

BUILDING ON SIXTY YEARS OF EXPERIENCE WITH THE ILLUSTRATORS EXHIBITION AT BCBF, BOLOGNAFIERE CHINA LAUNCHES THE SHANGHAI ILLUSTRATION & POP SHOW (SIPS)

A brand-new event dedicated to illustration in all its forms: the first edition will be held at the Shanghai Exhibition Centre in May 2026

A new chapter is opening in BolognaFiere Group's long-standing activity in Asia, carried out through its subsidiary **BolognaFiere China Ltd.** This chapter draws on the sixty-year legacy of the **Illustrators Exhibition**, the flagship of Bologna Children's Book Fair, recognized worldwide as **the most prestigious professional platform in the field of illustration**. Since its inception, the Exhibition has promoted international exchange and the professional growth of generations of illustrators through selections curated by outstanding juries, catalogues, and travelling shows across the globe.

The first edition of the **Shanghai Illustration & Pop Show (SIPS)** will take place **from 29 to 31 May 2026** at the **Shanghai Exhibition Centre**. Organized by BolognaFiere China Ltd., with the support of the **Shanghai International Culture Association** and the **Cultural Office of the Consulate General of Italy in Shanghai**, and in scientific collaboration with the **Illustrators Exhibition of Bologna** and **Mimaster Illustrazione**, this new event aims to provide brands, agencies, buyers, collectors, and illustrators from China and across Asia with a shared professional platform dedicated to illustration (not only linked to the children's world, but embracing the entire spectrum) and pop culture.

The event, which is expected to host **over 300 exhibitors from 10 countries and regions**—including brands, studios, and independent creators—will feature three thematic sections: **Illustration as Art**, highlighting illustration within contemporary art through works and artist collaborations; **Pop and Brand**, exploring the role of visual storytelling in fashion, designer toys, and lifestyle; and **Illustrators Avenue**, dedicated to independent illustrators from around the world, in direct contact with the public and the market. Together, the three sections outline a vibrant ecosystem where illustration flourishes across art, commerce, and everyday life.

The event will also feature a rich program of activities, including **The Illustrators Survival Corner**, a now "classic" project of the Bologna Children's Book Fair curated by Mimaster Illustrazione, known worldwide for its masterclasses, portfolio reviews, and workshops.

Notes:

BolognaFiere Group is among the world's leading exhibition organizers, with over 100 international events each year across a wide range of sectors—including art, publishing, fashion, beauty, health, food, pet products, and industrial machinery. Among its most successful events, the Bologna Children's Book Fair, with BolognaBookPlus and Bologna Licensing Trade Fair, stands as the world's leading marketplace for rights exchange in children's publishing.

BolognaFiere China Ltd. is the Group's subsidiary in the Asian market. Founded to foster business relations throughout Asia, it directly organizes numerous events across different sectors, including the China Shanghai International Children's Book Fair.

Milan, September 8, 2025

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