

Around 40 thousand people attended the 16th edition of FNLIJ Book Salon for Children and Young people in Rio

Event brought together 180 authors and 67 publishers that exposed more than 11 thousand publications on their stands



For 12 days, 40 thousand children, teenagers and even adults moved the FNLIJ Salon of the book for children and young people, who reached this year the 16th edition, sponsored by Petrobras (National Oil Company) since 2001, and with the support of the City Hall of Rio de Janeiro, through the municipal secretariats of Education and Culture, the Institute C&A (NGO linked to C&A clothing company) and UNIMED (Health Insurance Company). The event, aimed primarily to contribute to the enhancement of literacy through literature, invited Argentina as guest of honour, the presence of approximately 180 authors who presented their works and participated in meetings and chats with the audience. Sixty-seven publishers provided for sale 11 thousand of fiction and non-fiction books for children and young people in their stands, 720 schools bringing students, among private and Estate institutions, attended the FNLIJ Salon this year.

The City Hall of Rio de Janeiro intended since the early editions of the Salon FNLIJ, financial resources for teachers of 1.471 city schools and librarians of the 12 municipal libraries who can once again buy books of literature during the event for the schools. The municipal secretariat of Education visit to Salon FNLIJ is considered a part of reading formation of teachers and students.

FNLIJ – Brazilian IBBY section celebrated, this year, three important dates in its trajectory of institutional promotion of reading books for children and young people as a right, the basis for quality education, and completes 40 years old. These are the 14th Congress of the IBBY occurred in Rio de Janeiro, the Brazilian presence in the Bologna Children Book Fair and the FNLIJ award.

About the Bologna Children Book Fair, noting that Brazil was the guest of honour for the second time, celebrated the opening of the 16th FNLIJ Salon, the announcement of the winner of the Hans Christian Andersen Award of IBBY to the illustrator Roger Mello granted by all of his work with the presence of the artist. To celebrate the award of Roger Mello, FNLIJ created the exhibition *Roger Mello and his gardens*, this featured

illustrations and personal objects of the artist, in addition to videos with his statements about each one of his most important works.

During the first day, teachers had the opportunity to attend the lecture of illustrator Graça Lima about Brazilian illustration, with emphasis on the work of Roger Mello. It was carried out, also, the 5th National Meeting of Children and Young people Book retail, with participation of representatives of the National Association of bookshops, State Association of bookshops of Rio de Janeiro, The Brazilian Book Chamber and booksellers attended the meeting, even international ones like Maria Osório, Babel bookstore, of Bogotá (Colombia) and Laura Giussani, ALIJA (Argentinean IBBY Section).

The authors Ziraldo, Flávia Savary, Pedro Bandeira, Walcyr Carrasco, Flavia Lins e Silva were present to release new titles. The authors were also the attractions of encounters with the public. Heloísa Seixas, Ruy Castro and Marina Colasanti were some of the names who answered questions about career, literature and their works. Pedro Bial, writer, journalist and celebrity TV presenter, participated in FNLIJ Salon reading the book *Quando é dia de futebol* by Carlos Drummond de Andrade.

One of the activities that most wowed the little ones was the *Performance of the Illustrator*. Each day, the audience quickly filled space Petrobras Illustrator, eager to learn more about the best process of illustration creation. Isol and Istvansch were the Argentinean attractions. Isol, winner of the Swedish ALMA – Astrid Lindgren Memorial 2013, illustrated with Roger Mello. Nelson Cruz, Jô Oliveira, Eliardo França, Michele Iacocca, Maurício Negro, Marilda Castanha e Ciça Fittipaldi also participated and delighted everyone with their illustrations.

The Parallel Meetings FNLIJ/Petrobras, series of debates aimed at the adult audience, to think over reading and literature in the formation of readers brought up topics such as *Literature on Scene*, featuring Walcyr Carrasco, who spoke about the experience of introducing books in soap operas; *Countless Threads*, *Countless Tales: Brazilian illustration highlighted*, with Roger Mello, Rui de Oliveira, Graça Lima, André



Exhibition Roger Mello and his gardens



Lecture of illustrator Graça Lima



Ziraldo



Marina Colasanti



Pedro Bial



Roger Mello



Nelson Cruz, Marisa Borba, Rui de Oliveira



Cecilia Bettolli, Elizabeth Serra, Nora Lía, Ignacio Scerbo, Pilar Muñoz



Joel Rufino dos Santos



Roni Wasiry, Daniel Munduruku, Volnei Canônica, Isis Valéria Gomes

Neves, Marilda Castanha, Nelson Cruz, Fernando Vilela and Ciça Fittipaldi authors who have been in the programming of Bologna Children's Book Fair in March 2014, when Brazil was the guest of honour. *Spring of the Classics* was the subject to Marina Colasanti, Antônio Torres, Godofredo de Oliveira Neto and Nélida Piñon, who talked about the relevance of traditional literature authors in communication presented by Anna Maria Renhack, Record Publishing House. The *Accessibility to Children and Young people literature*, with talks of representatives of the Movement Down, Benjamin Constant Institute, National Institute of Education of the Deaf and Dorina Nowill Foundation was another issue that deserved attention in Parallel Meetings FNLIJ/Petrobras. Another important contribution was from Joel Rufino dos Santos, Brazilian candidate to HCA 2014 and finalist in 2004 and 2006. He told how his contact with literature was during the period in which he was arrested by the dictatorship.

The three days of the Seminar FNLIJ Bartolomeu Campos de Queirós, whose works were coordinated also by Elizabeth Serra, general secretary of FNLIJ, took care of the Argentinean literature, Indigenous literature and the changes in Children and Young people literature for 40 years, celebrating the 14th Congress IBBY, 1974 in Rio de Janeiro. Participated in the first day, experts in Children and Young people literature as the Argentineans Laura Giussani and Nora Lía Sormani, ALIJA (Argentinean IBBY); Susana Allori, Cecilia Betolli and Ignacio Scerbo, CEDILIJ (Córdoba) and Laura Sandroni, Brazilian expert in children and young people literature.

The second day dedicated to Indigenous literature, with the completion of the 11th Meeting of Indigenous Writers, an entire part of the seminar, attended by the organization of the writer Cristino Wapichana, and with the participation of Kaka Verá and Marcelo Munduruku. The theme *Indigenous Literature: on the ball*, showed that the Indigenous tradition represented by their literature needs of agents who move as in a football match, in different positions, yet responsible for each other. "The evidence that the Indigenous live collectively is our literature, which shows the link between the people," said Kaka Verá.

The last day was dedicated to the celebration of the 40 years of performing, in Rio de Janeiro, the 14th Congress of IBBY, bringing a panorama of children and young people literature over the past 40 years, proposing reflections from congressional resolutions of 1974 on the importance of literature in the formation of children and young people. That day we counted with the presence of Laura Sandroni and Leny Werneck, who recalled the experience of members of the Executive Board of the Congress; illustrator and expert Regina Yolanda and Paula Saldanha, journalist; the pedagogue Marisa Borba and member of the Board of Directors of FNLIJ, the writer and researcher Nilma Lacerda, besides illustrator Roger Mello. Also present were showing the subject from the point of view of editorial production professors Marisa Lajolo, Regina Zilberman and Maria das Graças Monteiro.

The National Foundation of Children and Young People Book (Brazilian IBBY Section) released at the Salon FNLIJ the book-catalogue *The art of illustrating books for children and young people in Brazil*, complementing the exhibition presented at the Salon FNLIJ 2013. The book highlights 120 Brazilian illustrators' works and aims beyond valuing the illustration, artists who work for children and young people offer a reference work on the subject, unique in the country. The project has a varied list of illustrators. The selection criteria were divided into three categories: pioneers and artists considered *Hors Concours* by FNLIJ; Hans Christian Andersen Award nominees; and illustrators selected for other awards at the national and international scenario.

Three exhibitions were part of the 16th FNLIJ Salon environment at Centro de Convenções SulAmérica: the exhibit *Roger Mello and his gardens*, in tribute to the illustrator winner of HCA 2014; the 40 year exhibit of FNLIJ Award, introducing a panel of 30 meters with 420 awarded titles covers awarded by the Foundation over the four decades of the award; and an exhibition to celebrate the 40th anniversary of the 14th Congress of the IBBY.

The FNLIJ Salon of the Book is characterized by valuing the library as a democratic space for access to books and reading, further on the stands of bookselling. To this end, have four libraries with collections specific to each audience type: Library FNLIJ Petrobras for Children, Library FNLIJ for Young People, Library FNLIJ for Educators, and Library FNLIJ for Babies.

Every child and young person who visits the FNLIJ Salon of the book wins a book as a gift. More than 25 thousand books were distributed to children and young people who were at the event.

