

PRESS RELEASE SAVIOLA SUPPORTS THE FRANKFURT BOOK FAIR

Viadana, 15 October 2024 - **Saviola Group**, an industrial company leader in circular economy, supports the Frankfurt International Book Fair. Known as “Buchmesse”, the Fair is an unmissable event in the global literary panorama, with around 7,000 exhibitors from 100 countries. This year, **from 16 to 20 October**, the fair offers a wide range of cultural events and an innovative focus on eBooks and electronic media. In a year that sees **Italy as the Guest of Honour**, Saviola Group brings together art, culture and sustainability to promote a responsible future. With the motto “Roots in the future” and its eyes on tomorrow, Italy is getting ready to present its literary and cultural tradition.

Saviola worked closely with **Studio Boeri Interiors** to set up the Italy Pavilion, by supplying its design panels to create a space dedicated to our Country’s beauty and innovation.

Uniting art, literature and sustainability, Saviola Group’s technical participation aims to turn the Frankfurt Book Fair into an occasion to promote a more responsible and more aware future.

With this in mind, on Friday 18 and Saturday 19 October the Italy Pavilion will host the performance **“Di Ri-generazione in Ri-generazione” with Marcello Carra**, a well-known figurative design artist, of which Saviola Group will be a technical partner.

Carra’s performance will take place on three different **Melamine-faced chipboard panels** by Saviola, where the artist wants to shine a light on the issue of resource waste and global overheating, which can only be solved by collective reflection and awareness. The first panel, **Caos** [Chaos], explores the disorder created by humans, represented by “turbine-man”, and is a reflection on the acceleration of modern life and the consequent waste of resources. The central panel, **Rinascita** [Rebirth], shows a woman tied to the earth, a symbol of hope and connection between cultural roots and a future full of optimism and vitality. Lastly, the third panel, **Futuro** [Future], represents the harmony between man and nature, showing how human decisions can affect the planet’s health.

Saviola Group has, for a long time, helped stage artistic projects that are based on the recovery and reuse of wood, a raw material that can be reborn and re-utilised without the need to fell new trees. This activity is part of a **strategic vision** of the undertaking, known as an **Eco-Ethical Company**, which operates respecting the environment through eco-sustainability and recycling ethics.

The company, in fact, recycles **1.5 million tonnes** of end-of-life wood each year, equivalent to 30 times the size of the Colosseum, saving **10,000 trees per day** from being felled. This translates into **2.8 million trees saved per year**, equivalent to the area of the City of Rome.

Saviola Group: an Italian industrial company founded in 1963 in Viadana (Mantua). Today it consists of 5 Business Units, has 15 plants in Italy and abroad, 30 collection centres and 2000 collaborators.

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