



ITALY GUEST OF HONOR AT THE TAIPEI INTERNATIONAL BOOK EXHIBITION
FEBRUARY 4-9, 2025

PROGRAM

Tuesday, February 4

12 noon | Italian Pavilion

Inauguration of the Italian Pavilion

1 p.m. | Italian Pavilion

When We are all Italians

A Taste of Italy

Ambassador takes you around the World, starting from Italy

Guest speaker **Andrea Lee**

2 p.m. | Italian Pavilion

From Illustration to Comics. Pencils in Talented Young Hands.

Inauguration of the exhibition

Curated by **Drosselmeier Academy**, organized by **Bologna Children's Book Fair**, in collaboration with **AIE - Italian Publishers Association**.

With **Grazia Gotti** (Drosselmeier Academy/Giannino Stoppani Children's Bookshop)

In a world of images, illustration is above all communication, the creation of imagery. But what does it mean to be an illustrator today and what are the reasons that drive a young person to pursue this career? The new challenges of a constantly evolving profession, between different training paths, masters and increasingly international and differentiated markets.

3 p.m. | Italian Pavilion

Italo Calvino, one hundred Years on

With **Mario Barenghi**

Moderator **Peini Beatrice Hsieh**

While 2025 marks the fortieth anniversary of his death, 2023 marked the centenary of Italo Calvino's birth, celebrated in Italy and around the world through a rich calendar of events and initiatives. One of his leading scholars, Mario Barenghi, sketches a portrait of the author and his work, returning the image of a polytheistic Calvino, as he titles his latest collection of essays on the subject (*Calvino politeista*, Carocci, 2024), who at a distance of a century has not yet exhausted the scope of his message, and whom his readers have not yet finished learning about.



4 p.m. | Italian Pavilion

A Heart for Europe

With **Federica Manzon**

Moderator **Ann-Yue Ni**

A meeting point between East and West, a centuries-old bridge between Central and Southern Europe, a crossroads of Mediterranean, Slavic, and Central European characters, Trieste is a city that has always been accustomed to thinking of itself over anywhere. It is precisely here that Federica Manzon sets the novel *Alma* (Feltrinelli, 2024), creating, through the story of the eponymous protagonist, the perfect opportunity to explore the themes dearest to her (roots, identity, memory and History) and providing a fruitful point of view for understanding more about our present. Because nothing like trying to think of what we call the border as something continuously developing, always open to change, can preserve us from wars and nationalism.

Wednesday, February 5

10 – 12 a.m. | Conference Room 3

International Publishing Forum

Discovering the Italian Book Market: Data, Public Support and Internationalization

Moderator **Emily Chuang**

10.15 a.m.

The Italian Book Market: an Overview

With **Bruno Giancarli** (Italian Publishers Association – Research Department)

An introductory meeting on the occasion of Italy Guest of Honor at the Taipei International Book Exhibition to illustrate the Italian publishing industry with the latest available data as to book production, genres and their trends as well as on sales and on reading habits in different age groups. Data will be illustrated in comparison to those of the year 2019 to see how the pandemics has changed the Italian book sector. Finally, we'll present a focus on readers' expectations of artificial intelligence application in the book sector.

10.50 a.m.

The Internationalisation of Italian Publishing

With **Paola Seghi** (Italian Publishers Association – International Relations Manager)

Unlike the world's largest publishers, Italy has no linguistic reference market outside its borders. Its internationalisation therefore passes through the buying and selling of translation rights. The subject of the meeting is the trend in the purchase and sale of rights between 2001 and 2023, the main export markets, and the genres for which the most rights are sold. With a focus on the buying and selling of rights in Asian countries. The meeting will also discuss the role of translation subsidies, measures designed to help publishers export Italian books abroad.



11.25 a.m.

Public Support for Reading and/or Industry?

With **Lorenzo Armando** (Italian Publishers Association – Vice President/Lexis)

Italy is a country historically characterized by low reading rates. This is also why public support in this sector has essentially been directed towards broadening the reader base, with measures such as the fund for the purchase of books by public libraries and vouchers for eighteen-year-olds to spend on cultural consumption (especially the 18app until 2023, a measure taken up in several European countries), pending a system law that has long been requested. But in the face of the growing complexity of the supply chain, and the urgency to innovate, to ensure solidity and liveliness to the sector, we are beginning to think about measures that also concern enterprises, especially the medium and small ones that characterize the Italian system also in the sector of the cultural and creative industry.

3 p.m. | Italian Pavilion

Keeping Hope

With **Luca Peyron**

Moderator **Peini Beatrice Hsieh**

“Spei Satelles,” the guardian of hope, is the name of the first space mission in the history of the Catholic Church created to highlight how science and technology, also enlightened by faith, can be an engine of hope. Inspired by the deep sky, Fr. Luca Peyron – who is one of the coordinators of “Spei Satelles” – traces the lines of this triangle in his *Cieli sereni* (San Paolo, 2023). The exploration of the Universe, illuminated by faith, can lead us to know depths and wonders about ourselves that perhaps we did not even think we possessed.

4 p.m. | Italian Pavilion

Introducing Umberto Saba

With **Federica Manzoni**

“My city that in every part is alive,” wrote Umberto Saba of Trieste, his hometown but above all the city of his heart, perfect for his “thoughtful and shy” nature. Federica Manzoni, who has an elective affinity with Trieste, fleshes out the figure of the poet by starting with the place they share and then opening her gaze and analysis to recount his style, influences, and thought. In Taipei, a breath of that eastern air that has shaped – and continues to shape – in a unique and recognizable way some of the most beautiful pages of Italian literature.

5 p.m. | Italian Pavilion

Introducing Natalia Ginzburg

With **Mario Barenghi**

Paraphrasing the title of one of her best-known books, truly the “lexicon” of Natalia Ginzburg manages to become immediately “familiar” even to those who approach her works for the first time. A writer, playwright and translator, she combined literary and political commitment with passion and stubbornness, intervening in the debate about Italy in the second half of the 20th century with independence and lucidity. Mario Barenghi – a path of research and in-depth study truly dedicated to the literature of the last century – says



of her, and in Taipei brings back to life the climate of the time, restoring one of the absolute leading figures of the Italian cultural scene.

Thursday, February 6

10 a.m. | Italian Pavilion

Italian Companies Talk Events

Italian exhibitors present their books and services

1 p.m. | Italian Pavilion

When We are all Italians

A Taste of Italy

Italian department introduces you advantage of studying Italian

Guest speaker **Matteo Chang**

3 p.m. | Italian Pavilion

The Italian Style Crime Novel

With **Gianni Biondillo**

Moderator **Ann-Yue Ni**

What are the ingredients for a successful crime novel? What determines the transformation of a novel from self-contained to a volume in a series? Answering the question is Gianni Biondillo, one of the leading exponents of the made-in-Italy detective story, inventor of the character of Michele Ferraro, a somewhat melancholy-looking inspector with a sarcastic quip always at the ready. From *Per cosa si uccide* (2004) to *I cani del Barrio* (2022, both Guanda), the first and last volume of the successful series in which he is the protagonist, a foray into the dense plots of a genre loved by audiences of every latitude.

4 p.m. | Italian Pavilion

Introducing Dante Alighieri

With **Luca Peyron**

The descent into the underworld, amid disquiet and fascination; the ascent of Purgatory, slow and arduous; and finally, the luminous peace of Paradise, alongside the souls of the righteous. The journey through the three realms that Dante Alighieri recounted in his *Commedia* has transcended centuries and generations of readers, becoming an immortal work that is a symbol of the highest literature, not for nothing called *Divine*. Reviewing it, Don Luca Peyron proposes here a reading conducted from a perspective that is not only literary, but also, and above all, spiritual.

5 p.m. | Italian Pavilion

The Art of Storytelling

With **Laura Imai Messina**



Moderator **Mauretta Capuano**

If there is one art that Laura Imai Messina has honed over the course of more than twenty years in Japan, it is the art of storytelling: personal stories, great universal themes such as mourning, filial love, and the search for the self, transformed by the precision of her writing and the depth of her gaze as an Italian abroad into intense and delicate novels in which East and West meet. With her we embark on a journey to places that seem imaginary but are very real, from the craggy side of Mount Kujira to the island of Awashima – the setting of her latest novel, *Tutti gli indirizzi perduti* (Einaudi, 2024) – where simple lives, yet, in their own way, all extraordinary, meet.

Friday, February 7

11 a.m. | Italian Pavilion

When We are all Italians

A Taste of Italy

An Insight on Italian Technology

Guest speaker **Giuseppe Izzo**

1 p.m. | Italian Pavilion

When We are all Italians

A Taste of Italy

The Art of Neapolitan “pizzaiolo” an UNESCO intangible cultural Heritage

Guest speaker **Pasquale Makishima**

3 p.m. | Italian Pavilion

Mediterranean Wellness

With **Eliana Liotta**

Moderator **Peini Beatrice Hsieh**

Not just diet, but Mediterranean life in its entirety – rhythms, physical and mental balance. In the age of haste and the terror of boredom, Eliana Liotta invites us to take the four breaks that, according to data from scientific literature, are the way to hope to live long and healthy lives. Starting with the book *La vita non è una corsa* (La nave di Teseo, 2024), written in collaboration with the University and San Raffaele Hospital in Milan, the author, journalist and essayist, leads the audience to imagine life as a “passeggiata,” a typical Italian word for a pleasant, quiet and relaxed walk, where it is not only the point of arrival that counts, but what we do along the way that is important.

4 p.m. | Italian Pavilion

A Stroll through the Arts

With **Lorenzo Mattotti**

Moderators **Stefano Misesti** and **Beni Chu**



Lorenzo Mattotti is a master of interweaving different styles and arts by putting his own art in dialogue with film, literature and even music. In his more than 50-year career, the international reach of his works has extended to every latitude. In Taiwan, Mattotti retraces the most significant stages of his artistic journey, from the first publication of *Fuochi* – received as an event in the comic world between the 1980s and 1990s – to the recent updated reissue (#logosedizioni, 2024), which never ceases to enchant and surprise.

5 p.m. | Italian Pavilion

Introducing Gianna Manzini

With **Laura Imai Messina**

Identity and memory, individual and collective emancipation, political commitment and moral attitude: the thematic boundaries explored by 20th century Italian writer Gianna Manzini, are those within which we all move, even today. Inch by inch, Laura Imai Messina, a reader and connoisseur of her work, navigates and recounts them, and in sketching her figure represents all its modern relevance. The “standing portrait” – title of the memoir published by Mondadori in 1971 with which Manzini won the Campiello Prize – of a literary figure to be (re)discovered and explored further.

6 p.m. | Italian Pavilion

The Importance of being called a historical Thriller

With **Fabiano Massimi**

Moderator **Ann-Yue Ni**

The contours that embrace the definition of “historical thriller,” a literary genre that has the virtue of fusing together two of the greatest passions of many readers puzzles and settings in bygone eras, are often nebulous. Telling us about the meaning and importance of the art he handles with authoritative mastery is Fabiano Massimi, who, starting with his latest work, *Le furie di Venezia* (Longanesi, 2024), thoroughly explores the dynamics and peculiarities of a narrative that - balanced between truth and fiction - dances between the folds of History, keeping us glued to the page and offering interesting, while somewhat veiled, perspectives and viewpoints on our current affairs.

Saturday, February 8

11 a.m. | Italian Pavilion

The Secret Ingredient

With **Beatrice Alemagna**

Moderator **Tzu-Chun Chang**

“I make books for whoever wants them.” Beatrice Alemagna shapes wonder for readers young and old around the world. Whether accompanying the words of great authors such as Gianni Rodari, reworking classic fairy tales such as Snow White, or addressing themes such as growth and change, central to books such as *Best Thing Ever!* (2024) or *Pepper & Me* (2023, both Topipittori), irony and delicacy are never lacking. An



alchemy that has many other ingredients and of which the author and illustrator offers a distillation, telling her readers about herself.

12 noon | Italian Pavilion

Introducing Umberto Eco

With **Fabiano Massimi**

Approaching the study of a figure like Umberto Eco is not easy; doing so while respecting his philosophy and intentions, even less so. Driven by a desire to delve deeper into one of his own authors of reference, Fabiano Massimi has successfully tried his hand at the undertaking, devoting care and attention to the account of the man and the work. With the same spirit he addresses the Fair audience, showing a face of Eco that is unprecedented and alive, different from the one already known, colored by the nuances that only a real and deep interest can imprint.

1 p.m. | Italian Pavilion

When We are all Italians

A Taste of Italy

Read and translate my Italian Life

Guest speaker **Ann Yue-Ni**

2 p.m. | Italian Pavilion

When Passion becomes Art: Italian artisan Panettone

With **Giovanna Chen, Shih-Chieh**

An expert baker, teacher at prestigious culinary schools in Asia and importer of high quality food ingredients from Italy, chef Giovanna is ambassador of Italian panettone in the world. She tells the fair audience about her passion for baking, which was born with the inheritance of a precious piece of mother dough from an Italian master and flourished proudly between tradition and innovation.

5 p.m. | Italian Pavilion

Italian Fairy Tales

With **Susanna Mattiangeli**

Moderator **Tzu-Chun Chang**

Valiant knights, beautiful princesses, enchanted castles... when we think of fairy tales, it is a portrait with a rather defined frame that the common imagination returns to us. Yet, stories dedicated to children existed long before the Middle Ages and, more importantly, are alive today more than ever. Their storytelling has evolved into a diverse microcosm, populated by characters who are increasingly real and who don't live by the rules, in which even the classics survive through new forms, from Calvino's tales to the recent success of graphic novels. An example of this is *Red Bricks* (Il Castoro, 2024) by Susanna Mattiangeli, who in Taipei reflects on this evolution by bringing her protagonists, capable, through all their authenticity, of going straight to the hearts of readers.



6 p.m. | Italian Pavilion

Introducing Pinocchio

With **Lorenzo Mattotti**

Moderator **Rex How**

What happens when one of the cornerstones of children's literature meets one of the most representative illustrators of his generation? The answer lies in the pages of *The Adventures of Pinocchio* as seen through the eyes of Lorenzo Mattotti, who has given the puppet imagined by Carlo Collodi over a century ago new form and life. On the occasion of the translation of the illustrated version for the Chinese publishing market, a dialogue that breaks the boundaries of time and creativity, dense with magic.

Sunday, February 9

10 a.m. | Italian Pavilion

Design Day: Visions of Milan

Opening greetings from **Chiyi Chang** (president of *Taiwan Industrial Design Promotion Center*) and **Marco Lombardi** (head of the *Italian Economic, Trade and Cultural Promotion Office in Taipei*)

With **Gianni Biondillo, Lorena Alessio**

The capital of art and design, fashion and finance, always on the move and always different, even in the eyes of those who have always lived and known it. Gianni Biondillo, who has measured Milan step by step and for whom “every book is an excuse to cross it again,” knows this well. In Taipei, as part of the Design Day, the city comes to life through the voice and gaze of someone who has literally drawn its profile, as a writer and as an architect, and tells of its artistic nuances, as rich as its many faces. Joining him is Lorena Alessio, an architect with international experience, curator of design for the Italian Pavilion and currently a professor at Feng Chia University in Taichung, holder of a style in which Nature, Architecture and Technology constantly connect and confront each other.

11 p.m. | Italian Pavilion

Design Day: Taiwan Meets Italian Design

With **ShiKai Tseng, Chia-Ying Lee, Po Chung Chen, Erco Lai**

12 noon | Italian Pavilion

Introducing Gianni Rodari

With **Susanna Mattiangeli**

A significant anecdote about Gianni Rodari sees him wandering around the editorial rooms of the newspaper where he worked with a sign on his back saying “I am a classic.” This was how the linguist Tullio De Mauro epitomized him, in Italo Calvino's definition of “classic.” What made – and still makes – the most international of Italian writers and fabulists so universal? Answering the question is Susanna Mattiangeli, an author influenced and truly inspired by the work and figure of Rodari, the protagonist of a truly “fairytale-like” meeting.



2 p.m. | Italian Pavilion

The Harmony of two Brains

With **Eliana Liotta**

It is said that we have two brains, one inside the skull and one in the gut, where there are millions of neurons. Our health also depends on the axis that connects them, on which run electrical impulses, hormones and substances produced by the microbiota, the communities of microorganisms we host in our bodies. Eliana Liotta, journalist and essayist, offers an up-and-down journey between head and belly, taking a cue from the most fascinating discoveries and books endorsed by doctors and scientists in the publishing series she directs, *Scienza per la vita* (Sonzogno): from *La fioritura dei neuroni* by Michela Matteoli, head of the Neuroscience program at Milan's Humanitas University Hospital, to *L'intestino e le sue diete*, by Silvio Danese, chief of Gastroenterology at Milan's San Raffaele Hospital.

3 p.m. | Italian Pavilion

There where Stories are born

With **Davide Calì**

Moderator **Rex How**

It is an extremely diverse readership that Davide Calì addresses. His language, sometimes made up of illustrations, sometimes of the words that accompany them, seems universal, able to speak to children and adults with the same intense clarity. Now a well-known name in the Eastern publishing market, the author and cartoonist opens the door to his “imaginary world” and the stories that populate it, drawing an unstoppable creative parabola from his beginnings to his latest works (*A volte, ancora* and *Cavalca la tigre*, both Kite Edizioni, 2024).