



ROOTS IN THE FUTURE

Italy Guest of Honour 2024
Frankfurt Book Fair

PRESS RELEASE

The poster presented at “Testo” of Italy Guest of Honour 2024, signed by Lorenzo Mattotti. Mazza: “Dialogue without censorship or interruption.”

Florence, 23 February 2024 - “Promotion of Italian literature and reading.” This is the title of today's opening panel of the third edition of “Testo” in Florence. The event, designed by Todo Modo and organised by Pitti Immagine in collaboration with Stazione Leopolda, is dedicated to contemporary publishing and will host 150 publishers until 25 February.

Attendees at the first meeting in the Olivetti Arena at Leopolda Station, coordinated by Laura Pugno, included Annalena Benini, Director of the International Book Salon in Turin; Innocenzo Cipolletta, President of the Italian Editors' Association; Adriano Monti Buzzetti, President of the Centre for Books and Reading; Alessandro De Pedys, Director General for Public and Cultural Diplomacy of the MAECI; and Mauro Mazza, Extraordinary Commissioner of the Government for the coordination of activities related to Italy's participation as Guest of Honour at the 76th edition of the Frankfurt Book Fair. Book Fair President and CEO Juergen Boos also sent his video greeting to speakers and participants.



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2024 is set to become an unforgettable year for Italian literature, which will return to the main spotlight next October, 36 years after the last time, at the international exhibition of the most important book fair in Europe, if not the world.



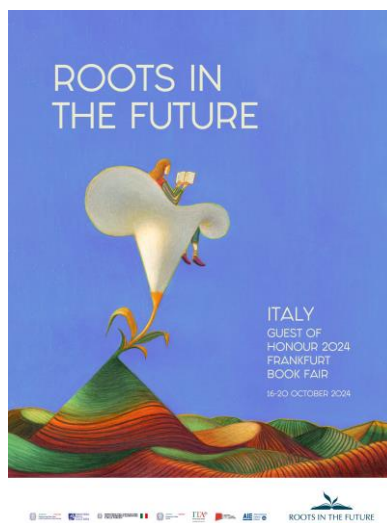
This is a great opportunity for our culture in general, as it prepares us to demonstrate our abilities in terms of discussion and dialogue. This is the stated intention of the programme that Extraordinary Commissioner Mazza is working on with his team: "No one wants to convince or even to convert anyone. But we would like to get to know each other better, to meet and talk as has not been possible before, without censorship or interruption," said the Commissioner. According to Mazza, "dialogue will be fruitful if it is also accompanied by face-to-face meetings between writers and readers." During the meeting at "Testo," the poster, signed by Lorenzo Mattotti, who will accompany Italy as Guest of Honour, was unveiled to the public for the first time: "a young reader who,



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sitting on a lily, reads her book and looks at the world, and is already mature and ready to engage with others and together try to make a better world,” explained Mazza.



The Extraordinary Commissioner recalled that the full programme of the Italian participation in the upcoming Book Fair will be made public in a press conference scheduled for the end of May in Frankfurt, as well as by agreements made with the Book Fair. This was also highlighted by Innocenzo Cipolletta, Chairman of the project partner “Associazione Italiana Editori,” who pointed out: “We cannot yet reveal the names of the Italian authors present at the Book Fair in October, but the level of involvement of the publishers we have contacted was particularly high, which guarantees a presence of authors and personalities in Frankfurt.” Cipolletta also acknowledged “the fruitful collaboration that the Extraordinary Commissioner of the Government, Mauro Mazza, has established with us and with the publishers,” defining it



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as “the key to the success of events of Italy Guest of Honour 2024 at the Frankfurt International Book Fair.”

The next appointments en route to Italy Guest of Honour 2024 of the Book Fair’s 76th edition, will take place in both Italy and Germany as part of the “Frankfurt Destination” initiatives. Starting today, Italy’s journey to Europe’s most important book fair will be accompanied by Mattotti’s poster, which can visually express the concept of “Roots in the Future,” chosen as the title of the historic participation.

Press Office

Italy Guest of Honour 2024 Frankfurt Book Fair

press.italyfrankfurt2024@cultura.gov.it

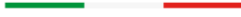
+39 347 607 8069

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