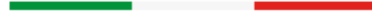




RADICI NEL FUTURO



Italia Ospite d'Onore 2024
Fiera del Libro di Francoforte

PRESS RELEASE

Italy Guest of Honour 2024 lands in Bologna, the world capital of books for children and teenagers

Rome, 28 February 2024 – The Bologna Children’s Book Fair-BCBF, the leading international trade fair for the exchange of rights in the children and young people’s publishing market, is the ideal occasion to celebrate the “Roots in the future,” chosen as Italy’s Guest of Honour motto at the 76th edition of the Frankfurt Book Fair.

This represents a 61-year tradition in an industry used to looking at new generations. These characteristics make the BCBF a key milestone in the journey towards the historic event of next October.

Italy Guest of Honour 2024 will be present in the world capital of children and young people’s books with two panels curated by the Italian Editors’ Association (IEA), a project partner, in collaboration with Bologna Children’s Book Fair.

Monday 8 April

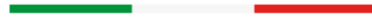
11:30 Bologna BookPlus Theatre

The Italian book market in 2023 with a focus on the children’s/young people’s book market

A meeting in English to present the latest data from the Italian publishing market in the industry to professionals from all over the world. In addition, a focus on the growth of



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the children and young people's book market in relation to the demographic crisis, the differences in sales between age groups, and the role of internationalisation is envisaged.

Tuesday 9 April

16:45 Bologna Book Plus Theatre

Narratives, characters and illustrations: the Italian editorial for young people abroad

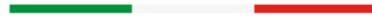
Panel with representatives of Italian and foreign publishing to compare their respective views on the renewed presence of Italian books and content for children and young people in foreign markets.

The appointments are part of the “Frankfurt Destination” programme, which includes all initiatives for getting closer to the Frankfurt Book Fair. The journey began at the end of the 75th edition of the Book Fair, during which a tribute to the centenary of the birth of Italian excellence in the world such as Italo Calvino was presented in the Italian Pavilion, as was the case at last year's Bologna Children's Book Fair.

Italy's participation as an Guest of Honour 2024 at the BCBF testifies a willingness to place children and young people's publishing at the centre of the programme, which is expected in Frankfurt from 16 to 20 October. The planned moments of reflection on the state of health of Italian children and young people's book production beyond national borders are designed to prepare the international community of professionals in the field for the Frankfurt meeting. The history of children's literature is rightly part of *Roots in the future*, with which Italy is preparing to land at Europe's most important international book fair. Indeed, how can one forget the contribution that an author like



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Edmondo De Amicis, with the foreign success of *Cœure*, has also made in forging Italian national identity in the eyes of foreign readers.

Looking towards the future, the growth of literature *Made in Italy* dedicated to children and teenagers in the foreign market can help the publishing sector face the most difficult contemporary challenges. Mauro Mazza, Extraordinary Commissioner, is convinced: "I was struck by the findings of recent research in Bologna, which showed that university students are reading increasingly fewer books, apart from textbooks," says Mazza. An antidote to this abandonment of the book at universities is literature for children and teenagers that "trains" the youngest readers to become adult readers and therefore informed citizens. The Extraordinary Commissioner of the Government for the coordination of activities related to Italy's participation as Guest of Honour at the Frankfurt Book Fair will be present at the opening ceremony of the Bologna Children's Book Fair. He will be attending for cocktails offered at the Italian publishing house's collective stand (BolognaBookPlus Hall 29 Mall 1) on 9 April in honour of Italy Guest of Honour 2024. This will be a networking opportunity for a delegation of authors, editors and employees present at the BCBF.

Press Office

Italy Guest of Honour 2024 Frankfurt International Book Fair

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