

16–20 October 2024, Frankfurt Book Fair

**An Italian piazza, designed by Stefano Boeri Interiors,
at the heart of the Italian Pavilion project,
Italy Guest of Honour at the 76th Frankfurt Book Fair**

The project by the studio Stefano Boeri Interiors is based on a small-scale reconstruction of an Italian piazza, surrounded by arcades, columns and steps.

An open piazza is a symbol of Italian culture, literature and its highest expressions.

28 May 2024 - After 36 years, **Italy** is once again **Guest of Honour at the Frankfurt Book Fair**, the publishing world's flagship event, from **16–20 October 2024**. For this edition, the [Stefano Boeri Interiors](#) studio was commissioned by **Extraordinary Commissioner of the Government Mauro Mazza** to design the furnishings of the more than 2,300 square metres dedicated to the Italian cultural heritage and publishing.

In line with the motto '**Roots in the Future**', the **Stefano Boeri Interiors studio project** is inspired by **the piazza as the generating principle of the Italian city**, inviting Fair visitors to discover the latest publishing and literary innovations, moving among the piazza's the tables, arcades and entrance halls.

The pavilion, born from an idea shared with art historian Giovanni Agosti, will in fact be articulated around a real **central piazza, crowned by a series of architectural elements**: the **arcades** that determine its perimeter; the **columns** – some of which are decorated with historical-architectural details – mark the rhythm of the arcades; the **steps** that surround it, also becoming a kind of informal seating area on which to spread out freely and spontaneously, as happens in the piazzas of Italy's historical centres.

An identifying place par excellence, the piazza is not only an urban construction, but is **the canonical space of meetings, informal relationships and the unpredictability of everyday life**. The piazza designed for the Frankfurt Fair by Stefano Boeri Interiors will therefore be **the beating heart of the rich array of events**, lectures and meetings over the Fair's four days, and the place to meet, gather, sit to read a book or attend an event, or simply rest and chat, after visiting the surrounding spaces.

The **perimeter rooms** of the Italia Pavilion, all of which open onto the piazza, are distinguished by **different functions, their own colour tones** and specific **installation features**, which are also designed to help visitors find their way around. Each of these environments will host exhibitions or activities designed to bring international audiences closer to some of the most relevant contemporary expressions of Italian culture. The selection of content, made by Extraordinary Commissioner of the Government Mazza and his team, includes a wide variety of cultural presences.

Two adjacent rooms will be exhibiting ***Sotto un cielo antico [Under an ancient sky]***, curated by MiC, where visitors will find the greatest works of ancient art belonging to Italian national museums. One room will be reminiscent of **Niccolò Machiavelli's *The Prince*** and the next one will tell the story of **Aldo Manuzio**, considered one of the greatest publishers of all time and the forerunner of the book in pocket format. Distinguished by its preponderant plant life, the ***Library of 600 books*** will house 600 volumes translated from German into Italian, which, as a tradition, will be donated to the Guest of Honour country at the end of the event. **GO!25** will be a dedicated setting to celebrate Nova Gorica and Gorizia European Cultural Capital 2025, while **Caffè Letterario** will be a small auditorium for conferences and meetings. Finally, ***Reading in the dark*** is a room that will accommodate an **audio installation in the dark**, designed to both guide visitors' sensitivity towards reading for the blind and accessibility for all, as well as bringing the audience closer to the audiobook experience.

STEFANO BOERI INTERIORS

Stefano Boeri Interiors is a multidisciplinary studio, founded by Stefano Boeri with Giorgio Donà, which operates and develops projects and research in the field of interior architecture, exhibition design and product design. The studio becomes a place of meeting and exchange of professional ideas, disciplines and realities, dealing, among other things, with the design and construction of exhibition, trade fair and cultural facilities. Stefano Boeri Interiors is a flexible reality, committed to finding solutions with strong innovative value.

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