

ARS
IN
FAB
ULA

MASTER

in Illustration for
publishing 2018-2019

XI Edition





On the cover an illustration by the Master graduate Veronica Ruffato from "Il brutto anatroccolo", ZOOLibri, 2018.

On these pages the facade of Palazzo Marefoschi and the students of the school.

ARS IN FABULA THE PICTURE BOOK ACADEMY

Specialised in the publishing field of the illustrated book for children and young people, the school of Macerata, Andersen Award 2011 for the education, has been a professional springboard for many young talents.

The kids' field has been holding a role of main importance for a long time in the publishing field and in the last ten years it has experienced a great development. The illustrator who deals with this field is a professional to whom knowledge and specific skills are requested. Organisational, narrative and management ability must combine with creativity and stylistic originality. Ars in Fabula is the illustration

school specialised in this field. Born in 2001 in Macerata, it is located in the rooms of Palazzo Compagnoni Marefoschi, one of the most important buildings of the city, work of Luigi Vanvitelli. Headed by the illustrator Mauro Evangelista, Andersen Award 2008 and 2012, it boasts teachers well-known all over the world: illustrators, writers, editors, graphics, agents and literary critics. In 2008 the scho-





ol set up the first Italian Master in Illustration obtaining the recognition from the MIUR. It collaborates with the contemporary art museum MAXXI in Rome, the Macerata Fine Arts Academy, the University of Macerata, the Children's Book Fair in Bologna (Ars in Fabula Grant Award) and with the municipality of Macerata in the organisation of Libriamoci-the picture book festival. Ars in Fabula has always dealt with publishing and it is recognised in the sector for the level

of preparation of its graduates. Many, in fact, are the professional illustrators who studied at Ars in Fabula and that now work at international level participating in the most important exhibitions of the sector: the Illustrators Exhibition of the Children's Book Fair of Bologna, the Biennial of Bratislava and the Biennial Illustrarte of Lisbon. There are different courses offered at the school and the Master in Illustration for Publishing is the focal point of the artistic and professional advan-



ced training that represented for a lot of students the entrance to the world of work with the publication of the first book. Ars in Fabula received the Andersen Award for the education in 2011.



On these pages an illustration by the Master graduate Francesca Buonanno from "Adele al contrario", project made for Settenove.

MASTER IN ILLUSTRATION FOR PUBLISHING

The original and innovative training course created by Ars in Fabula for the Master was born with the purpose of training professionals for one of the most important publishing sectors through a specific path of advanced training.

Learning while working: this is the basic philosophy of the Master Ars in Fabula. The students immediately deal with real publishing commissions and are followed by high level teachers. We created a wide net of partners composed of more than thirty publishing houses and every year we work to select the most interesting book projects to assign for the course. Each student is followed, in his own project, by teachers who are illustrators, italian and foreign publishers, critics and internationally renowned li-

terary agents with a solid didactic experience behind. The projects assigned by the editors are on original texts and planned for the publication so, if the student's work

Learning while working, this is the Ars in Fabula philosophy

satisfies the editorial needs, the book is published with regular contract. Countless are the book projects made during the Master that have been published in these ye-

*On the page on the side:
illustration by the Master graduate Elena
Pensiero from "Alfabeto delle emozioni",
Gribaudo, 2018.*





ars by international and italian publishing houses, offering the students a real occasion to express their own talent and walk through the door of the professional world. Additionally, also a lot

of recognition in the main exhibitions of the sector as the Children's Book Fair of Bologna, the Biennial of Bratislava, the Biennial of Lisbon Illustrarte.



Illustration by the Master graduate Silvia Pertile from "Pranzo di Natale", project made for Orecchio Acerbo.



On the page on the left an illustration by the Master graduate Benedetta Sala from "Il pifferaio magico", project made for ZOOlibri.

THE TRAINING PATH OF THE MASTER

Duration one year. 1500 hours of lessons with leading professionals in the international field in order not to leave your book... in the drawer.

The one-year course is divided into four modules of alternatively frontal lessons and individual study. It begins on October 14th, 2018 with the first five-weeks frontal module. The preparatory phase (led by Paola Parazzoli editor former Rizzoli, Pia Valentinis, Simone Tonucci and Fausta Orecchio publisher Orecchio Acerbo) with exercises on various

Deadlines of applications for entry: September 14th 2018

matters of illustration during the first two weeks. This is a very important step because the Teaching Commission assigns the book-projects to the students based on the portfolio submitted for the selection to the course and

the results of the work of these two weeks. The third week is dedicated to publishing issues. The analysis of the texts, that of the authors of the book-projects and the study of the catalogue of partner publishers are assigned to Michela Avi Professor of Literature and Illustration for Children, and to Corrado Rabbitti editor of the publishing house ZOOlibri. At the end of this week the projects will be assigned. The next two weeks are “captained” by Pablo Auladell and Joanna Concejo, called to lead the students through the delicate preparatory phases of planning the project. In the second module, of individual study and online classes (with Walter Fochesato, Luigi Dal Cin, Francesca Chessa and Michela Avi), themes related to the narrative through

*Illustration by the Master graduate
Alice Bologna from the book-project "Il
gatto con gli stivali" made for Vanvere
Edizioni.*



images are faced, but this is above all the period of the personal experimentation. The student is individually followed with weekly checks and through collective monthly reviews by Mauro Evangelista, coordinator teacher for the artistic part and Alessandra Sconosciuto for the editorial one. At the end of the experimentation we go to the formulation of the proposal for the assigned project, which will be presented at the Book Fair in Bologna. In the third module, the programme includes frontal les-

sons for five weeks from May to June, the project finds its definition based on the publisher's feedback. The narrative, technical-pictorial and graphic finalizing takes place under the aegis of Stefano Bessoni, Fabian Negrin, Mauro Evangelista, Debbie Bibo, Simona Castellani. Then we enter the final phase of the course, the fourth module, where the student completes the project, always followed by the coordinators, for the presentation to the publisher and the final thesis.



DIDACTICS

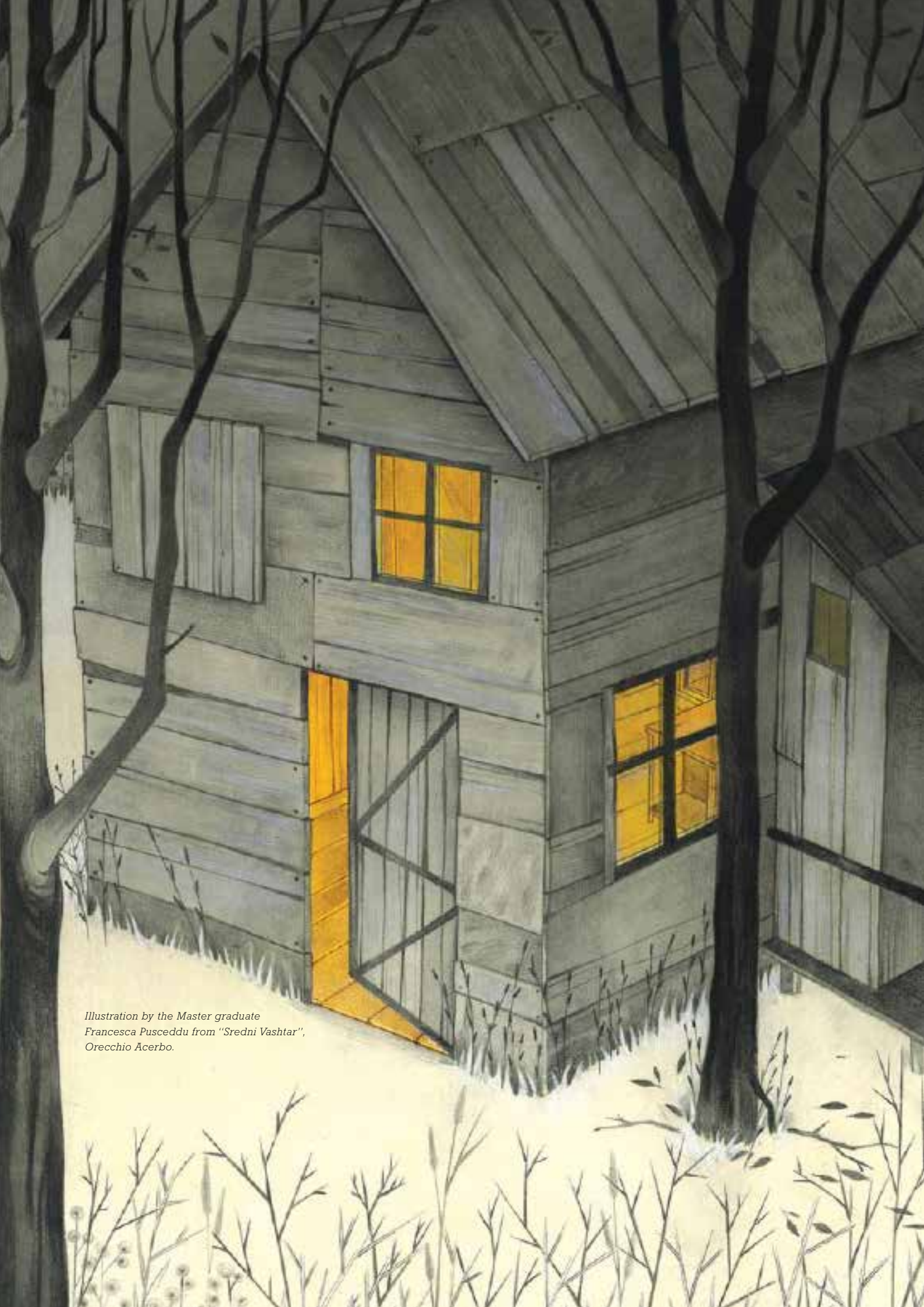
Exceptional teachers for a cutting-edge course in artistic and professional education, selected for the high profile and the consolidated teaching experience.

The book is the outcome of a team work where different points of view are compared and it is necessary to consider and mediate other's opinions. It follows that it's necessary to compose a teaching staff made up of professional illustrators, publishers, writers, scholars and experts in the field. The central idea that connects the different

souls who constitute the teaching staff of the school Ars in Fabula on the didactics is the firm belief they don't have to pass on preconceived formulas, ready-made

[Many points of view
for one goal:
the picture book]

recipes. Especially on the artistic side, when a personal



*Illustration by the Master graduate
Francesca Pusceddu from "Sredni Vashtar",
Orecchio Acerbo.*



Illustration by the Master graduate Liliana Pinducciu for "Song e Tong", project made for Orecchio Acerbo.



style comes to light, it is also the result of inner investigation, the work on one's own limitations and strong points. The teacher is the one who can motivate the emergence of this interiority, interpret the signs and stimulate the student's work in one direction or another. The technique, graphical or pictorial, will be the result of a stylistic achievement, the most sui-

table tool for an expressive need. Indeed, *Ars in Fabula* has stood out for the diversity and originality of their students' style, attributable neither to their teachers nor to the trends of the moment.

ARS IN FABULA, AN ILLUSTRATED STORY

Hundreds are the “books made at Ars”, counting published Master thesis and picture books born from the many opportunities offered by the advanced training course. With a bit of pride we like saying that... our story is written in our student's books.

Even when you are already good illustrators or you have a unique sign or you have already attended some illustration courses, it is always very difficult to find a publisher open to assign a project to those who have never done this before. Often, the

[Master Ars in Fabula:
26 publishing
projects each year]

thing an editor cannot see in a portfolio is whether the wannabe illustrator has nar-

rative skills, if he/she can handle the job and the relationship with the publisher, if he/she meets deadlines, if he/she can represent the text and give it a proper interpretation or be stylistically logical in the images and the list goes on. That's why this course is not designed as a normal educational path but has been structured around real working stages. This permits the students to approach the professional world supported by exceptional professionals. Great is the ef-



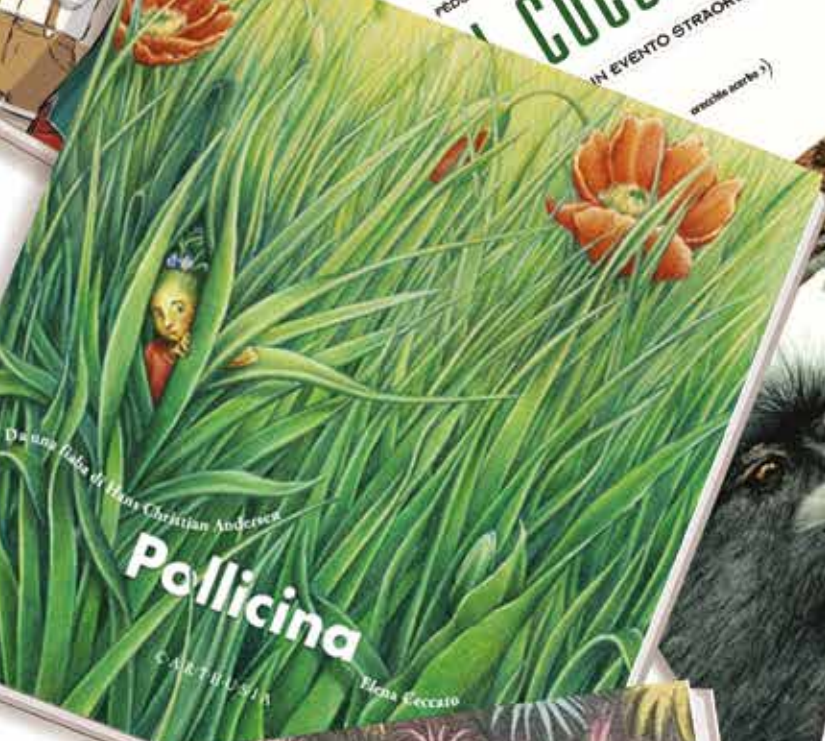


fort of the school in building each academic year and in managing with partner publishers the projects on which the students of the Master work. An original formula and a constant engagement have made Ars in Fabula Master an advanced course in the international arena in the artistic and professional training for the publishing industry. The Master bore fruit in

recent years and countless published books; a success also confirmed by the continuity of the partnerships of our graduates with their publishers after their debut book.

On this page a selection of recent publications by Master graduates.





ARS IN FABULA PARTNERS

Forty publishers among the most prestigious on the international and Italian scene to test your talent.

From the small to the big publisher, from that specialized in publications for the first childhood to educational, from fiction for children to that for adults: the Master Ars in Fabula offers its

[Ars in Fabula: the opportunity to become a professional illustrator]

students the largest and the most representative publishing scene. The partner publishers have a central role in the Master, both with

teaching in the classroom and the tutoring of students' work. The assigned projects can be: classical texts, texts by contemporary writers and all have been selected for publication. Obviously, this is a considerable effort for publishers, who have to wait for the entire duration of the course to see the final results instead of the normal length of working for the illustrations of a book. While you already know what to expect by a professional illustrator, it is not the same with a student



at his/her first real experience and it is always exciting to see the evolutions, the achievements which often come sudden and surprising. It's something more, then, than just seeing the birth of a book; the challenge is to see a new talent flourish. Great is also the research and development of the school, under the aegis of Alessandra Scosciuto, for the selection and the drafting of the twenty-six book-projects, one per student, that each year the course provides. Each project has





































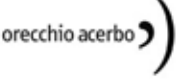










been discussed and structured with various publishers in the same way as a normal editorial board. But big is also the research of new partners to offer an increasingly large panorama and greater opportunities. We are proud to announce that new entry among the partners of the Master for this XIth edition are the publishers: Lapis, CameloZampa, Uovonero, Terre di Mezzo, edizione Corsare and the Spanish NubeOcho.



On this page: illustration by the Master graduate Francesca di Marco for "L'albero", project made for Orecchio Acerbo.

On the page on the right a list of the technical and publishing partners of the Master Ars in Fabula.

On the bottom right: illustration by the Master graduate Judith Auer from "Crow", project made for Helbling Languages.

	+		+		+		+	
	+		+		+		+	
	+		+		+		+	
	+		+		+		+	
	+		+		+		+	
	+		+		+		+	
	+		+		+		+	
	+		+		+		+	
	+		+		+		+	
	+							



On this page an illustration by the Master graduate Veronica Ruffato from "Il brucco anatroccolo", ZOOLibri, 2018..

On the next page an illustration by Cecilia Ferri.



ARS IN FABULA GRANT AWARD



Ars in Fabula and the Book Fair honour the talent.



The Ars in Fabula Grant Award has now become one of the usual appointments between the Bologna Children's Book Fair prizes. The prize was born with the aim of training and supporting new talents in the illustration, through the advanced training path: this target fulfils both the desire of young promising illustrators to receive a proper training, and the need of the publishers to find new styles and colours for their books. Since 2012 the prize is assigned each year to a young illustrator,

who is less than 30, already selected for the Illustrators Exhibition of the Children's Book Fair, but still unpublished. The award is assigned by a selection board composed of Master teachers who meet in Bologna for the Fair. At its seventh edition, the award has been won by Louise Heymans (Germany), JooHee Yoon (Corea) and for Italy by Bruno Zocca, Teresa Manfredari, Veronica Ruffato and Cecilia Ferri.



ARS IN FABULA - Scuola di illustrazione
Palazzo Marefoschi
Via Don Minzoni 11
62100 Macerata
info@arsinfabula.com
www.arsinfabula.com