



BOLOGNA CHILDREN'S BOOK FAIR 1964-2023 50th ANNIVERSARY

BOLOGNA BOOK PLUS

In partnership with **AIE** Associazione Italiana Editori

Kids Bologna Licensing Trade Fair

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BOLOGNA CHILDREN'S BOOK FAIR 2023

Still Rocking at 60!



1964-2023: **The Bologna Children's Book Fair** (BCBF) is celebrating its first sixty years, a long history of promoting the best in publishing for children and young people, unearthing new trends in illustration and in the form and content of children's literature.

An important milestone will be reached at this year's edition, **6-9 March 2023**, in the halls of the Bologna Exhibition Centre, providing an opportunity to analyse BCBF's achievements and, at the same time, to look to the future with new ideas, energy and projects. Achievements include the role of the two "sister" fairs that have a place at the heart of the fair, the **Bologna Licensing Trade Fair/Kids** (BLTF/K), with its international audience of licensing professionals, and **BolognaBookPlus** (BBPlus), the extension of the fair born from the collaboration between BolognaFiere and AIE (the Italian Publishers' Association) in order to broaden the scope of the BCBF to include also general publishing.

And for a birthday really worth celebrating, the Bologna Children's Book Fair has invited the biggest names in illustration and publishing for children and young people from all over the world, whose

work and contributions during these first sixty years of activity have really left their mark. They include, among others: **Albertine Zullo, Beatrice Alemagna, Rotraut Susanne Berner, Marc Boutavant, Rebecca Dautremer, Laura Carlin, Suzy Lee, Katsumi Komagata, Manuel Marsol, Sarah Mazzetti, Roger Mello, Hasan Mousavi, Fabian Negrin, Elena Odriozola, Martin Salisbury, Alessandro Sanna, Axel Scheffler, Klaas Verplancke.**

Also commemorating this important milestone is the contest launched to develop the 2023 visual identity, a genuine homage to the aesthetics of the fair and a moment of celebration, open to the winners of the past ten editions of the Illustrators Exhibition. Participants were asked to create an image inspired by a significant moment related to BCBF, playing with the logo colours. The winning images, selected by a prestigious international jury, composed of the creators of the Illustrators Annual covers – winners of the H.C. Andersen Award and the Grand Prix at the Bratislava Illustration Biennial – were then elaborated and engaged in a dialogue with each other by the Chialab graphic design studio to create the visual identity for this 60th anniversary. Submitted





and shortlisted work will be on display at the fair at the **Landscapes and Portraits of BCBF** exhibition, accompanied by moments of live painting open to all the illustrators at the fair, arriving from all over the world.

Another important anniversary will be celebrated alongside that of BCBF: a tribute to Italo Calvino, considered one of Italy's greatest intellectuals of the twentieth century, on the 100th anniversary of his birth. The fair will be dedicating to the great author the exhibition **Italian Excellence: Illustrations for Italo Calvino**, curated by Accademia Drosselmeier/Cooperativa Giannino Stoppani (catalogue published by Mondadori). The exhibition will feature one hundred and twenty works made by thirty important artists who have illustrated Calvino's work over the years, together with thirty young talents chosen from more than five hundred candidates from all over the world by the jury of a contest launched by the Bologna Children's Book Fair as a tribute to Calvino.

Also drawing to a conclusion at this special edition of the fair is the illustration contest that is part of a four-year project: **The Children Spectators**. The exhibition at the culmination of the project will bring together the winning works from past editions, together with works created specifically for the event by four leading names in international illustration: Fabian Negrin, Manuel Marsol, Katsumi Komagata and Klaas Verplancke.

The customary awards, from the **BOP - Bologna Prize for the Best Children's Publishers of the Year** to the **Bologna Ragazzi Award (BRAW)**, will also

continue along with the exhibitions held in the various halls: the **Illustrators Exhibition**, the solo exhibition of the great **Suzy Lee**, winner of the H.C. Andersen 2022 prize, and, on the occasion of International Women's Day, 8 March, an exhibition of the most beautiful books about women, in addition to the return of *The BRAW amazing bookshelf*, a selection of over one hundred of the best entries nominated for the award. BCBF continues its journey of internationalisation, which has long been the mission and the true soul of the fair, enriched over the years with an additional boost. Opening up and exploring emerging markets, rich in new visions and energies, is at the heart of the two projects made possible thanks to the support of the Ministry of Foreign Affairs and International Cooperation - MAECI, and ITA-the Italian Trade Agency for the promotion abroad and internationalisation of Italian companies: the second edition of the **Spotlight on Africa**, the exhibition area reserved for African publishing that will welcome professionals, representatives of publishing houses and artists from different countries, and the **World Lounge**, open to publishers from all over the world, to foster interaction and the development of business relationships with Italians.

Also returning is the **Comics Corner**, brought to life with discussion panels that will foster debate about the present and future of comics, an initiative that consolidates the fair's work to give the latest trends in publishing for children a space for expression and development.

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Building on the success of the first in-person event last year, BBPlus is back with an exciting offering of exhibits; training events; networking; training conferences; Author Ambassador; seminar programme; hosted bookseller and publisher programmes, plus the inaugural Market of Honour, Greece. BBPlus serves the adult, general trade publishing industry and is organised in collaboration with the **Italian Publishers' Association (AIE)**. Also new this year are an Italian publishers' pavilion organized in collaboration with AIE with 8 Italian exhibitors - *Reggio Children, All Around, Yume, Carocci Editore, Sime, Società Editrice Il Mulino, HarperCollins Italia, Glu Distribuzione* - and the expansion of the current BCBF Agents Centre offering to exhibiting publishers Rights Professionals across the industry, to include adult general trade publishing in addition to children's.

The training conferences start with an event on the eve of the fair, Sunday 5th March: *How to Sell Rights and Understand Licensing in Children's Books*. This delivers a comprehensive, informative list of the knowledge and skills required to make the most of titles through rights selling. The second training event *Writing and Self Publishing*, is now a two day event, where day one focuses on the craft of writing and day two on how to self-publish in Italy and abroad. It includes experts on different genres, including writing for screen; finding the best route for the book; marketing, and a unique overview of the platforms available.



Licensing Days are also back for their 3rd edition, focusing on Metaverse, digital evolution, retail trends, animation, publishing and sustainability topics. For the first time BLTF/K will host a thematic exhibition devoted to sustainable and green-friendly licensed consumer goods.

ALDUS UP – THE EUROPEAN BOOK FAIRS’ NETWORK

The Bologna Children’s Book Fair is a member of the Aldus Up project, the European Book fairs’ Network co-funded in the framework of Creative Europe Programme and coordinated by the Italian Publishers’ Association (AIE), which develops research, surveys and initiatives aimed at boosting innovation and internationalisation in the publishing sector, fostering the exchange of translation rights between countries and promoting studies and events on topics such as translation trends in Europe, the impact of digitization on reading habits and publishing production, inclusivity and audience development.

As a member of the Aldus Up network, Bologna Children’s Book Fair is committed to organising each year a series of initiatives and a seminar programme supported by, and aimed at, promoting Aldus Up’s goals. Among these are: the BolognaRagazzi CrossMedia Award 2023, dealing with digital innovation and cross-media formats, which for the first time this year features a new category: digital reading platforms and digital publishing series, a new publishing project mixing the digital and the physical world of books; a panel on the latest trends on reading behaviours and attitudes towards reading among teenagers; and the Global Rights Exchange (GRE), the virtual marketplace working as a year round rights platform, dedicated exclusively to the international rights, distribution and licensing of content. Born in 2020, it has become a key tool of the BCBF digital strategy, now including also exhibitors from BBPlus (to offer rights trading opportunities across general trade publishers and agents), BLTF/Kids and from the comics and graphic novel companies attending the BCBF’s Comics Corner.

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Call Your Agent: How to Become a Successful Literary Agent, is the third training event, which this year includes a session on the role of scouts who play an essential role in international publishing.

BBPlus is delighted to welcome its first **Market of Honour – Greece** whose vibrant and longstanding publishing output will be showcased through a variety of lively and informative exhibits and content programming. This is a great opportunity to enjoy everything that the rich contemporary publishing industry, Greek authors and main players have to offer. Daily ‘meet the author’ sessions will take place on the Greek pavilion, and there will be ample opportunity for networking and doing business. There will be lots of opportunities to learn more about the GreekLit Translation grant and to learn more about the great Greek literary translators.

The 2023 **Author Ambassador for BolognaBookPlus is Loyd Grossman**.

Loyd is an entrepreneur, author and broadcaster, well-known for presenting TV programmes including *MasterChef* and *Through the Keyhole*. He will feature in several events at the fair.

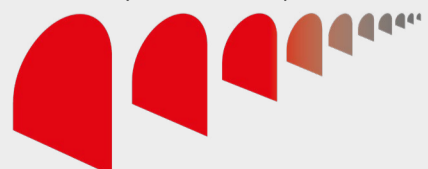
The seminar programme will again deliver an enticing coverage of current important industry themes, including AI; translation; sustainability; reading habits; European book markets; bookselling; illustration and design, and more.

The two book jacket showcases return: *Jackets Off* considers different iterations and designs of the contemporary classic *1984*, George Orwell. *Jacket Design: The Best of the Best*, this year focuses on the talent in the Market of Honour, Greece. BBPlus is also thrilled to be working in partnership on a rich programme of illustration seminars with The Folio Society whose commitment to illustration and design of beautifully produced books is unrivalled. Among other things, there will be the chance to learn more about their annual Book Illustration Awards and to meet their publisher and art directors. All in all, BolognaBookPlus is a must-attend destination for general publishing professionals, aspiring authors and all those interested in illustration for the general publishing community.

BOLOGNA LICENSING TRADE FAIR/KIDS

Set in the heart of BCBF, the Bologna Licensing Trade Fair/Kids is dedicated to kids’ licensing and children’s content development. In 2023, the exhibition space is doubled, hosting the major global leading protagonists of the licensing industry and over 600 brands available to be developed into licensed consumer goods of every kind, and attempting to build a stronger approach between illustrators and the licensing industry. This year, the International Kids

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