



**PRESS RELEASE  
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## **Family-fun and fiction come together at the AFCC Children's Book Fair**

*The Asian Festival of Children's Content returns with its popular children's book fair  
and offering of more than 40 free-to-join family-friendly activities*

**Singapore, 9 May 2017** – This May, parents, children and members of the public can look forward to a myriad of free-admission activities at the Asian Festival of Children's Content (AFCC) 2017, which include the AFCC Children's Book Fair, Book Launches, Fun with Languages, the Book Illustrators Gallery.

The **AFCC Children's Book Fair** will feature **20** exhibitors consisting of publishers like Epigram Books, Armour Publishing and Scholastic, as well as education companies like Kidsglobal, Singapore Centre for Chinese Language and Mini Monsters. Other exhibitors include literacy/reading-focused companies and organisations from Singapore, Malaysia, India and the US.

At the fair, visitors can browse and buy the latest children's and young adult titles, as well as discover the latest creative educational resources for children and teenagers aged 0–18 years. These titles and resources, which include specially imported books and illustrated prints, will be offered in different languages including English, Chinese and Malay.

Visitors can also look forward to the **Country of Focus: Indonesia Pavilion**, where they can attend meet and interact with well-known children's authors, illustrators and performers from Indonesia, attend traditional storytelling sessions, listen to Moluccan folktales, join in finger puppet sessions, learn how to make simple Balinese dolls, amongst others.

The AFCC Children's Book Fair will be held at the National Library Building's open plaza at Level 1, from 17–21 May 2017, 10am to 6pm daily. Admission is free.

Kenneth Quek, Festival Director of the AFCC, said, "Since the festival's inaugural run in 2000, AFCC has worked to provide a solid platform for promoting and developing quality Asian and Singapore-produced children's books and content. Through our free-to-enter programmes, we hope to introduce to visitors the latest children's titles and resources from the region, and hope they will be continue to take a fervent interest in discovering Singaporean and Asian stories."

## Other free programmes at AFCC 2017

From 17–21 May, public visitors can also attend 16 free activities such as illustration duels, storytelling sessions, and dance performances, and many others. These events are located at L1, Plaza, and B1, Treehouse, National Library Building.



More info here: <https://afcc.com.sg/2017/page/performances-activities>

## Book Launches

From 17–21 May, a total of **25 children’s book and product launches** will be held between 10am – 6pm at the B1 Exhibition Area & L1 Plaza, Central Public Library. Highlights include the launch of *The Young Scientists Series* by Nury Vittachi Nury Vittachi, Step Cheung & World Scientific Publishing, *Siri Mini Mon* by award-winning author Rilla Melati, as well as *My Name is Nadia* by Huda Patel & Evelyn Ghozalli.

At the book launches, attendees can look forward to book readings, hands-on activities, live music and performances, as well as interaction with the writers and illustrators.



More info here: <https://afcc.com.sg/2017/page/book-launches>

## Fun with Languages

On 27 May, from 10.30am–11.30am, in keeping with one of the festival’s objectives to encourage bilingualism in young learners, AFCC will present **Fun with Languages**, a series of educational and entertaining storytelling and activity workshops held in Chinese, Malay and Tamil languages, for children aged 4–6 and their parents. The three sessions will take place at libraries in Jurong West, Woodlands and Ang Mo Kio.

More info here: <https://afcc.com.sg/2017/page/fun-with-languages>

## **Book Illustrators Gallery**

From now till 25 May, public visitors can visit the **Book Illustrators Gallery**, a display of diverse collections of works by illustrators and artists from Singapore and the region.

The exhibition will feature **185** beautiful children's book illustrations by **72** local and regional artists from **18** countries. These illustrations were selected from a total of **439** entries from **20** countries including Bangladesh and Cambodia, both countries of whom of participating for the first time.

Members of the public can view these artworks at [B1, Foyer Exhibition Space, Central Public Library, National Library Building](#). Admission is free.



More info here: <https://afcc.com.sg/2017/page/book-illustrators-gallery>

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### **About The Asian Festival of Children's Content**

The Asian Festival of Children's Content (AFCC) 2017 is an annual event organised by the National Book Development Council of Singapore (NBDCS) to celebrate and promote the creation and appreciation of children's books and content, with a focus on Asian themes.

In 2017, the five-day festival will offer **151** ticketed children's content-related conferences, panel discussions, workshops and masterclasses, as well as many free public activities such as cultural performances, storytelling sessions, book launches, language programmes, and a public book fair.

AFCC 2017 will feature a total of **157** local and international speakers including well-known writers, illustrators, educators and industry professionals from **18** countries: Singapore, Indonesia, Malaysia, Philippines, Australia, New Zealand, Ireland, Netherlands, Germany, Thailand, Hong Kong, Japan, Israel, Slovakia, India, Myanmar, the UK and the USA.

Indonesia is the Country of Focus for AFCC 2017, in conjunction with **RISING 50**, the 50 years of bilateral and diplomatic relations between Singapore and Indonesia. The Country Partners for this year include **BEKRAF**, an Indonesian creative economy agency, and **IKAPI**, the sole professional association of publishers in Indonesia that unites book publishers in Indonesia.

For more info, visit [www.afcc.com.sg](http://www.afcc.com.sg)

### **About The National Book Development Council of Singapore (NBDCS)**

The National Book Development Council of Singapore (NBDCS) is a non-profit, charitable organisation founded in December 1968. It is guided by its vision to develop and promote Singapore's books and literary arts sector, as well as its mission to serve the community of professionals in the books and literary arts sector, through three core areas: festivals, awards and training. In 2018, NBDCS will celebrate its 50th anniversary, and mark five decades of working towards the growth and development of Singapore's literary arts scene.

For more info, visit [www.bookcouncil.sg](http://www.bookcouncil.sg).

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