

NEWITALIANBOOKS

The new portal to promote Italian publishing worldwide

The new digital platform that internationalizes Italian book publishing, **newitalianbooks.it**, will be presented internationally on **July 2nd at 11.30 am** (Rome time). The initiative has been promoted by the Italian Encyclopedia Institute, Treccani, with the support of the Ministry of Foreign Affairs and International Cooperation, the Centro per il Libro e la Lettura (Center for Books and Reading - Ministry for Cultural Heritage and Activities and for Tourism), in collaboration with the Italian Publishers Association (AIE).

Katia Pizzi, Director of the Italian Cultural Institute in London, will speak at the opening and present the programme; followed by **Paolo Grossi** from the Ministry of Foreign Affairs and International Cooperation, who will present the portal and the recent extraordinary measures taken by the Directorate General to support publishing and to promote the national economic country system.

Subsequently, the directors of the Italian Cultural Institutes of London, Paris, Madrid and Munich will interview the publisher representatives for each relevant country. The topics of the talks will be: the Italian Book's presence abroad, the relations of foreign publishers with Italian colleagues, the plans for new publications by Italian authors and the prospects for the use of the **newitalianbooks.it** portal.

Katia Pizzi, from IIC in London, will interview **Ka Bradley** from **Granta Books**; **Fabio Gambaro**, from IIC in Paris, will interview **Liana Levi**, from **Liana Levi edizioni**; **Laura Pugno**, from IIC in Madrid, will interview **Luis Solano** from **Libros del Asteroide** and **Francesco Ziosi**, from IIC in Munich, will interview **Piero Salabè** from **Hanser Verlag**.

The opening speeches and interviews in London and Munich will be held in English; in Paris and Madrid, the interviews will have English subtitles (and will therefore be recorded previously).

The event will be broadcasted live on the Treccani Facebook page (www.facebook.com/treccani); it will also be streamed on the IIC's channels in London (www.iiclondra.esteri.it – www.facebook.com/italiancultlondon), in Paris (www.facebook.com/iicparigi), in Madrid (www.iicmadrid.esteri.it - www.facebook.com/istitutoitalianodiculturadimadrid), in Monaco (www.iicmonaco.esteri.it - www.facebook.com/iicmonaco), as well as on the AIE website (www.aie.it) and the Centro per il Libro e la Lettura (Center for Books and Reading, www.cepell.it). To participate, you must connect to the page indicated above and click on the “video” section.

The event will also be promoted through the networks of other Italian Cultural Institutes that belong to the Ministry of Foreign Affairs and International Cooperation.

www.newitalianbooks.it

For information:

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