



Shanghai, 27 April 2023

## Golden Pinwheel Young Illustrators Competition: 2023 Call for Entry Open

The China Shanghai International Children's Book Fair (CCBF) is glad to announce that a new edition of its **Golden Pinwheel Young Illustrators Competition** is open to entries from 27 April to 26 June 2023.

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), with the support of the Shanghai Press and Publication Administration. 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 so doing it has given fresh life to China's children's book industry. In the last edition, after a three-month submission campaign, the competition received an amazing number of artworks—12,130 pictures created by 2,426 artists from 82 countries and territories. 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.



Golden Pinwheel Young Illustrators Competition 2023 Key Visual by the Spanish Illustrator Anna Aparicio Català

### The Golden Pinwheel Competition Opens Up New Opportunities

Since 2023, the organising committee will launch 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 illustrators and brands, advertisers.

In order to give recognition to the most talented artists in the competition, the 2023 Golden Pinwheel is offering a wide array of awards: the **Golden Pinwheel Grand Award** (rewarding the two most outstanding artworks for each category—one from China and one from overseas), the **Golden Pinwheel Special Mentions** and the **People's Choice Award** for both categories. In addition to the above award, the Golden Pinwheel Young Illustrators Competition organising committee goes on the “award-to-award” cooperation with the Astra International Picture Book Writing Contest to offer the **Golden Pinwheel Young Illustrators Competition Astra Award**. This joint award aims to promote international collaboration and publication among picture book illustrators and writers. The award is open to all 50 finalists from Book Publishing Category of the Golden Pinwheel Competition and judged by an independent jury appointed by the sponsors of the Astra International Picture Book Writing Contest.

Beyond that, one of the Book Publishing Category award-winners will be chosen by the CCBF Organising Committee to design the key visual of the 2024 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.



2023 CCBF KV by Yuliya Gwilym, 2021 Golden Pinwheel Young illustrators Competition Astra Award winner

All 100 finalists (50 from Book Publishing Category and 50 from Commercial Category) will be featured in 2023 CCBF Golden Pinwheel Young Illustrators Competition Yearbook, which will also be presented at the 2023 Golden Pinwheel Illustration Exhibition held at the book fair from 17 to 19 November at Shanghai World Expo Exhibition and Convention Centre (SWECC).





CCBF Golden Pinwheel Young Illustrators Competition Yearbooks



2021 Golden Pinwheel Illustration Exhibition

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 the Golden Pinwheel Grand Award (China) in Book Publishing Category will be invited to attend the 2024 edition of the Bologna International Children's Book Fair (BCBF), and the winner of the Golden Pinwheel Grand Award (International) in Book Publishing Category will receive an invitation to the 2024 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 Golden Pinwheel Grand Award (China & International) in Commercial Category will receive bonus reward of CNY 10,000 (tax included) provided by competition committee. The invited artists will have the opportunity to participate as guests in various illustration-related activities taking place at the fair.



Chinese Illustrator Heimi at 2019 Bologna Children's Book Fair



British Illustrator Elina Ellis at 2019 CCBF

### The Golden Pinwheel Competition Welcomes New Partner

This year, the Golden Pinwheel Illustration Competition started a cooperation with the well-known Chinese children's clothing brand M.latin and all finalist illustrators have the opportunity to sign a contract with M.latin children's clothing brand. Founded in 2004 and based in Hangzhou, China, M.latin children's wear has always focused on the original designs of high-end children's clothing. It has an original designer children's clothing brand M.latin, a fashionable children's brand for all ages, MANHOJIA, a children's companion growth brand, With me by M.latin, which uphold "Let children become their best selves" as the brand mission and aim at creating a kind, warm and beautiful environment for children.





## 2023 Golden Pinwheel Jury Announced

The 2023 Golden Pinwheel Jury is a highly esteemed group of individuals who have been 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 2023, the Golden Pinwheel Book Publishing Category Jury is formed by the Publisher of Two Hoots in Macmillan **Suzanne Carnell (UK)**, Executive Editor of *Youth Magazine* **Chen Sai (China)**, the Director of Children's Books and Comics in Albin Michel **Marion Jablonski (France)**, Illustrator **Victo Ngai (USA/Hong Kong, China)**, and Picture Book Painter, Senior Editor of Jiangsu Juvenile & Children's Publishing House **Wang Zumin (China)**. In addition, Illustrator, Writer and Director of Mimaster Illustrazione, **Ivan Canu (Italy)**, Illustrator **Victo Ngai (USA/Hong Kong, China)**, Illustrator, Visual Artist and Author **Emiliano Ponzi (USA/Italy)**, Curator, Illustrator, Brand Design Consultant **Tian Dongming (China)**, and Senior Feature Editor of *Modern Weekly*, Curator, Director of YESPAI Artistic Creative Brand/YESPAI Gallery **Wu Xiaoyan (China)** complete the Golden Pinwheel Commercial Category Jury with their expertise.

All members share a deep understanding of illustration, writing, curating, 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: the Golden Pinwheel Grand Award (rewarding the two most outstanding artworks—one from China and one from overseas), and the Golden Pinwheel Special Mentions.

## Competition Schedule

Entry submissions: **27 April–26 June 2023**

Finalists announcement: **5 September 2023**

Award-winners announcement: **17 - 19 November 2023** (as part of the Shanghai International Children's Book Fair)

**Competition website:** <http://www.ccbfgoldenpinwheel.com.cn/en>

## 2023 Golden Pinwheel Young Illustrators Competition Regulations

### Eligibility & Requirements

#### Eligibility



Those who meet the following conditions are eligible to participate in the selection of Book Publishing category and Commercial category:

- 1) To compete, illustrators must be between 16 and 39 years of age (born between 1 January 1984 and 31 December 2007).
- 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 publication from their own catalogue.

### Entry Requirements

Participants can choose either category to participate, or both categories at the same time, but only one work can be submitted for each category.

### Submission Procedure

The only official channel for registration and submission is the CCBF official website [www.ccbookfair.com](http://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

For commercial entries, if a participant submits a PowerPoint presentation, or a video to describe their artwork, the documents must meet the following criteria:

- 1) PowerPoint presentation: size less than 50MB
- 2) Video: format acceptable for MP4, MPEG, AVI, MOV, MPG, and size less than 500MB



## Submission Deadline

26 June 2023, 23:59 (GMT+8)

## Competition Schedule

Entry submissions: 27 April–26 June 2023

Finalists announcement: 5 September 2023

Award-winners announcement: 17-19 November 2023 (as part of the Shanghai International Children's Book Fair)

## Awards

### Book Publishing

**Golden Pinwheel Grand Award (China):** one winner among this category finalists from Mainland China

- An invitation to the 2024 Bologna Children's Book Fair, including economy class air tickets and accommodation fully covered by the event organiser
- Trophy and certificate

**Golden Pinwheel Grand Award (International):** one winner among this category finalists from other countries and territories

- An invitation to the 2024 China Shanghai International Children's Book Fair, with economy class air tickets and accommodation fully covered by the event organiser
- Trophy and certificate

**Golden Pinwheel Special Mentions:** three recipients

- Certificate

**Golden Pinwheel People's Choice Award:** one winner

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

**Golden Pinwheel Young Illustrators Competition Astra Award:** one winner

- The award is open to all 50 finalists of Book Publishing category of the Golden Pinwheel Competition and judged by an independent jury appointed by the sponsors of the Astra International Picture Book Writing Contest.
- US\$5,000 prize (tax included) offered and paid by the Astra International Picture Book Writing Contest sponsors.
- A picture book publishing contract for the illustration of at least one winning story of the Astra International Picture Book Writing Contest. The publishing contract will be signed between the sponsors of the Astra International Picture Book Writing Contest and the winner. As a platform of international



publishers, the sponsors of the Astra International Picture Book Writing Contest will consider the picture book for its publication in several languages, including Chinese, English, German, French, and Japanese.

- Trophy and certificate

### Commercial

**Golden Pinwheel Grand Award (China):** one winner among this category finalists from Mainland China

- CNY10,000 prize (tax included)
- Trophy and certificate

**Golden Pinwheel Grand Award (International):** one winner among this category finalists from other countries and territories

- CNY10,000 prize (tax included)
- Trophy and certificate

**Golden Pinwheel Special Mentions:** three recipients

- Certificate

**Golden Pinwheel People's Choice Award:** one winner

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

### Contact us

For inquiries regarding submissions, reception, exhibitions and awards:

[ccbf.goldenpinwheel@bfchina.net](mailto:ccbf.goldenpinwheel@bfchina.net)

Business sponsorships, advertisement, promotion and other partnerships:

Nina Liu

[nina.liu@bfchina.net](mailto: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 nine 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:**<http://ccbookfair.com/en>

### Media Contact

Ronbo BolognaFiere Shanghai Ltd.

Marketing Manager, Joy Zhu

Tel: 86-21-33560653

Email: [joy.zhu@bfchina.net](mailto:joy.zhu@bfchina.net)