

ARS  
IN  
FAB  
ULA

# THE PICTURE BOOK ACADEMY

EDUCATIONAL OFFER





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

*On this page the facade of  
Palazzo Marefoschi.*

# ARS IN FABULA THE PICTURE BOOK ACCADEMY

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 school 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

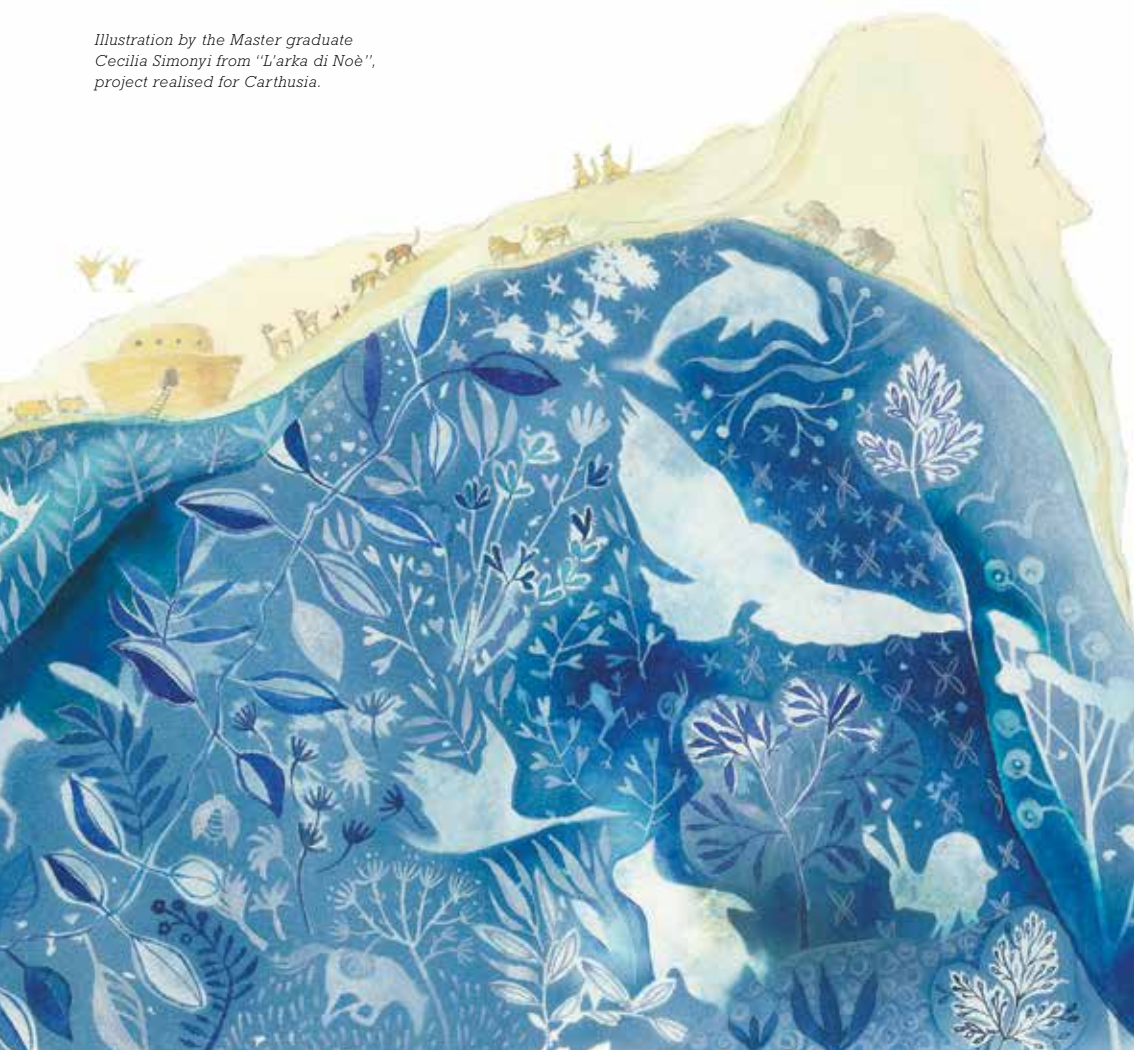
who studied at Ars in Fabula and that now work at international level participating in the most important exhibitions of the sector: the Illustrators Exhibition of the Children's Book Fair of Bologna, the Biennial of Bratislava and the Biennial Ilustrarte of Lisbon. There are different courses offered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

# EDUCATIONAL OFFER

## ARS IN FABULA

Three different and coordinated educational paths to approach the illustration and the planning of the picture book starting from the basis and arriving to the professionalisation with the Master advanced training. If you want to become a professional illustrator, Ars in Fabula offers educational paths created to meet your needs.

*Illustration by the Master graduate  
Cecilia Simonyi from "L'arka di Noè",  
project realised for Carthusia.*





# SUMMER SCHOOL

The techniques of today's masters

Duration: weekly from July to August

The Ars in Fabula Summer School courses of illustration for publishing are a unique occasion to get to know the illustration starting from the use of techniques, both traditional and digital, with the protagonists of today in the international field. These weekly courses are open to everyone and are thought for those who want to approach the sector for the first time or would like to deepen a particular technique or topic, even after having attended other courses (Entry-Level or Master) thanks to the *personalized* didactics.

**OPEN DAY: you can fix an appointment with our tutors at any time of the year in order to organize your personal study plan.**

**Info Segreteria Ars in Fabula tel 0733 231740 oppure [info@arsinfabula.com](mailto:info@arsinfabula.com)**

# ENTRY LEVEL

The planning of the book and the personal artistic research

Duration: from January to July

The Entry-Level course of illustration for publishing is a course thought for those who want to undertake an educational path in the publishing and artistic sector starting from the main basis of the planning of a book. The Entry-Level course offers a programme of artistic and professional training structured to face all the steps of planning a picture book and to give the basis for a methodology of personal artistic research. A preparatory course, therefore, to get ready to face at your best the potential Master specialisation.

# MASTER

The professionalisation

Duration: annual

The Ars In Fabula Master in illustration for publishing is addressed to those who want to walk through the door of the professional world. The course offers the possibility to deal with a real publishing commission and be followed by a staff of high level professionals (illustrators, agents and literary critics) and by more than thirty italian and international editors. An advanced training course, original and innovative, that has been a springboard for many professionals that work today at international level.





# SUMMER SCHOOL

Approaching the techniques of illustration with the professionals of today in the publishing sector and developing a culture of the image where the aesthetics combines with the narration.

These are courses particularly aimed at the knowledge of the techniques of the illustration and, specifically, at the evolutions that every teacher developed as a personal formula. The educational offer goes from the traditional techniques such as watercolour, acrylic, pastel, collage, mixed techniques, to the digital modern one. Other main topics that characterize these courses are the narrative technique and the planning of the illustration. The illustrator must develop the ability to narrate through the images, which lives in the skill of giving importance to the concept through the artistic tools: line, colour, composition. How to go, then, from the sketch to the final drawing and ultimately to the colour to obtain illustrations that "work" is another aspect of these courses. Open to all, without limits of age and qualification, these are ideal courses to ap-

proach in a soft way to this sector but also for those who want to make a first personal experimentation and arrive to the advanced study plan (Entry-Level). Moreover, thanks to the personal relationship with the teacher and the didactic differentiation based on the preparation of the student, these courses can also be attended by who, even ahead in the educational path, wants to deepen a specific technique or make experience with a particular teacher..

*Duration: weekly, from Monday to Friday included, 40 hours lesson. Start of the lessons: July.*

*On the page on the left an illustration by Carli Cneut from "La voliera d'oro", Topipittori.*

*On this page: illustration by Virginia Mori for "Stanze a dondolo", Blue gallery editions.*



# ENTRY LEVEL

Thought for those who want to undertake an educational path in the publishing and artistic field from the main basis, the Entry-Level course offers a programme of artistic and professional training structured to face all the steps of planning a picture book and to give the basis for a methodology of personal artistic research.

The course is open to all those who want to approach the publishing sector with professional aspirations without limits of age and qualification and without an entrance exam; it is divided into thematic modules. The structure, with the first three modules on weekends and the fourth in the summer period, aims at satisfying the needs of the out of town students and workers. The course is thought as a first study cycle, to give students solid planning and methodological basis so they can move on to the specialisation, but also to give the possibility to those who have already undertaken a personal independent path to fill gaps or deepen

single topics. The teachers are professionals and experts in the publishing field. The Entry-Level certificate is recognised with 5 points in Specific Education for the entrance to the Master in Illustration Ars in Fabula.

*Duration: seven months. From January to June one weekend a month, in July one week, for a total of 160 hours of lesson.*

*On this page:  
illustration by Mauro Evangelista from "Le principesse della seta e altri racconti cinesi", Bompiani, 2018.*

*On the page on the other side an illustration by Marco Somà from "Il venditore di felicità", Kite Edizioni, 2018.*









*Illustration by the Master graduate Elena Pensiero from "Alfabeto delle emozioni", Cribaudo, 2018.*

*On the page on the right: an illustration by the Master graduate Francesca Pusceddu from "Sredni Vashtar", Orecchio Acerbo.*



# MASTER

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 editors, critics and internationally renowned literary 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 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 years 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.

*Duration: one year, for a total of 1500 hours.*

*Start of the lessons: October.*








# ARS IN FABULA AN ILLUSTRATED STORY

Hundreds are the “book 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.

Creating professional opportunities to put in touch young illustrators and publishing houses. Guiding the student in its own personal path without suggesting fabricated formula. These are the basic concepts that guided us through planning training courses that go beyond the school's desks. I reminded, in occasion of the celebrations for the ten years of the Master course, the difficulties at the beginning in being able to involve many editors in a project that

seemed a little bit crazy and that was surely hard to put in place. After a couple of years of planning work, finally the first edition of the Master started in the academic year 2008/2009. We gathered teachers like: Pia Valentinis, Paola Parazzoli, Pablo Auladell, Joanna Concejo, Fabian Negrin, Corrado Rabitti, Fausta Orecchio, Simone Tonucci, Walter Fochesato, Francesca Chessa, Stefano Bessoni. It was immediately a success and not only for the apprecia-

*Illustration by the Master graduate Veronica Ruffato made for “Il brutto anatroccolo”, ZOOlibri, 2018.*



tion of the students: the didactic plan lived up to the expectations and with the first year even the first graduates publications arrived. This success revealed that we weren't just dreamers: trusting young people and creating the right opportunities can give incredible benefits. Today I can't exactly say how many are the publications born by thesis works or by the other opportunities offered by the Master. I can say that you can find the Ars in Fabula graduates in the catalogues of editors such as ZO-Olibri, Orecchio Acerbo, Else-edizioni, Rizzoli, Mondadori, Carthusia, La joie de lire, éditions Notari, Milan, Eli, Thu-

le ediciones, BeccoGiallo, Topipittori, Helbling Languages, rueBallu, Sinnos, Gribaudo, Kalandraka, Arka, Emme Edizioni, L'Espresso-Repubblica. The success of our students is also our biggest gratification and we are proud to have contributed to the development of a new generation of professionals appreciated at international level.

Mauro Evangelista  
*Ars in Fabula Director*  
*Illustration School*

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





PIRE D'OR  
**IL COCCO**  
UN EVENTO STRAORDINARIO

del altro  
**Mondo**

**Pollicina**

**ASCOLTA**  
NARRAZIONE DI ANNA BIANCHI  
LIBRO PER I BAMBINI

Thomas Scott  
Annaviola Passerelli  
**une somme de souvenirs**

**BERNARDIN DE SAINT-PIERRE**  
**PAUL ET VIRGINIE**

FRANCESCO GIUSTOZZI  
**ANGELON**

JACK LONDON  
ILLUSTRAZIONI DI FRANCESCA LUER  
**Zanna Bianca**

Cristina Belloni  
Irene Marcolini  
**QUALCOSA DA DIRE**  
zoolibri

Lina Maria Ugolini  
**RAVEL**  
Addolcito e i suoi dolci





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