



**Asian Content for the World's Children
26 – 28 May 2011
@ The Arts House, Singapore**

An Invitation to participants of Asian Festival of Children's Content (AFCC) 2011 to participate at the Book Illustrators' Gallery (BIG)

From 26 to 28 May 2011, over 400 international authors, publishers, distributors, institutional buyers, literary agents and multimedia producers of children's content are expected to gather at the Asian Festival of Children's Content (AFCC) which aims to boost the industry output of Asian content for children.

Organised by the National Book Development Council of Singapore (NBDCS) and The Arts House, AFCC aims at establishing Singapore as an international centre for the production and dissemination of Asian content for children around the world. AFCC's primary target audience are producers and distributors of children's content including writers, publishers, professionals in multi-media industry and audiences and end-users (e.g. parents, teachers, librarians) of children's educational and entertainment content.

Part of this three day long festival is an art exhibition, the **Book Illustrators' Gallery (BIG)** which aims to showcase illustrations from artists from around the region. As such, we are pleased to invite **participants of AFCC 2011** to participate in this exhibition to share with audiences from around the world your work which has delighted and inspired readers. Your participation will therefore contribute greatly towards creating awareness of this tradition and heritage as well as helping to publicise the great business potential in creating and distributing Asian content throughout Asia and rest of the world.

Hence, this call invites participants of AFCC 2011 to send in existing illustrations which have appeared in children's books, audio/video products, comics/graphic novels, games, or are standalone works. The festival will provide the space, the technical support and marketing/publicity, while the artists will bear the cost of resizing the illustration, sending to and collecting from The Arts House. The illustrations will be exhibited at The Arts House from 26 May to 28 May 2011.

The BIG call ends on Thursday, 31 March 2011. No submissions will be accepted after 31 March 2011. Artists are invited to send softcopies of their illustrations to afccbig@gmail.com for consideration.

Timeline of **BIG** is as below:

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| Thu 31 March | - Closing date for submission of soft copies by interested artist |
| Mon 4 April | - Selected artists will be contacted |
| Mon 25 April | - Closing date for receipt of printed copies of artwork |
| Mon 6 June to Mon 13 June | - Artists to collect their artworks from The Arts House, Singapore |

Please submit your entries by email, with the following information;

- a) Name of artist (as in NRIC/Passport)
- b) Designation & Organisation/Affiliation
- c) Mailing Address
- d) Email Address
- e) Mobile Number
- f) Published name of artist
- g) Year of production of illustration or of work (book, video etc)
- h) Title of illustration and Title of work in which the illustration appeared.
- i) Thumbnail sized picture of the work (book, DVD, CD, game covers) in which the illustration appeared.

Please include your artwork in JPEG format, as attachments in the email. Larger images (over 2MB) can be sent via yousendit.com (registration for this service is free, up to 100MB), with the appropriate link in your email.

Please submit a maximum of 5 pieces of artworks. For more information, please email afcc@bookcouncil.sg.

Note:

- 1) Open to participants of AFCC 2011.
- 2) The sizes to be exhibited at AFCC range mostly from A6 – A3, with very limited spaces for A2 and above sizes. Illustrations will be framed, in black and light tan colours. As AFCC is a not-for-profit festival, please ensure that your illustrations are insured for exhibition, and that the selected hardcopies are printed on good quality paper.
- 3) Artists must be prepared to allow reproduction of their illustrations for use in web and printed publicity for the Festival.

Festival Organisers:

