



BOLOGNA CHILDREN'S BOOK FAIR

the **rights** place
for children's content

an event by



MEMO

52ND
EDITION

BOLOGNA
30 MARCH – 2 APRIL
2015



BOLOGNA CHILDREN'S BOOK FAIR

an event by



BOLOGNA CHILDREN'S BOOK FAIR
from Monday March 30 to Thursday April 2, 2015
Italy / Bologna / Fairground

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MEMO ^{52ND} EDITION

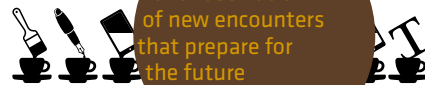
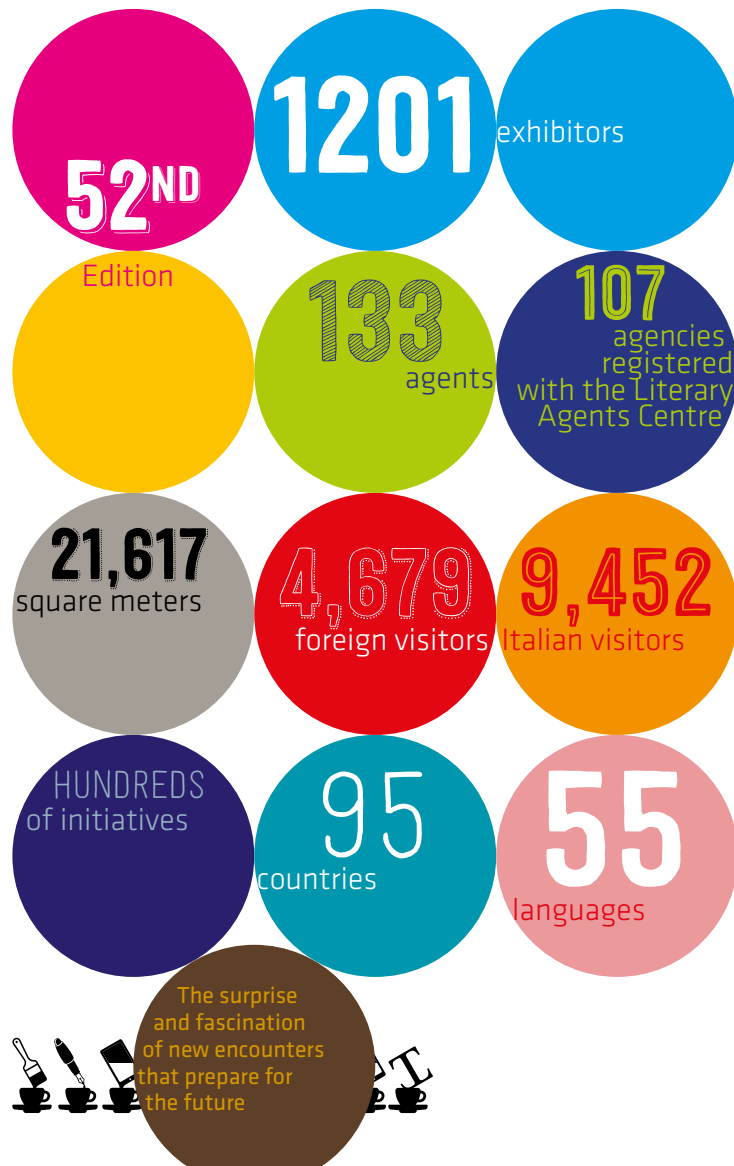
**FEEL THE COLOURS
FOLLOW THE NUMBERS**

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THE BOLOGNA CHILDREN'S BOOK FAIR

is the leading event for the international copyright market for children and young adults' books. A professional trade show flanked by a series of activities that make it a one-off cultural event unparalleled in its ability to attract specialized publishers and transform Bologna into the world capital of children's book publishing.

The Bologna Children's Book Fair annually welcomes professionals from all over the world: besides publishers and literary agents, Bologna is a must see for packagers, printers, app and ebook developers, TV and film production companies, licensors and licensees, publishing service companies, authors, distributors, booksellers, librarians, translators, business developers, international organizations for reading and book promotion.



TOWARDS EXPO MILAN 2015

Universal exhibitions generate energy, move people, are opportunities for thought. EXPO Milan 2015's theme, "Feeding the Planet, Energy for Life," is particularly important to BolognaFiere, which for over 25 years has presented SANA, one of the international foremost exhibitions of organic and natural products, and has recently become a global partner for the creation of EXPO 2015's Biodiversity Park. BolognaFiere is also extending its "Feeding the Planet" initiatives to the Bologna Children's Book Fair.



With the Patronage of



MILANO 2015

FEEDING THE PLANET
ENERGY FOR LIFE

The 2015 edition of the Fair will highlight

the countless writers, poets, popularizers, and illustrators devoted to this theme. Thanks to their books, children will grow up to be citizens of the world, learning how to safeguard their environment, opening cookbooks to experience the fun of preparing food, taking charge of their own health.

Gianni Rodari said that reading is the sixth sense, to be planted, watered, and tended. Books are seeds: they feed your mind and increase your intelligence and creativity, just like food strengthens your bones and muscles.

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BOLOGNARAGAZZI AWARD – SPECIAL CATEGORY

Alongside the traditional categories of the BolognaRagazzi Award, a special initiative will be devoted to the themes of EXPO Milan 2015.



LIBRI & SEMI BOOKS & SEEDS

The Fair's exhibitors are invited to send their

books, published in the past five years, dealing with subjects such as agriculture, organic farming, biodiversity, food, hunger, abundance, nutrition, safety, and cooking.

The international jury of the prize will be assisted by experts in this field. The Honorary Chairperson of this special jury will be Susanna Tamaro, the famous Italian writer whose works have been translated worldwide, author of the novel "Cuore di ciccia," about a child's very special relationship with his refrigerator.

The wide-ranging material selected and awarded will be exhibited at the Biblioteca Salaborsa, in the heart of Bologna, during the Fair and then in Milan as part of the Biodiversity Park organized by BolognaFiere-SANA.

ill. Serge Bloch



Participation in the initiative is reserved to Exhibitors at BCBF 2015. The deadline for sending books is 30 January 2015.

BOLOGNARAGAZZI AWARD 50TH ANNIVERSARY

The BolognaRagazzi Award is 50 years old: an important date for a prize created to enhance excellence, books with an overall 'project', which commends experimentation and creativity. Much sought after, the BolognaRagazzi Award promotes the making and reading of good books. The host of books submitted by myriad publishers every year provides an accurate physical map of the publishing scene. They reveal a world in continuous development: historical and cultural traditions blend with new inputs, and the latest technology employed alongside ancient craft.



To celebrate this important and significant birthday, the Bologna Children's Book Fair and the University of Bologna – with its Italian Centre for Research into Children's Literature, in collaboration with Biblioteca Salaborsa Ragazzi, will launch a study of the books that have won the Prize, providing a view of the evolution of children's books over the past 50 years. The results of the study will be a volume with a wealth of images and illustrations, plus an exhibit of the most important books accompanied by a summary of all winners and titles which received honourable mentions.

Down the years many famous names in the graphic art world have come to Bologna as Jury members: among them, Milton Glaser, Bob Noorda, Max Huber, Seymour Chwast, Heinz Edelmann, Steven Guarnaccia, Joost Swarte, Matteo Bologna made their choices, creating an amazing collection of excellence in children's books: the entire collection of these titles – from the first edition of the Award (then called "Premio Grafico Fiera di Bologna") to today – is housed in the Salaborsa Ragazzi Library in the heart of Bologna, to which every year the Fair donates a copy of each book that is awarded or receives an honourable mention.

Participation in the initiative is reserved to Exhibitors at BCBF 2015. The deadline for sending books is 30 January 2015.

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BOLOGNARAGAZZI DIGITAL AWARD

New technologies have given children's storytellers innovative ways to practice their craft. As a result, the Bologna Children's Book Fair created the BolognaRagazzi Digital Award, a spotlight on innovation and excellence in children's digital publishing, on a global level.

Participation in the initiative is open to any publisher and developer in any language or platform: the deadline for applying online is 30 January 2015.



First established in 2011 and organized in cooperation with the **Children's Technology Review (USA)**, the prize is designed to identify excellence in an emerging category of exciting products and is open to publishers and developers in any language or platform, of apps made for children aged from 2 to 15 years old.

An International Jury, made up of digital publishing experts and illustrators, tests the entries and selects them on the basis of graphic quality, audio quality, artistic and technical excellence and/or informational value.

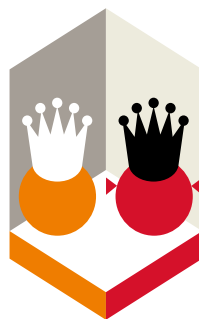


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BOLOGNA PRIZE BEST CHILDREN'S PUBLISHER OF THE YEAR

The BOP has been created by BolognaFiere and AIE - Associazione Italiana Editori for the 50th anniversary of the Children's Book Fair to highlight the editorial projects, professional skills and intellectual qualities of works issued by publishing houses all over the world.

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At the same time, the prize is designed to foster reciprocal knowledge and mutual exchange of ideas among different countries, diverse areas and cultural identities around the world.

The prize is awarded not by a jury, but by the publishers themselves, by means of a selection and voting system similar to the one for the Academy Awards. Six prizes are awarded, one for each geographical area: Asia, Africa, Central-South America, Europe, North America, and Oceania.

The award ceremony with the announcement of the winners takes place on the first day of the Fair in an atmosphere of eager anticipation.

The winners so far: Bakame Editions, Kigali (Rwanda); Chronicle Books, San Francisco (USA); Cosac Naify, Sao Paulo (Brazil); Gecko Press, Wellington (New Zealand); Golden Baobab, Accra (Ghana); Grimm Press, Taipei (Taiwan); La Pastèque, Montreal (Canada); Maurizio Corraini, Mantova (Italy); Petra Ediciones, Zapopan (Mexico); Planeta Tangerina, Carcavelos (Portugal); Tara Books, Chennai (India); Walker Books Australia, Newtown (Australia).

All publishers attending the BCBF 2015 are invited to transmit their preferences by using the relevant form within 15 January 2015.

ILLUSTRATORS EXHIBITION, AN EVENT THAT LOOKS TO THE FUTURE

Featuring a one-man show by Roger Mello, the great Brazilian artist who won the 2014 H.C. Andersen Award, the Illustrators Exhibition will once again be the heart of the Fair. With over 3000 candidates from more than 60 countries every year, established and emerging illustrators, students from well-known art schools, famous professional and amateur artists, the Exhibition will once again offer an extraordinary, must-see panorama of international illustration and new trends.

ill. Roger Mello



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Presented every year at the Bologna Children's Book Fair, followed by a tour organized in cooperation with JBBY Japan, the Exhibition has constantly strengthened its role as a reference point throughout the world, collaborating with artists who have won the H.C. Andersen Award for Illustration and the Grand-Prix BIB-Biennial of Illustration Bratislava and who are then engaged to design the cover of the Illustrators Annual.

The Exhibition is enhanced by the Bologna Children's Book Fair - Fundación SM International Award for Illustration, which encourages and supports young artists and presents them to professionals at the Fair. Philip Giordano, Page Tsou, Evelyne Laube & Nina Wherle (It's Raining Elephants), winner of the Grand-Prix BIB of Bratislava in 2012, Satoe Tone, and Catarina Sobral are some of the more-than-promising winners of previous editions.



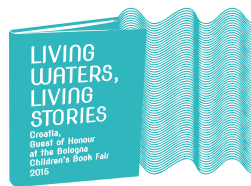
LIVING WATERS, LIVING STORIES

Croatia will be Guest of Honour at the Bologna Children's Book Fair 2015.

For book fairs, the Guest of Honour initiative is an important opportunity to approach countries and publishing scenarios that are often unfamiliar.

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In 2015, Croatia, a young nation that deserves to be known better, will present a series of events at the fair and in the city, the most important being a large exhibition of contemporary illustrators.



The exhibit's title refers to "living water," from Slavic mythology, whose properties soothe the weary and restore sight. The same may be said for children's literature, a form of unprecedented artistic experience: whoever drinks its magical drops returns to original creative forms and methods, rooted in childhood.

From Ivana Brlić Mažuranić to Svetlan Junaković, Croatian children's stories have moved generation after generation of readers, melting and crushing the rocks of alienation and opening up numerous passages into alternative worlds. Children's stories are as essential as water. This is why story-telling is now perceived as a pedagogical, artistic, ethical, social and political activity. In order to be grasped in its complexity, this project adopts a multi-disciplinary approach.

The exhibit is created in collaboration with a range of professionals from different fields inside and outside childhood studies and the children's book industry. Illustrators, writers, designers, curators, art directors, film makers, editors, translators, entrepreneurs, directors, actors, managers and many others are joined in this unique venture. This synergy gives rise to advanced thinking on children's experience by explaining and presenting the subject from multiple viewpoints.

Books are offered as guideposts for joint readings, drawings, play sessions, workshops, plays, making of animated films, and the discovery of children's new creative practices: our participation will present Croatian children's culture from a broad perspective.

ALICE IN WONDERLAND A VERY MERRY UN-BIRTHDAY

Great Britain's most famous children's book is 150 years old, and the Bologna Children's Book Fair is celebrating with a variety of initiatives for the industry and for the general public, beginning with a conference dedicated to the multidisciplinary interpretations, suggestions and artistic creations that the books of Alice have been stimulating over the last 150 years; the conference will be promoted in collaboration with the Italian Centre for Research into Children's Literature of the University of Bologna.

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“What is the use of a book without pictures?”

Alice's question at the beginning of the story is legitimate, and confirms the importance of illustrations in the history of children's literature. Since Charles Dodgson gave his manuscript to Alice Liddell, and since the first printed edition illustrated by John Tenniel, there have been countless editions all over the world, illustrated by great artists such as Ralph Steadman, Anthony Browne, Robert Ingpen, Nicole Claveloux, Helen Oxenbury, Anne Herbauts, Lisbeth Zwerger, Emma Chichester Clark, Rebecca Dautremer, Dusan Kallay, Emanuele Luzzati, Suzy Lee, Eugenia Gapchinska, Thomas Perino, Tony Ross, Octavia Monaco, Yayoi Kusama, etc.

A bibliographic show will present the most important editions from publishers throughout the world; in addition, “Alice” will be celebrated by a gathering of translators who have worked to restore the author's linguistic richness and complexity.

Lastly, the Cineteca of Bologna will present a review that includes not only films based directly on the novel, but also other works inspired or influenced by Lewis Carroll's book.



ill. Inga-Karin Eriksson

BOOK EATERS: THE INTERNATIONAL BOOKSTORE

What do publishers, authors, illustrators, editors, agents, and visitors of the Bologna Children's Book Fair have in common? They all are book eaters. Like skilled hunters they can smell the scent of good books and follow their trails along thousands of meters of shelves packed with book covers.

They all love books, they are all interested in new authors, outstanding debuts, special editions and/or reissues. And they all want to take books home.

This is why the Bologna Children's Book Fair gives them an opportunity to buy the books they love but cannot easily find in their bookshops.

A huge, international children's books store will welcome visitors at the next Bologna Children's Book Fair, showcasing a large selection of prize-winning books, as well as books by outstanding authors and illustrators. Books that have written the history of children's literature.

For the pleasure of an attentive public, a unique bookstore for all children's book lovers.

SPECIAL FEATURES

Astrid Lindgren Memorial Award

At the Frankfurt Book Fair, the Astrid Lindgren Memorial Award candidates are usually announced in a wonderfully festive atmosphere.

And at the Bologna Children's Book Fair, the pressure will rise and rise until it explodes in applause as the winner is announced.

On Tuesday, in the late morning, a multitude of friends will gather in the Illustrators Café to watch, live from Sweden, the announcement of the winner.



BIB – Biennial of Illustration Bratislava

Created in 1967, the Biennial – which acted as the most important communication “link” between Eastern and Western European illustrators – will soon celebrate its 50th anniversary. It has cooperated with the Bologna Children's Book Fair since its first years of activity. The winner of the Grand Prix is invited to Bologna for a one-man show and creates the cover for the Annual Illustrators Catalogue.



White Ravens

Promoted by the International Youth Library (Munich, Germany), the White Raven label is given to books that deserve worldwide attention because of their universal themes and/or their exceptional and often innovative artistic and literary style and design. Every year at the Bologna Children's Book Fair, selected books are exhibited and the complete White Raven Catalogue is presented.



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THE GUEST OF HONOUR COUNTRY FOR 2016: GERMANY

Germany, with its immense literary and artistic tradition, pays very special attention to children's books. From classic characters like Shockheaded Peter to the legendary brats Max und Moritz by Wilhelm Busch and stories by the Grimm brothers, German children have been blessed with literary and visual treasures that have become famous all over the world.

As customary, the core of Germany's participation

in the Bologna Children's Book Fair will be a large exhibit of contemporary illustration, presenting original boards by top German illustrators as well as ones by promising young artists.

Along with this main event, BolognaFiere and the city of Bologna will promote many other cultural initiatives and events thanks to the collaboration of numerous cultural institutions.

10 preview 2016



THE ROALD DAHL CENTENARY

The 2016 Bologna Children's Book Fair will pay homage to the most widely-read children's book author of the second half of the 20th century.

The Fair, in cooperation with the many publishers that have helped popularise Roald Dahl's works and in collaboration with the institutions of Bologna, will celebrate this centenary with exhibits, meetings, and workshops to present a "giant" in children's books to new readers.

preview 2016
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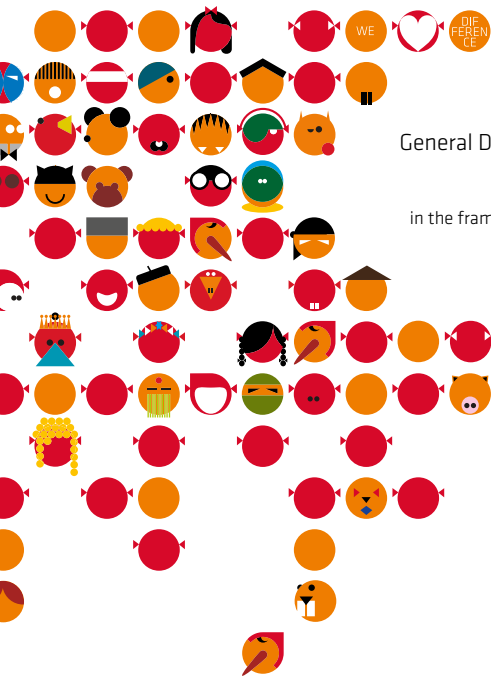
ill. Quentin Blake



His first works for children were published in the

1960s: The Chocolate Factory (frequently adapted for film) is now 50 years old. The Big Friendly Giant (The BFG) was published in 1982 and became an immediate best seller (Steven Spielberg is now producing a film that will surely increase the story's well-deserved fame).

Next came *The Witches* (quickly released in a film version), and *Matilda*, about a girl who loved books and reading. A short story, *Fantastic Mr. Fox*, became a cult for the fans of Wes Anderson, the American director, screenwriter, and producer. And cartoon lovers will never forget Lane Smith's adaptation of *James and the Giant Peach*. Literature, biography, and poetry on the one hand, cinema and animation on the other. At the centre is the work of Britain's Quentin Blake, master illustrator and always a good friend of the Bologna Children's Book Fair.



«
Words on books
are seeds...
»

Samia Maamer,
General Director of Organic Agriculture,
Ministry of Agriculture, Tunis

Bologna, 7 September 2014,
in the framework of the international conference
SANA FOR EXPO 2015,
organized by BolognaFiere