masterclass about his own creative process in the conception of an illustrated book. There also are meetings focussing on comics, wall paintings, as well as events with agents and art directors, and an appointment dedicated to illustrators who have achieved fame and notoriety in the US market: **"What Makes an Illustrated Book an International Success"** a masterclass with **Steven Guarnaccia, Cecilia Ruiz, Felicita Sala, Victoria Tentler-Krylov**. A new feature at this edition are the **Licensing Portfolio Reviews**, 12 sessions spread over three days that include an expected 150+ meetings in a speed dating format involving leading international companies from the audiovisual, gaming, toy, fashion and stationery sectors.

### THE

Developed from the bottom up and one of the most appreciated opportunities for illustrators to boost their visibility, BCBF 2024 sees the return of the wall that is entirely at the disposal of the artists who arrive each year from every corner of the world to fill the halls of the BolognaFiere Exhibition Centre. The **Illustrators Wall**, a wall set up in the heart of the

### ILLUSTRATORS

### WALL



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Fair, in the Service Centre, becomes a living, multiform exhibition that is enriched, enhanced, and modified hour by hour thanks to the addition of images, cards, and proposals, and a place where the visiting public of professionals at the fair can discover new talents as well as business opportunities. Once again this year, the wall is flanked by **three video stations** that, during the four days of the event, display the works that illustrators have submitted to the **Virtual Illustrators Wall**, the digital complement to the physical version of the Wall that can be viewed online on the BCBF website **from 15 March to 30 September 2024**. While the digital version offers visiting professionals the opportunity to browse illustrations submitted from all over the world, it also provides a precious opportunity for participating illustrators to introduce themselves and showcase their work. In fact, **more than 900 people registered for the Virtual Illustrators Wall 2023** from **more than 70 countries and regions of the world** as the initiative's success with the online public exceeded all expectations.

## THE

## AWARDS

Since its foundation, the Fair has always invested in promoting new talents in international illustration. Created specifically for this reason are the **ARS IN FABULA – Grant Award** open to illustrators aged under 30, and the **Bologna Children's Book Fair – Fundación SM International Illustration Award** for those aged under 35: two opportunities for young people selected for the *Illustrators Exhibition* to boost their visibility and develop their careers.

## VISUAL

## IDENTITY

## WORKSHOP

The opportunities for emerging talents also include the **Visual Identity Workshop**, meaning the chance to be selected to create the visual identity of the next edition of BCBF, together with the design studio Chialab.



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