THE 63ᴿᴰ BOLOGNA CHILDREN'S BOOK FAIR
The Digital Narratives Observatory: the new project by Literacy Italia and Bologna Children's Book Fair to investigate the transformations digital media is inducing for reading and readers

Digital storytelling is significantly transforming the relationship between young readers and stories. Interactive picture books, transmedia storytelling, immersive experiences, as well as texts co-created with artificial intelligence, are redefining the ways in which stories are read, experienced and shared. This is not simply a multiplication of technological formats, but **a cultural shift that is reconfiguring both narrative forms and the very role of the reader.** As Marshall McLuhan observed, each new medium does not just supplement what came before, it **transforms** it. Today, digital and multimedia are not replacing traditional books, but redefining their role, distributing the reading experience across new languages and practices. The question, therefore, is no longer whether digital technology has entered the world of stories for children and young adults, but **according to what technological or literary logic it is evolving.** What does it mean to read a story on a digital platform? What forms do these new narratives take? How do they engage the reader through participation, exploration and co-creation? And above all: how can we recognise the quality of a digital narrative work beyond technological innovation or the appeal of interactivity?

The **Observatory of Digital Narratives,** promoted by Literacy Italia and Bologna Children's Book Fair in collaboration with Norla (Norwegian Literature Abroad), was created to answer these questions. Its aims are: to observe and map the features of new digital narrative forms; to promote dialogue between research, publishing and educational experiences; to provide guidance tools and evaluation criteria for those who create, publish, disseminate or teach stories within an increasingly digital context.

The event will take place at the Bologna Children's Book Fair on **15 and 16 April**: two days of analysis and discussion with researchers, authors, publishers, teachers and reading professionals, with the participation of representatives from the European Commission, to explore digital narrative ecosystems and reading practices in the age of artificial intelligence. The first **Report of the Observatory on Digital Narratives** will be presented in preview, offering guidance on how to navigate this rapidly evolving sector.

Participants include: **Tiziana Mascia** (Associazione Literacy Italia, Italy), **Jennifer Rowsell** (University of Sheffield, United Kingdom), **Assunta Di Febo** (Associazione Literacy Italia, Italy), **Barbara Vanin** (VEZ Rete Biblioteche Venezia, Italy), **Scott Rettberg** (University of Bergen, Centre for Digital Narrative, Norway), **Kate Pullinger** (writer, Canada/United Kingdom), **Davide Morosinotto** (writer, Italy), **Federica de Quagliatti** (Senior Journal Specialist at Frontiers for Young Minds, Switzerland), **Pier Cesare Rivoltella** (University of Bologna, Italy).

The complete programme is available at: https://www.bolognachildrensbookfair.com/eventi/digital-narratives-observatory/16434.html