



Golden Pinwheel Young Illustrators Competition: 2025 Call for Entry Open

The China Shanghai International Children's Book Fair (CCBF) is pleased to announce that a new edition of its **Golden Pinwheel Young Illustrators Competition** is open for entries from 28 March to 09 June 2025.

The Golden Pinwheel Young Illustrators Competition is an international illustration contest held annually as part of the China Shanghai International Children's Book Fair (CCBF). Since its creation in 2015, the competition has been providing a venue for emerging illustrators to showcase their talent. It aims to build bridges between them and children's publishers, both locally and globally. In doing so, it has given fresh life to China's children's book industry. The Golden Pinwheel is not merely a standalone competition—it is a comprehensive programme which includes exhibitions, an illustrated yearbook and a variety of promotional campaigns.

Since 2023, the organising committee has launched a new category—**Commercial**, in addition to the original submission category—**Book Publishing**, so as to encourage illustrators to demonstrate their commercial value through diversified forms of artistic expression, and to promote communication and cooperation with brands and advertisers.

In the last edition, after a two-month submission campaign, the competition received an impressive number of **14,067** artworks created by **2,228** artists from **72** countries and territories.



Golden Pinwheel Young Illustrators Competition 2025 Key Visual by the Italian Illustrator Beatrice Cerocchi

In order to give recognition to the most talented artists in the competition, the 2025 Golden Pinwheel is offering a wide array of awards: **Grand Award (China)**, **Grand Award (International)**, **Special Mention** and **People's Choice Award**.



All finalists and winners will be featured in 2025 CCBF Golden Pinwheel Young Illustrators Competition Yearbook, as well as presented at the Golden Pinwheel Illustration Exhibition held at the book fair from **14 to 16 November** at Shanghai World Expo Exhibition and Convention Centre (**SWEECC**).



2024 Golden Pinwheel Illustration Exhibition



CCBF Golden Pinwheel Young Illustrators Competition Yearbooks



Beyond that, one of the award-winners will be chosen by the CCBF Organising Committee to design the key visual of the 2026 edition of the book fair. This new image will be an integral part of the fair's visual communication for a whole year, including its use on our website, social media, gifts, and in advertisement campaigns.



2025 CCBF KV by Daniele Morganti, 2024 Golden Pinwheel Young Illustrators Competition Special Mention Award (Commercial)

Faithful to its core objective, the Golden Pinwheel Competition has shaped its prizes and distinctions on providing unique and distinctive opportunities to its participants. As an example, the winner of Grand Award (China) in Book Publishing Category will be invited to attend the 2026 edition of the Bologna International Children's Book Fair (BCBF), and the winner of Grand Award (International) in Book Publishing Category will receive an invitation to the 2026 China Shanghai International Children's Book Fair (CCBF). Both invitations include a flight ticket and full accommodation, covered by the event organiser. The winner of the Grand Award in Commercial Category will receive a commercial contract worth CNY 5,000 (tax included) for CCBF derivative products. The invited artists will have the opportunity to participate as guests in various illustration-related activities taking place at the fair.



Swiss illustrator Maeva Rubli, 2023 Golden Pinwheel Grand Award Winner at 2024 CCBF



Chinese Illustrator Gui Tuzi at 2024 Bologna Children's Book Fair

2025 Golden Pinwheel Jury Announced

The 2025 Golden Pinwheel Jury is a highly esteemed group of individuals carefully selected for their expertise and cultural backgrounds. Comprised of renowned illustrators, publishers, and editors from around the world, this jury brings a wealth of knowledge and diverse perspectives to the table. In 2025, the Golden Pinwheel Book Publishing Category Jury is formed by renowned illustrator, picture book author, publisher, scholar, art director; President, Hankwon Publishing Company; Vice President, KBBY **Namjung Kim (Republic of Korea)**, Member of the Animation Arts Committee of the China Artists Association, Professor at Guangxi Arts University **Pan Liping (China)**, Illustrator, Author **Alessandro Sanna (Italy)**, Illustrator **Leo Timmers (Belgium)**, and Managing Director and Editor in Chief, Xiron Books **Wei Ling (China)**. In addition, Professor Emeritus, Parsons School of Design, **Steven Guarnaccia (USA)**, Senior Editor, Visual Centre of *China Daily*, **Li Min (China)**, Art Director, Magazin Verlagsgesellschaft Süddeutsche Zeitung mbH **Birthe Steinbeck (Germany)** complete the Golden Pinwheel Commercial Category Jury with their expertise.



All members share a deep understanding of illustration, writing, art direction, advertising, and brand development. The Jury will also be in charge of choosing the winners of the prizes and distinctions designed to give recognition to the most talented artists in the competition.

Competition Schedule

Entry submissions: **28 March–09 June 2025**

Finalists announcement: **04 September 2025**

Award-winners announcement: **14 - 16 November 2025** (as part of the China Shanghai International Children's Book Fair)

2025 Golden Pinwheel Young Illustrators Competition Regulations

Eligibility & Requirements

Eligibility

- 1) To compete, illustrators must be between **16 and 45 years of age** (born between 1 January 1980 and 31 December 2009).
- 2) Regardless of nationality, professional illustrators, art school students, and other illustration enthusiasts may all enter the competition free of charge.
- 3) Entries may be sent by individual artists, advertisers, schools, associations and other third-party organisations. The above third-party organisations shall be authorised by the illustrators themselves.
- 4) Publishing houses who wish to enter artworks on behalf of an illustrator are allowed to submit only artworks selected from an original title from their own catalogue.

Categories and Entry Requirements

The Golden Pinwheel Young Illustrators Competition has two categories: **Book Publishing** and **Commercial**. Participants can choose to participate in either category, or participate in both categories at the same time, but only one work can be submitted for each category.

The competition does not accept any work created or modified by AI (artificial intelligence).

Illustrations previously submitted to the Golden Pinwheel are not eligible for re-entry.

Book Publishing



1) There are no limits to the entry theme and content provided that it is suitable for children's book illustration.

2) The competition accepts works created manually, digitally or by mixed techniques.

Requirements:

1) A participant must submit five illustrations on the same theme. The artworks must be accompanied by an explanatory text in English (up to 500 signs) that describes their work and the tools/techniques used in its creation.

2) The illustrations submitted shall be unaccompanied by any text, unless the text is an integral element of the illustration.

3) For all published works, the illustrations shall not have been published before 1 January 2023 (according to the copyright page of the book). The ISBN number, the name of the publishing house, the country and the first publication date must be filled in the work information page.

Commercial

The entry shall be a case of illustrations used in commercial application.

Requirements:

1) A participant can submit **two to five** images, which must include: 1. Original illustrations, accompanied by descriptions on the tools/techniques used in its creation; 2. Images of commercial application, which can be either actual product presentations or renderings/conceptual images of the application.

2) A participant can also submit PowerPoint presentation slides and/or video files as supplementary explanations for their entry.

3) For all commissioned works, the commissioner, design/advertising agency (if any), and participant's agency or artist representative (if any) must be indicated.

Submission Procedure

The only official channel for registration and submission is the CCBF official website WWW.CCBOOKFAIR.COM. Please fill in the registration form and submit your work online.

All hand-drawn illustrations must be scanned in high-definition.

Entries must meet the following criteria:



- 1) Format: JPG or PNG
- 2) Size: less than 20MB for each image
- 3) Resolution: 300 DPI or above
- 4) PowerPoint presentation slides: size less than 50MB
- 5) Video: format acceptable for MP4, MPEG, AVI, MOV, MPG, and size less than 500MB

Submission Deadline

09 June 2025, 23:59 (GMT+8)

Competition Schedule

Entry submissions: 28 March–09 June 2025

Finalists announcement: 04 September 2025

Award-winners announcement: 14-16 November 2025 (as part of the Shanghai International Children's Book Fair)

Awards

Book Publishing

Grand Award (China): one winner from Mainland China

- An invitation to the 2026 Bologna Children's Book Fair, including round-trip flight in economy class and accommodation fully covered by the event organiser
- Trophy and certificate

Grand Award (International): one winner from other countries and territories

- An invitation to the 2026 China Shanghai International Children's Book Fair, with round-trip flight in economy class and accommodation fully covered by the event organiser
- Trophy and certificate

Special Mention: three recipients

- Trophy and certificate

People's Choice Award: one winner

- Elected by CCBF's visitors, exhibitors, and social media followers
- Trophy and certificate

Commercial



Grand Award: one winner

- A commercial contract worth CNY 5,000 (tax included) for CCBF derivative products
- Trophy and certificate

Special Mention: three recipients

- Trophy and certificate

Contact us

For inquiries regarding submissions, reception, exhibitions and awards:

ccbf.goldenpinwheel@bfchina.net

Business sponsorships, advertisement, promotion and other partnerships:

Nina Liu

nina.liu@bfchina.net

Note for press editors:

About CCBF

The China Shanghai International Children's Book Fair (CCBF) is approved by Shanghai Press & Publication Administration, organised by Shanghai Xinhua Distribution Group Co., Ltd., China Education Publishing & Media Group Ltd., and China Universal Press & Publication Co., Ltd., co-organised by Ronbo BolognaFiere Shanghai Ltd. Launched in 2013, CCBF has quickly become an important event for the global publishing industry. It is the leading fair entirely dedicated to books and specific contents for children in Asia Pacific.

Over its eleven years of development, CCBF has thrived to accomplishing its motto—Embracing the Future. Not only is the fair a leading copyright hub for children's books, but it is also a premium platform offering marketing solutions and crossover possibilities for a wide range of industries. Since 2018, it has entered into close cooperation with Bologna Children's Book Fair (BCBF) organised by BolognaFiere.

CCBF website: WWW.CCBOOKFAIR.COM

Media Contact

Ronbo BolognaFiere Shanghai Ltd.

Marketing Supervisor, Ada Feng



Tel: 86-21-33560627

Email: ada.feng@bfchina.net