



Geneva, 6 May 2019

To media representatives

**Joint press release
from the Department for Public Education, Culture and Sport
and the BNP Paribas Swiss Foundation**

**The BD Zoom Prize 2019 awarded to Emilie Gleason
for her album *Ted drôle de coco* – (Published by Atrabile)**

In the presence of Mrs. Anne Emery-Torracinta, State Counsellor in charge of the Public Education, Training and Youth department (DIP), Emilie Gleason was directly handed the BD Zoom award 2019 by Mr. Igor Joly, Director of the BNP Paribas Swiss Foundation, founding partner of the Prize. This award, for which a jury of some 600 students from secondary and higher education is assembled, highlights the vitality and wealth of the French-speaking comic strip.

Publicly announced on the Apostrophe stage at the Book Fair, the BD Zoom Prize made it possible for classes from various sectors of the DIP to meet at Palexpo, and to deliberate for 90 minutes before choosing their preferred work. The students chose *Ted drôle de coco* from among the trio of finalist albums, which included *Acouphène* by Maurane Mazars (Published by AGPI) and *The end* by ZEP (Published by Rue de Sèvres).

Students registered with the jury of the BD Zoom Prize had three months to read and comment on the works, then meet illustration and screenwriting professionals, talk to local cultural actors and discover the practice of this art form through different workshops.

In addition to its educational merit, the BD Zoom Prize encouraged cooperation between different DIP entities, including the CFP Arts and business trainees from the ECCG Aimée-Stitelmann.



This award perfectly reflects the philosophy of the *Ecole & Culture* programme, which incites every student toward cultural activity. In this context, BD Zoom completes the cantonal support initiative for the book publishing industry and reminds us of the importance of illustration, comic strips and the Genevan poster.

Moreover, endowed with the sum of CHF 10,000, the BD Zoom Prize is an original example of a public-private partnership between the BNP Paribas Swiss Foundation, founding partner, and the DIP. This project is in line with the Foundation's actions in favour of education, social inclusion and the promotion of local culture.

Information: www.prixbdzoom.ch

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