



# RADICI NEL FUTURO



Italia Ospite d'Onore 2024  
Fiera del Libro di Francoforte

## PRESS RELEASE

### **Italia Guest of Honour at the Frankfurter Buchmesse: a successful team effort**

The organisation of an international event like Italy Guest of Honour at the 76<sup>th</sup> edition of the Frankfurt International Book Fair was possible thanks to the synergic contribution of all parties involved. In addition to the fundamental backing of institutional partners, a crucial role was played by a large and prestigious group of sponsors and supporters.

This adventure, which saw Italian culture take centre stage at Europe's leading book fair, was able to count on the important contribution of sponsors such as Kartell, Morfeo Gadget, Pirelli and Saviola, and of supporters Audible, ENIT, Fondazione FS Italiane, GO!2025, Poste Italiane and Villa Vigoni. Their support enhanced the Italy Pavilion, designed by Stefano Boeri Interiors, as well as the already rich literary and trade programme. Another fundamental role was played by RAI, the event's media partner.

“This extraordinary experience was the fruit of passion-driven teamwork”, stated Mauro Mazza, Government extraordinary Commissioner for the coordination of the activities related to Italy's participation as Guest of Honour. “I would like to express my deepest gratitude to all those who made this project possible. It was a joint effort involving institutions, companies, professionals and enthusiasts. Together we have shown that Italian culture is a priceless asset, capable of uniting people and generating new opportunities”, Mazza concluded.

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