



ROOTS IN THE FUTURE

Italy Guest of Honour 2024
Frankfurter Buchmesse

After 36 years, renewed “elective affinities” between Italy and Germany animate the Buchmesse.

In 1988, the Frankfurt Buchmesse inaugurated the Guest of Honour formula by inviting Italy to present the best of its cultural production. In October, 36 years later, Italy returns to Frankfurt with a rich programme of guests, exhibitions and events under the slogan “Roots in the future”: the pride of the past, with a close eye on tomorrow.

Inspired by the canons of the historical Italian piazza, the ultimate national symbol and emblematic space where the past meets the future in the name of a culture that unites, the 2,300 sqm pavilion designed by Stefano Boeri Interiors at the request of the extraordinary Commissioner Mauro Mazza will be the venue for the events and exchanges between Italian, German and international participants. With its porticoes and columns, its Arena and literary Café, the piazza will be the beating heart where more than 80 appointments will take place, involving over 90 invited authors, including the return, 36 years later, of the Germanist Claudio Magris, winner of the Peace Prize of the German Book Trade, awarded to him at the Buchmesse in 2009.

The porticoes will lead to rooms lining the piazza, each one for a different exhibition: from “*Under an ancient sky. Pompeii past and present*” curated by the Ministry of Culture and which brings together great classical works of art from national Italian museums, to the tribute to Goethe, the German who loved Italy the most and succeeded in strengthening those “elective affinities” between the two peoples through his famous travel journal.

And, again, a space to celebrate *Aldo Manuzio*, the inventor of the “pocket” book at the end of the 15th century (*Venice International University*) and an exhibition in tribute to Machiavelli’s *The Prince*, for an ever topical reflection on leadership and power; a gallery of portraits of the most important Italian writers of the 20th century (*TILA - The Italian Literary Agency*) and an exhibition of the work of thirty young illustrators which presents the new Italian generation of artists (*Bologna Children's Book Fair*), to mention just a few of the themes represented. One space will be devoted also to the preview of the event *GO! 2025 Nova Gorica - Gorizia Borderless European Capital of Culture* whose programme will be announced during the Buchmesse.



ROOTS IN THE FUTURE

Italy Guest of Honour 2024
Frankfurter Buchmesse

Visitors to the Pavilion will also be able to discover a multimedia area created by Treccani to mark the centenary of the Institute of the Italian Encyclopaedia and inspired by the Renaissance study room, a place where Italian art, design and craftsmanship are combined with an interactive installation, while *Il Multi, Multimedia Museum of the Italian Language*, will be offering a full-immersion virtual experience in Italian and English where visitors will be able to explore the history and culture of the language through art, music, literature, cinema, fashion and cuisine. The Pavilion will also be a place for reading, with the exhibition “*Books in Italy*” presenting over 600 books selected by publishers from all over the world, thanks to the Buchmesse.

Again, inside the Pavilion, the company *Kartell* will be presenting a special exhibition of products linked to the culture and roots of ‘Made in Italy’ that look to the future while respecting the environment (several surfaces of the Pavilion have been made in Ecological Panel®, panels produced by the company *Saviola* in 100% recycled and recyclable wood, demonstrating the combination of technology and quality design of products Made in Italy), while *Morfeo Gadget* will be presenting “*3D La Stampa del Futuro*” (*3D Printing of the Future*), making customised objects onsite to embody the Italian slogan at the Buchmesse. The Italian Pavilion will also offer the chance to take a journey on historical Italian trains presented by *Fondazione FS Italiane* and publications by *Pirelli* as a testament to the role played by enterprises in innovation and spreading culture.