



CARIOCA: creativity as a universal language, between education, innovation and visual culture

For over seventy years, CARIOCA has been a key player in the world of colour, supporting generations of children in their growth journey through tools designed to foster creativity, expression and learning. Founded in 1954 in Settimo Torinese, at the heart of one of the most important writing districts in the world, the company is now an international benchmark in the creative stationery sector.

Driven by a vision that blends tradition and innovation, CARIOCA has evolved over time, expanding its portfolio and engaging with increasingly diverse audiences. Alongside products dedicated to children, the brand now also addresses teenagers, illustrators and art enthusiasts, promoting an inclusive, accessible and contemporary culture of creativity.

Its participation in the Bologna Children's Book Fair, and specifically its support of the Illustrators Survival Corner, is part of this vision: an initiative that highlights emerging talent and provides illustrators with a space for exchange, growth and experimentation. Within such a prestigious international context, CARIOCA reinforces its commitment to supporting creativity as a powerful tool for connection across people, languages and cultures.

Quality and safety have always been core values for the company. All products are developed to ensure reliability and high performance, supporting both children and adults in their creative journeys. At the same time, CARIOCA is strongly committed to sustainability, through the use of recycled materials, eco-friendly packaging and increasingly responsible production processes.

Now present in over 90 countries, CARIOCA continues to promote the value of "learning through creating", encouraging an approach where creative expression becomes education, personal storytelling and shared growth.