

**Illustrators Survival Corner**  
Booth 9A01 (Copyright Zone)

The Illustrators Survival Corner is a programme featuring interactive workshops and seminars exclusively designed for illustrators, picture book editors and anyone professionally interested in the fascinating world of illustrated children's books.

After two buoyant editions, Shanghai's Illustrators Survival Corner has established itself as the meeting points for emerging illustrators and picture book professionals who wish to enhance their career perspectives with technical and professional knowledge.

Co-organised with Milan-based illustration school Mimaster in collaboration with the Bologna Children's Book Fair, the Corner will feature its traditional set of interactive events. Spanning over three days, 9 **masterclasses**, 7 **workshops** and 27 **portfolio reviews** will take place at the Corner.

**Masterclasses: a melting-pot of knowledge and know-how**

Illustrated non-fiction, creative processes, professional diversification are among the many topics that will be discussed. Specialists from Italy, Canada and the USA will connect to the venue in real time to talk about their area of expertise.

**Workshops: the best Chinese illustrators deliver creative tricks and advice**

Enhance it, channel it, broaden it, play with it—our workshops are all about creativity and how to use it at its best!

Among the focus offered in the workshops, you will get familiar with specific art techniques like pastel, collage, and discover how some of the most successful illustrators of today's China work on their own projects. Also, you will learn about book production with a senior art director.

**Portfolio Review: get your artworks seen by China's top publishers**

This year, the ISC is determined to bridge distance between illustrators and publishers. Editors from 16 domestic publishing houses among the most dynamic will be waiting for you at the portfolio review area.

- Masterclasses are held in Chinese or in English with consecutive translation. Workshops and portfolio reviews will be held in Chinese only. Check the agenda for details.
- The Illustrators Survival Corner events are open to all Professional Visitors provided with a Programme Pass; Exhibitors/VIPs/Media Pass holders are also granted access to the Illustrators Survival Corner.
- The Organiser reserves the right to change the meeting time, theme and guests. The final arrangement is subject to change without notice.

## AGENDA

### MASTERCLASSES

#### **Increasing Your Chances with a Children's Book Publisher: The Dos and Don'ts and How to Get the Respect You Deserve**

**13 November, 10:00–11:30**

Speaker:

**Simon de Jocas** (Canada), Publisher, Éditions Les 400 coups

*\* Consecutive translation in English and Chinese*

*\* International speakers will be connected to the venue through online channels*

#### **Workflow and Creative Processes of a Picture Book Illustrator**

**13 November, 13:00–14:30**

Speaker:

**Gui Tuzi** (China), Picture Book Author, Illustrator

*\* Event in Chinese only*

#### **Picture Books, Non-fiction Books, Art installation, Toys, Fashion, and a Thousand Other Ways to Float between Artistic Vocation and the Market Demand**

**13 November, 15:00–16:30**

Speaker:

**Philip Giordano** (Italy), Illustrator and Graphic Designer

*\* Consecutive translation in English and Chinese*

*\* International speakers will be connected to the venue through online channels*

#### **The Most Challenging Part: A Story that Leads Readers through Science**

**14 November, 10:00–11:30**

Speaker:

**Jason Chin** (USA), Children's Author and Illustrator

*\* Consecutive translation in English and Chinese*

*\* International speakers will be connected to the venue through online channels*

#### **Folklore and Tradition in Picture Book Making: A World of Possibilities**

**14 November, 13:00–14:30**

Speaker:

**Yu Hongcheng** (China), Illustrator

*\* Event in Chinese only*

**The Illustrators Survival Guide: How it's Made, by Mimaster**

**14 November, 14:45–16:15**

Speakers:

**Giacomo Benelli** (Italy), Coordinator, Mimaster Illustrazione, Milan

**Ivan Canu** (Italy), Illustrator, Writer and Director, Mimaster Illustrazione, Milan

*\* Consecutive translation in English and Chinese*

*\* International speakers will be connected to the venue through online channels*

**2020 Golden Pinwheel Young Illustrators Competition: Award Winners Announcement**

**14 November, 16:15–16:45**

**The Journey of a Picture Book**

**15 November, 9:45–11:15**

Speaker:

**Jiu'er** (China), Illustrator and Picture Book Author

*\* Event in Chinese only*

**Tools for a Good Creative Bath: Soap, Pencil and a Piece of Paper!**

**15 November, 11:30–12:45**

Speaker:

**Guilherme Karsten** (Brazil), Illustrator

**Xue Zhidan** (China), Deputy General Manager and Marketing Director, Magic Elephant

*\* Consecutive translation in English and Chinese*

*\* International speakers will be connected to the venue through online channels*

**Take it Easy: Creativity Doesn't Come at Once**

**15 November, 13:00–14:30**

Speaker:

**Huang Li** (China), Illustrator; General Manager, Taiyangwa Design Studio

*\* Event in Chinese only*

**WORKSHOPS**

**There Is an Art Director in Every Illustrator, There Is an Illustrator in Every Art Director**

**13 November, 10:00–12:00**

Tutor:

**Fei Jia** (China), Former Senior Artistic Editor, Shanghai Juvenile and Children's Publishing House

**The Child's Point of View: A Source of Inspiration for the Illustrator's Creativity**

**13 November, 12:45–14:45**

Tutor:

**Gu Dong** (China), Freelance Illustrator

**From Observation to the Construction of a Story—How to Build Your Stock of Visual Inputs**

**13 November, 15:00–17:00**

Tutor:

**GuiTuzi** (China), Picture Book Author, Illustrator

**Recycling Ideas—How to Quickly Make a Picture Book Out of Existing Materials**

**14 November, 10:00–12:00**

Tutor:

**Jiu'er** (China), Illustrator and Picture Book Author

**Pastel Crayon as a Tool to Build your Own Graphic Universe**

**14 November, 12:45–14:45**

Tutor:

**Wu Peng** (China), Freelance Illustrator, Picture Book Artist

**Images Speak by Themselves—Visual Narration and Picture Deflections**

**14 November, 14:45–16:45**

Tutor:

**Li Aixia** (China), Founder, Shanghai Children's Picture Book Research Centre, Shanghai Printing and Publishing College

**This is Me!—Exploring Collage through Self-portraying (in partnership with ZZCETISTAR)**

**15 November, 12:45–14:45**

Tutor:

**TOYOU**(China), Picture Book Author, Freelance Illustrator

*\* All workshop sessions are in Chinese only.*

*\* Participation to professional workshops is limited to 20 people per session. No on-site registration.*

**PORTFOLIO REVIEWS**

**13 November, 10:00–11:30**

Reviewers:

**Liu Li** (China), Art Director, Dolphin Media

**Luo Xiting** (China), Art Director and Picture Book Editor, Daylight Publishing

**George Sun** (China), Deputy General Manager, Ronshin Group; Editor-in-Chief, Lelequ Children's Books

**13 November, 11:45–13:15**

Reviewers:

**Xu Jie** (China), Director, Picture Book Editorial Department, Yingtong (Imprint of Zhejiang Juvenile and Children's Publishing)

**Yan Xiaoli**(China), Editor-in-Chief, Dandelion Children's Book House

**Zhang Yue** (China), Editor-in-Chief, Hsin-Yi Children's Culture Development

**13 November, 13:30–14:45**

Reviewers:

**Chen Hui** (China), Chinese Language and Literature Professor; Director, Research Centre on Picture Books, Beijing Normal University

**Jiu'er** (China), Illustrator and Picture Book Author

**Shang Fei** (China), Deputy Editor-in-Chief, Postwave

**13 November, 15:00–16:30**

Reviewers:

**Hu Yue**(China),Picture Book Editorial Supervisor&**Liu Ying** (China), AoyoumaoPicture Book Chief Editor; Ronshin Group

**Yang Yining** (China), Children's Reading Main Editor &**Wang Xuang** (China), Editor; Guangxi Normal University Press (Shanghai Branch)

**Yu Lu** (China), Senior Editor, Jieli Publishing House

**14 November, 10:00–11:30**

Reviewers:

**Li Bo** (China), Editor-in-Chief, Beijing Poplar Culture Project

**Qin Yinzhi** (China), Art Director, Design Department Deputy Director, China Welfare Institute Publishing House

**Yu Hongcheng** (China), Illustrator

**14 November, 11:45–13:15**

Reviewers:

**Gu Dong** (China), Freelance Illustrator

**Li Aixia** (China), Founder, Shanghai Children's Picture Book Research Centre, Shanghai Printing and Publishing College

**Zuo Wei** (China), Picture Book Author

**14 November, 13:30–14:45**

Reviewers:

**Gui Tuzi** (China), Picture Book Author, Illustrator

**Hu Jie** (China), Art Director, Fox Family Education & Technology

**Wang Feifei** (China), Deputy Editor-in-Chief, CITIC Press Group

**14 November, 15:00–16:30**

Reviewers:

**Li Xin** (China), CEO, Thinkindom Children's Book International

**Miao Hui** (China), Chief Brand Officer, Xinron Kids

**Yang Le** (China), Editor, Duku Cultural Exchange

**15 November, 10:00–11:30**

Reviewers:

**Fei Jia** (China), Former Senior Artistic Editor, Shanghai Juvenile and Children's Publishing House

**Huang Li** (China), Illustrator; General Manager, Taiyangwa Design Studio

**Wu Peng** (China), Freelance Illustrator, Picture Book Artist

*\* Portfolio Reviews held in Chinese only*

*\* Registrations to Portfolio Reviews are held onsite. Come to the Illustrators Survival Corner's welcome counter to book a session with your favourite reviewers. Seats are limited.*