

prohelvetia



Bologna 2019: international Focus on Swiss Children's Books

Switzerland is the guest of honour at the Bologna Children's Book Fair 2019, to be held at the beginning of April. This represents a unique opportunity for the vibrant and diverse Swiss children's and youth book scene to present its creations to an international audience. The centrepiece of Switzerland's contribution as guest of honour is the exhibition «An ABC of Switzerland» showing works by 26 Swiss illustrators. Switzerland's programme as guest of honour has been organised by the Swiss Booksellers' and Publishers' Association (SBVV), with the Swiss Arts Council Pro Helvetia as main partner.

The Bologna Children's Books Fair is the most important trade event for children's, youth and picture books worldwide. This year's edition, running from 1 to 4 April, is expected to attract around 27,000 visitors from over 60 countries. Switzerland's role as guest of honour therefore offers the country's creators of contemporary children's and youth books an outstanding international platform for the promotion of their products.

The main emphasis of Switzerland's contribution will be on the diversity of its illustrators in the field. The exhibition «An ABC of Switzerland», presents works by 26 Swiss illustrators, each taking their inspiration from one of the letters of the alphabet and from one word. L for example stands for «Lake» and S for «Skiing». In addition, the «Bolo-Klub», a group of young Swiss artists, will be converting the Scuderia in the centre of Bologna into an off-space studio for events such as performances and illustrator battles. Various cultural events will also be held at different locations in Bologna on the weekend before the trade fair itself, including the «Notte del racconto» (storytelling night) in 13 libraries.

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Website for Switzerland's activities as guest of honour:
www.bologna2019.ch

Information and events for media representatives:

- **Press kit and visual material:**

<https://www.bologna2019.ch/de/downloads-media/>

- **Media conference:**

«Swiss children's books between creation process and international market»
5 March 2019, 10:30 am, Atelier 14b, Falkenplatz 14b, 3001 Berne

Speakers:

- Philippe Bischof, Director of Pro Helvetia
- Francine Bouchet, publisher, Edition «La Joie de lire»
- Dani Landolf, Chairman, Swiss Booksellers' and Publishers' Association
- Angelika Salvisberg, Head of Literature and Society, Pro Helvetia

Media point:

1 April 2019, 12:00 – 13:00, illustrators' exhibition, main hall, Bologna
Children's Book Fair

The following will be available for information and interviews:

- Philippe Bischof, Director of Pro Helvetia
- Letizia Bolzani, journalist and specialist for children's literature (rivista Il Folletto, Istituto Svizzero Media e Ragazzi, RSI)
- Dani Landolf, Chairman, Swiss Booksellers' and Publishers' Association

Media information and registration for media events:

For the Swiss Booksellers' and Publishers' Association (SBVV):

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For the Swiss Arts Council Pro Helvetia:

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