

Sergey Makhotin was born in 1953 in Sochi and now lives in St. Petersburg. Having graduated from the Maxim Gorky Literary Institute in Moscow, he worked as an editor and author for children's periodical magazines «Leninskiye Iskry», «Kostyor», «Chizh I Yezh». Currently he works as editor of children's programmes on "Radio Russia". He is the author

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of more than twenty books for children and teenagers, and an established poet. His collection of poems for children "Who do I take after?" (2004) received the prestigious Marshak Literary Prize. His book «The virus of grumbling» was nominated for the 2008 IBBY Honour List.

Mikhail Fedorov was born in 1941 in Moscow. In 1964 he graduated from the Moscow Academy of Textile. Mikhail is a very miscellaneous artist. During his life he developed real passion for art — painting, poster design, graphic art, fashion, book design and illustration. Illustrating became very important for him, especially illustrating books for



Mikhail Fedorov

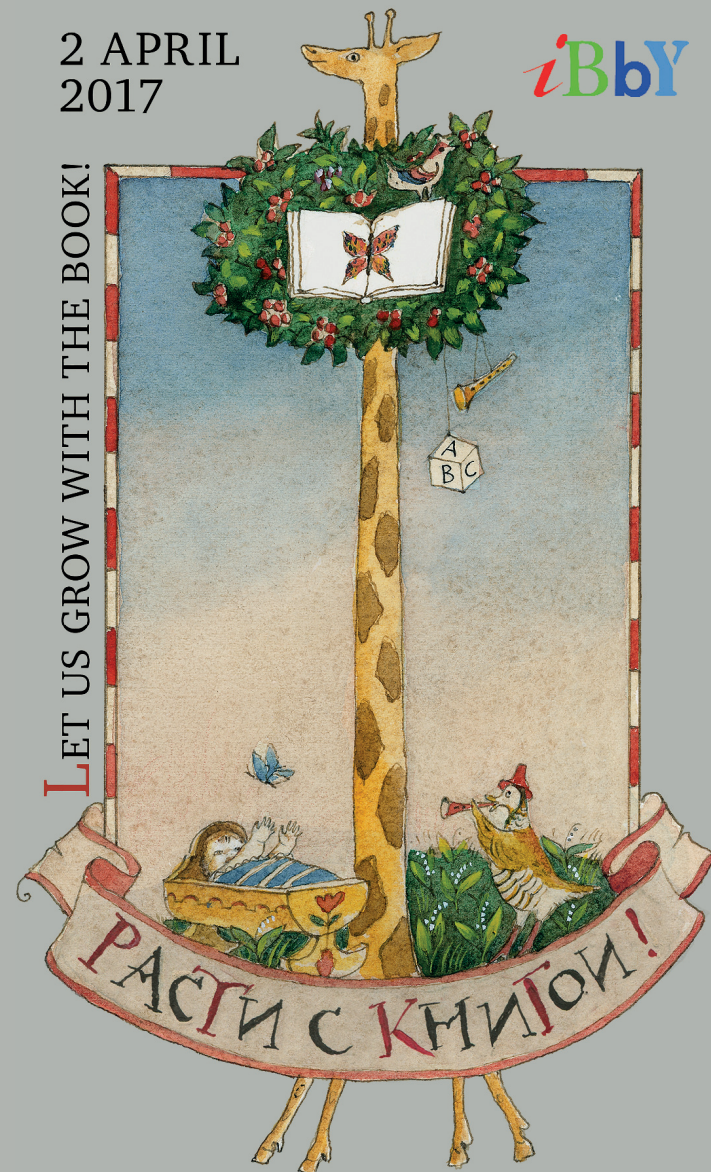
children. Today, there are over 90 books illustrated by Mikhail Fedorov. The artist is doing his best to show children the life of different countries and epochs, their culture and history.

Since 1974 Mikhail Fedorov has been taken part in exhibitions and contests for book illustration and design in Russia and abroad. Mikhail holds more than thirty national and international awards, including the Golden Plaque at Biennale of Illustrations Bratislava (2007). Fedorov was nominated by IBBY Russia for Hans Christian Andersen Award for Illustration (2016).



INTERNATIONAL CHILDREN'S BOOK DAY

2 APRIL
2017



LET US GROW WITH THE BOOK!

INTERNATIONAL BOARD ON BOOKS FOR YOUNG PEOPLE

RUSSIAN IBBY SECTION



The idea of an International Children's Book Day was conceived by Jella Lepman, the founder of IBBY, in 1966. Her proposal was unanimously accepted by the International Board on Books for Young People. To mark the day, Jella Lepman wrote a message to the children of the world – a charming story emphasizing international understanding through children's books.

Since 1967, on and around Hans Christian Andersen's birthday, 2 April, International Children's Book Day (ICBD) is celebrated to inspire a love of reading and to call attention to children's book.

Each year a different National Section of IBBY has the opportunity to be the international sponsor of the International Children's Book Day. It decides upon a theme and invites a prominent author to write a message to the children of the world and a well-known illustrator to design a poster. These materials are used in different ways to promote books and reading around the world.

The Russian IBBY section is glad and proud to be a part of IBBY family for more than half a century. We are grateful to sponsor the International Children Book Day – 2017. The Message to the children of the world is written by talented and famous Russian writer and poet Sergey Makhotin. The Poster is designed by remarkable and well-known in Russia artist Mikhail Fedorov.

In my early childhood I loved to build houses out of blocks and of all sorts of toys. Instead of a roof I often used a children's book with pictures. In my dreams I climbed into the house, laid down on the bed made of a matchbox and looked up at the clouds or at the starry sky. It all depended on which picture I liked most.

I have intuitively followed the rule of life of every child, who seeks to create a comfortable and safe environment for himself. And a children's book really helped me accomplish this.

Then I got older, I learned to read, and a book in my imagination started looking more like a butterfly, or even a bird, than a roof of the house. The book pages resembled the wings and rustled. It seemed that the book lying on the windowsill would soon rush out the open window into unknown spaces. I took it in my hands and began reading, and the book began to calm down. Then I rushed myself to other lands and worlds, expanding the space of my imagination.

What a joy to hold a new book in one's hands! At first you don't know what the book is about. You resist the temptation to open to the last page. And how good it smells! It is impossible to divide this smell into components: printing ink, glue ... no, it is not. There is a particular smell of a book, an exciting and unique one. The tips of some pages would stick together, as if the book had not woken up yet. It wakes up when you start reading it.

You are growing up and the world around is becoming more complicated. You are facing the questions which not even any adult is ready to answer. However, it is so important to share your doubts and secrets with someone. And here a book comes along again to help. Many of us have probably caught ourselves thinking: this book was written about me! And the favorite character suddenly appears to be like you. He experiences the same problems, and tackles them with dignity. And another character is not like you at all, but you want him to be your role model, you wish to be as brave and resourceful as him.

When some boy or a girl says: «I do not like to read!», that makes me laugh. I do not believe these kids. They sure eat ice cream, play games and watch interesting movies. In other words, they like to have fun. And reading is not just hard work towards the development of feelings and personality, but it is first of all a great pleasure.

Specifically for that purpose, children's book authors write their manuscripts.

В раннем детстве я любил строить домики из кубиков и всякой игрушечной всячины. А вместо крыши часто использовал книжку, детскую, с картинками. В мечтах я забирался в этот домик, ложился на кровать из спичечного коробка и смотрел то на облака, то на звёздное небо – всё зависело от того, какая картинка больше нравится.

Неосознанно, я следовал жизненному правилу каждого ребёнка, стремясь создать для себя уютную и безопасную среду обитания. И детская книжка очень в этом помогала.

Потом я стал старше, научился читать, и книга в моём воображении стала больше походить не на крышу, а на бабочку. Или даже птицу. Книжные страницы напоминали крылья и шелестели. Казалось, книга, лежащая на подоконнике, вот-вот устремится из открытого окна в неведомую даль. Я брал её в руки, начинал читать, и она успокаивалась. Вместе с книгой я устремлялся в иные земли и миры, раздвигая пространство своей фантазии.

Какая радость держать в руках новую книгу! Ещё не знаешь, о чём она. Удерживаешься от соблазна открыть последнюю страницу. А как хорошо она пахнет! И ведь не разложишь этот запах на составляющие: типографская краска, клей... Нет, это именно запах книги, волнующий, неповторимый. Кончики некоторых страниц слиплись, будто книга ещё не проснулась. Она пробудится, когда ты примешься её читать.

Ты становишься взрослей, а мир вокруг сложнее. Рождаются вопросы, на которые не каждый взрослый готов ответить. А ведь так необходимо поделиться с кем-нибудь своими сомнениями и тайнами. И тут на помощь вновь приходит книга. Многие, наверное, ловили себя на мысли: это про меня написано! И любимый герой вдруг оказывается похожим на тебя. У него те же проблемы, и он с ними с честью справляется. А вот этот герой вовсе на тебя не похож, но так хочется ему подражать, быть таким же смелым и находчивым.

Если какой-нибудь мальчик или девочка заявляют: «Я не люблю читать!», мне делается смешно. Потому что не верю я этим ребятам. Они ведь наверняка и мороженое едят, и в игры играют, и кино интересное смотрят. Иными словами, любят получать удовольствие. А чтение – это не только труд, воспитание чувств, развитие фантазии и даже собственной личности, но, прежде всего, и огромное удовольствие.

Именно для этого и пишу свои книжки детские писатели!