



RADICI NEL FUTURO

Italia Ospite d'Onore 2024
Fiera del Libro di Francoforte

PRESS RELEASE

Italy Guest of Honour at the opening ceremony of the Buchmesse

Frankfurt, 15 October 2024 – The 76th edition of the Frankfurter Buchmesse kicks off today. All is set for the opening ceremony taking place in the Harmonie Hall of the Congress Centre from 5 pm with moderation by Mona Ameziane. “*FBM24 is Reading – Read. Reflect. Relate*” is this year’s chosen slogan for the publishing world’s most important event held in the German city since 1949.

This 76th edition will see Italy back in its role as Guest of Honour 36 years later. Today’s opening ceremony will be coloured green, white and red with speeches by the Minister of Culture, **Alessandro Giuli**, representing the Italian government, and by three literary speakers: **Stefano Zecchi**, **Susanna Tamaro** and **Carlo Rovelli**.

The ceremony held in the Harmonie Hall of the Congress Centre will not be the only one taking place today inside the fair. In fact, later, the delegations present will be moving on to Forum 1 for the inauguration of the Guest of Honour Pavilion designed by **Stefano Boeri Interiors** and inspired by a typical Italian piazza. Porticoes, columns and steps, in the two areas of the Arena and the Literary Café, will act as the backdrop for the five days of discussions scheduled as part of the literary programme organised by the Italian Publishers Association (AIE).

The inauguration of the Guest of Honour Pavilion, welcomed by Maura Mazza - the Government’s Extraordinary Commissioner for the coordination of the activities connected to Italy’s participation in the event - will be attended by the Minister of Culture **Alessandro Giuli** and the German Federal Commissioner for Culture, **Claudia Roth**. After the traditional cutting of the ribbon, the delegations present will be entertained by the singing and musical talent of the young artist **Frida Bollani Magoni**. The event will continue with a guided tour of the Pavilion by architect **Stefano Boeri**.



RADICI NEL FUTURO

Italia Ospite d'Onore 2024
Fiera del Libro di Francoforte

The Italian delegation, in addition to the Italian Ambassador to Berlin, **Armando Varricchio**, will include the Chairman of the Culture, Science and Education Committee of the Chamber of Deputies, **Federico Mollicone**, the Director General for Public and Cultural Diplomacy **Alessandro De Pedys**, the Director General of the Italian Trade Agency **Lorenzo Galanti**, the Director General of Libraries and Copyright **Paola Passarelli**, the Director General of Museums **Massimo Osanna**, the Chairman of the Books and Reading Centre, **Adriano Monti Buzzetti** and the Chairman of the Italian Publishers Association **Innocenzo Cipolletta**.

The first visit to the Pavilion will also offer visitors the chance to admire works selected to pay homage to Johann Wolfgang von Goethe's Italian journey and celebrate the connection between classical and contemporary art in the exhibition *"Under an Ancient Sky. Pompeii Past and Present"*, curated by **Massimo Osanna**, Director General of Museums of the Ministry of Culture. The Italian Piazza, designed by Stefano Boeri Interiors, will serve as a true open air museum. From *"Face Value. 60 Italian Writers of the Twentieth Century"*, the brainchild of The Italian Literary Agency and curated by **Alberto Saibene**, to *"From Illustration to Comics. Pencils in Talented Young Hands"*, produced by Accademia Drosselmeier and organised by BolognaFiere/Bologna Children's Book Fair/BolognaBookPlus; from the exhibition titled *"Machiavelli500"* by **Alessandro Campi** already admired on the occasion of the 500th anniversary of *"The Prince"*, to the *"Venice International University – Manuzio and the book revolution"* room, a tribute to the 'father' of industrial book production; from *"Treccani Cento. 1925-2025"* ahead of the 100th anniversary of the birth of the Institute, to *"Multi. Multimedia Museum of the Italian Language"*, the virtual museum space that enriches the intangible heritage of the history of the Italian language. The future will also take centre stage in the Pavilion thanks to the immersive area of *"GO! 2025 Nova Gorica – Gorizia European Capital of Culture"*. Pirelli, the project's supporting sponsor, will also be present, along with the artisan talent of Morfeo Gadget, which, alongside Kartell and Saviola, serves as one of the technical sponsors. Supporters include Audible, ENIT, Fondazione FS, Poste Italiane, Pirelli and Villa Vigoni, while Rai will act as the media partner.



RADICI NEL FUTURO

Italia Ospite d'Onore 2024
Fiera del Libro di Francoforte

Italy's participation in the Buchmesse as Guest of Honour will also be celebrated in the evening, from 8:30 pm, in Frankfurt's prestigious Alte Oper theatre with a concert marking the centenary of Giacomo Puccini by the Verona Arena Foundation Orchestra.

From 16 to 20 October, in the Guest of Honour Pavilion and the group Stand organised by the Italian Trade Agency in conjunction with the Italian Publishers Association, the Italian book world will take centre stage thanks to a rich literary and professional programme boasting more than 100 speakers including authors, "time witnesses" and trade operators.

Under the banner of *"Roots in the Future"*, the slogan chosen for this historic participation, Italy Guest of Honour will familiarise the international public with the different facets of its national culture, also through exhibitions and concerts, inside and outside the Fair.

Many institutions and partners have worked together in organising Italy's participation, including the Ministry of Culture, the Ministry of Foreign Affairs and International Cooperation, the Ministry for Agriculture, the Italian Embassy in Berlin, the Italian Trade Agency, the Centre for Books and Reading and the Italian Publishers Association.

Press Office

Italy Guest of Honour 2024 Frankfurter Buchmesse
press.italyfrankfurt2024@cultura.gov.it