

## The London Book Fair 2010 Paints a Bright Future for Illustrators

*Deadline for Illustrators' Competition: Monday, 8<sup>th</sup> March, 2010*

### FOR IMMEDIATE RELEASE

**LONDON, 3<sup>RD</sup> MARCH 2010**—The London Book Fair is pleased to announce new features for the Children's & Young Adult Publishing Zone, one of the Fair's largest zones and main seminar streams, for 2010. For the first time ever, the zone will comprise a distinctive new look, place greater emphasis on illustrators, and provide a diverse line-up for the entire programme.

The London Book Fair is partnering with [www.childrensillustrators.com](http://www.childrensillustrators.com), the leading online resource for children's illustrators, animators and agents, to present a dedicated 'Illustrators Corner,' featuring a prominent display area with illustrations produced on large panels. Illustrators, both new and established, are being offered the chance to have their work reproduced, along with their name and contact details, on one of the panels surrounding the Illustrators Corner - a key profile-raising initiative.

For the entry price of £50, illustrators will receive a 3 day badge to attend the Fair, enter the competition, and attend a tailored networking event with art directors and editors on Tuesday 20<sup>th</sup> April from 4.30-5.30pm. Furthermore, illustrators will have the opportunity to attend seminars and author events at the Fair. Winners will also be entered into a prize draw to win a year's subscription to [www.childrensillustrators.com](http://www.childrensillustrators.com).

Artwork entered as part of the competition will be judged by leading experts in the field including: Chris Riddell, author, illustrator and political cartoonist for the Observer; Bruce Ingman, author and illustrator; and Deirdre McDermott, picture book publisher at Walker Books. The deadline for entry into the Illustrators' Competition is Monday, 8<sup>th</sup> March, 2010. More information can be found here: [www.londonbookfair.co.uk/illustratorscomp](http://www.londonbookfair.co.uk/illustratorscomp) or [www.childrensillustrators.com](http://www.childrensillustrators.com).

The Children's & Young Adult Publishing Zone, located in Earls Court 1, will feature its own dedicated children's creative which will carry through from the website. To differentiate the zone at the Fair, the aisle carpet and shell scheme stand name boards will be red.

Highlights from this year's Children's Publishing Seminars include:

- **Children's Bookfutures:** *Children's Literature & Digital Imagination*
- **Extending the Shelves:** Strategies for Children's Bookshops in the Face of Online Competition
- **Writing for Teens**
- **Drawing in the World:** *An International Perspective on Cover Design of Children's Books*
- **Beyond Vampires and Wimpy Kids:** *The U.S. Children's/YA Market and its Future*
- **New Writers / New Writing:** The Children's Reading Partners Roadshow
- **At Home in a Strange Land:** The Need for Children's Books in Translation

- **The Big Picture with Children's Laureate Anthony Browne:** *The importance of illustrating for older children*
- **Children's Publishing Around the World**

**Rachel Jones, The London Book Fair, Sales and IRC Executive**, said: *"The children's sector is always a strong one for The London Book Fair. Our dedicated seminar stream is always well attended and we are delighted once again with this year's line-up. The zone promises to look very eye-catching this year with the vibrant colours and displays of illustrators from both new and established talent."*

END

## NOTES TO EDITORS

### CHILDREN'S ZONE AND ILLUSTRATION CORNER:

If your illustrators would be interested in entering they can find more information here: [www.londonbookfair.co.uk/illustratorscomp](http://www.londonbookfair.co.uk/illustratorscomp) or [www.childrensillustrators.com](http://www.childrensillustrators.com).

### CHILDREN'S PUBLISHING SEMINARS:

#### Monday 19 Apr 2010

10:00 - 11:00 Children's Bookfutures: Children's Literature & Digital Imagination

Westminster Room, Earls Court 1

Organised by Booktrust

Chair Chris Meade

Speakers

Mr Neal Hoskins, Winged Chariot Press

Ms Amanda Wood, Templar

Ms Naomi Alderman, Author

11:30 - 12:30 Extending the Shelves: Strategies for Children's Bookshops in the Face of Online Competition

Westminster Room, Earls Court 1

Organised by Booktrust

Chair Jonathan Douglas

Speakers

Mr John Newman, Newham Bookshop

Mr Simon MacKay, Foyles Bookshop

13:00 - 14:00 Roald Dahl Funny Prize Discussion

Westminster Room, Earls Court 1

Organised by Booktrust

Chair: John O'Farrell

Speakers

Mr Chris Riddell, author, illustrator and political cartoonist

Mr Philip Ardagh, Author

Ms Alison Green, Editor, Scholastic

Ms Lucy Bakewell, Librarian

**Tuesday 20 Apr 2010**

10:00 - 11:00 Writing for Teens  
Westminster Room, Earls Court 1  
Organised by Booktrust  
Chair John McLay  
Speakers  
Mr Barry Cunningham, Chicken House Publishing  
Ms Rachel Ward, Author  
Ms Sophia Bennett, Author

11:30 - 12:30 Drawing in the World: An International Perspective on Cover Design of Children's Books  
Westminster Room, Earls Court 1  
Organised by Booktrust  
Chair Nicolette Jones  
Speakers  
Mr Jon Lambert, Templar Publishing  
Mr Patrick Insole, Walker Books  
Ms Christine Baker, Gallimard Jeunesse

13:00 - 14:00 Beyond Vampires and Wimpy Kids: The U.S. Children's/YA Market and its Future  
Westminster Room, Earls Court 1  
Presented by Michael Norris  
Speakers  
Mr Michael Norris, Senior Analyst, Simba Information

14:30 - 16:00 New Writers / New Writing :the Children's Reading Partners Roadshow at The London Book Fair  
Westminster Room, Earls Court 1  
Organised by The Publishers Association

16:30 - 17:30 Children's Illustrators & Art Directors/Editors Networking Reception  
Illustrators Cafe, Earls Court 1  
Free to attend but your attendance must be registered

**Wednesday 21 Apr 2010**

10:00 - 11:00 At Home in a Strange Land: The Need for Children's Books in Translation  
Westminster Room, Earls Court 1  
Organised by Booktrust in association with Outside In  
Introduced by Alex Strick Chair Sarah Ardizzone  
Speakers  
Mr Axel Shaeffler, Illustrator  
Mr Klaus Flugge, Anderson Press  
Ms Alex Strick  
Ms Eva Mejuto, OQO

Sheikha Bodour Al Qasami, Kalimat

13:00 - 14:00 The Big Picture with Children's Laureate Anthony Browne – the importance of illustrating for older children

Westminster Room, Earls Court 1

Organised by Booktrust

Chair: Nicolette Jones

Speakers

Mr Anthony Browne, Children's Laureate

Mr Martin Brown, Illustrator of The Horrible Histories

Ms Marcia Williams, Illustrator

14:30 - 15:30 Author and Editor in Conversation

Westminster Room, Earls Court 1

Organised by Booktrust

Introduced by Nikki Marsh

Speakers

Mr Anthony Browne, Children's Laureate

Ms Denise Johnstone Burt, Walker Books

16:00 - 17:00 Children's Publishing Around the World

Westminster Room, Earls Court 1

Organised by Oxford Brookes

#### **THE LONDON BOOK FAIR:**

The London Book Fair is the global marketplace for rights negotiation and the sale and distribution of content across print, audio, TV, film and digital channels. Taking place every spring in the world's premier publishing and cultural capital, it is a unique opportunity to explore, understand and capitalise on the innovations shaping the publishing world of the future. The London Book Fair brings you direct access to customers, content and emerging markets. The London Book Fair 2010 will take place from 19<sup>th</sup> – 21<sup>st</sup> April. For more details, please visit: [www.londonbookfair.co.uk](http://www.londonbookfair.co.uk)

#### **WWW.CHILDRENSILLUSTRATORS.COM:**

With a variety of useful search tools, galleries and image trend highlights, Childrensillustrators.com offers art buyers worldwide a fast, effective and highly targeted method of sourcing the world's top children's illustrators, animators and agents.

[www.childrensillustrators.com](http://www.childrensillustrators.com).

#### **MEDIA ENQUIRIES:**

For further information about The London Book Fair 2010, please contact: Julia Walker at Midas Public Relations on 207 361 7860 or [julia.walker@midaspr.co.uk](mailto:julia.walker@midaspr.co.uk)

###