



ROOTS IN THE FUTURE

Italy Guest of Honour 2024
Frankfurt Book Fair

PRESS RELEASE

From Bologna to Frankfurt: Italy's Guest of Honour driven by the boom in children's and teenage books.

Bologna, 9 April 2024 – At the 61st edition of the Bologna Children's Book Fair (BCBF), you can already feel the Frankfurt air. **Italy's participation as an Honorary Guest at the Frankfurt Book Fair** next October was one of the themes at the heart of these first days of the exhibition programme dedicated to those working in the field of publishing and content for children and teenagers. Two panels – organised by the Italian Editors Association (AIE) - aimed at foreign operators and a period of networking marked the presence of Italy Guest of Honour 2024 Frankfurt Book Fair in the pavilions of BolognaFiere. The **Extraordinary Commissioner of the Government Mauro Mazza**, who is coordinating the activities related to the participation in October with the support of the Ministry of Culture and the Ministry of Foreign Affairs and International Cooperation, is also present in the capital of Emilia.

There is great interest in Germany for Italy's return as a Guest of Honour: in Bologna, the Commissioner met a delegation of German journalists who specialise in publishing and discussed with them the importance of the “**children's book as an early form of**



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companionship that does not prepare for loneliness but for being together with others”.

The 76th edition of the Buchmesse is a historic opportunity to promote the excellence of Italian publishing and the publishing industry around the world. As evidenced by the data recently presented in a rework by the AIE study office, Italy is present at this meeting and can count on an **extraordinary state of affairs of the national children’s and teenagers’ publishing** house thanks to the significant strengthening of the sale of rights abroad recorded in the last decades.

The “Roots in the Future” poster, created by master **Lorenzo Mattotti** in preparation for Italy’s participation in the Buchmesse, also made its graphic debut among the pavilions of BolognaFiere. An emblematic testimony to the central role that the illustration – of which the BCBF is a leading international event – will play in the Italian programme at the next Frankfurt Book Fair.

Press Office

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