



# ITALIAN PAVILION

The London Book Fair 2025  
Olympia London, 11-13 March

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Ministero degli Affari Esteri  
e della Cooperazione Internazionale

**ITTA**  
ITALIAN TRADE AGENCY

**AIE** Associazione  
Italiana  
Editori

SINCE  
1869



## ITA - ITALIAN TRADE AGENCY

🏠 ITA London Office  
Prince Frederick House 35-39,  
Maddox St.  
London  
W1S 2PP

✉️ [londra@ice.it](mailto:londra@ice.it)  
☎️ (+44) 2072923910  
🌐 [www.ice.it/en](http://www.ice.it/en)



## ITA - Italian Trade Agency

ITA - Italian Trade Agency is the Governmental agency that supports the business development of our companies abroad and promotes the attraction of foreign investment in Italy. With a modern organization and a widespread network of over 70 overseas offices, ITA provides information, assistance, consulting, promotion and training to Italian small and medium sized businesses. Using the most modern multi-channel promotion and communication tools, it acts to assert the excellence of Made in Italy in the world. ITA actively promotes the Italian publishing sector in close collaboration with trade associations such as the Italian Publishers Association (AIE) and other institutions within the publishing industry. The value of books and publishing products is vital: books serve as an exceptional vehicle for cultural promotion and contribute to Italy's image worldwide. ITA's promotional activities and support for small and medium-sized Italian publishers in their internationalization efforts focus on organizing professional meetings, fostering exchanges, and facilitating knowledge-sharing, rights trading, and editorial collaborations. Among the events supported by ITA are: in Italy, the incoming missions of international professionals at key fairs such as the Bologna Children's Book Fair, the Turin International Book Fair (Salone Internazionale del Libro di Torino), and the Più Libri Più Liberi fair in Rome. Abroad, in close collaboration with AIE, ITA organizes the official Italian pavilion at major international events, including the London Book Fair, the Guadalajara Book Fair, the Beijing Book Fair, and Frankfurter Buchmesse (where Italy was the Guest of Honour in 2024). Once again, ITA is proud to strengthen its presence at the London Book Fair with the Italian Pavilion. Welcome!

## ASSOCIAZIONE ITALIANA EDITORI - AIE

🏠 Corso di Porta Romana 108,  
20122 MILANO

✉ info@aie.it

☎ (+39) 02 89280800

🌐 www.aie.it



Founded in 1869, AIE is the oldest Italian trade association. For more than 150 years, it has represented and protected Italian publishers of books, scientific journals and digital content at both the national and international level. It constitutes an up-to-date observatory on the panorama of reading, the publishing market, cultural and educational consumption - from school to university - essential to the country's growth. Publishers represented by AIE make up over 90% of the Italian book market.

AIE is one of the founders of Confindustria and Confindustria Cultura Italia. It takes part in several committees, commissions and working groups set up by main institutions, with the aim of enhancing book publishing, promoting books and reading, protecting copyright and triggering innovation and professional growth in the publishing market.

At the European and international level, AIE contributed to the founding of IPA (International Publishers Association) and FEP (Federation of European Publishers) and currently plays a key role in the two associations. AIE is also a member of ABPTOE, EDItEUR, EDR-Lab, ISBN International, DOI Foundation and Radium Foundation.

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## 24 ORE CULTURA

🏠 Viale Sarca 223,  
20126  
Milano  
☎ (+39) 3403488923  
✉ [monica.panciera@24orecultura.com](mailto:monica.panciera@24orecultura.com)  
🌐 [www.24orecultura.com](http://www.24orecultura.com)

Contact Person





**Monica Panciera, Distribution & Marketing Specialist**



24 ORE Cultura is a publisher of illustrated books and catalogues in the fields of art, photography, architecture, design, and fashion, and one of the major players in the Italian cultural field as producer and organiser of exhibitions. The company has recently launched two new logos: 24 ORE Cultura Kids (entirely illustrated and activity books inspiring by everything that relates art and nature with contemporary themes and culture) and 24 ORE Cultura Comics (a distinguished list of graphic novels and comics on subjects like art, fashion, popular culture for adults and young readers).

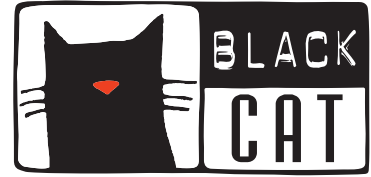


## BLACK CAT CIDEB

 Via Privata Mondadori 1,  
 20054  
 Segrate  
 (+39) 3371503550  
 roberta.vinetti@deascuola.it  
 www.blackcat-cideb.com

Contact Person

**Roberta Vinetti, International Sales Manager**



The Black Cat Cideb brand, present since the 1970s in the Italian and international educational publishing market, offers a vast catalogue of texts in English, French, Spanish, German and Italian for speakers of Italian as a second language, from graded readers of the texts adopted in secondary schools, to preparation materials for examinations that lead to certification in culture and grammar.



## BOMPIANI

🏠 Via GB Pirelli 30,  
20124  
Milano

☎ (+39) 3401911387

✉ l.bortolussi@giunti.it

🌐 www.bompiani.it

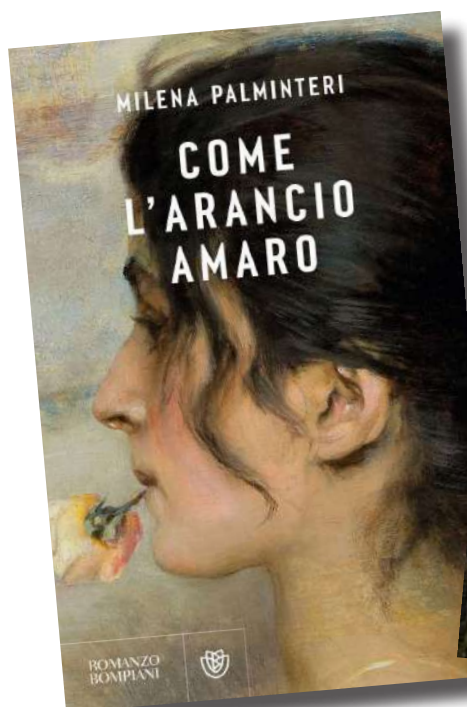
Contact Person

**LeeAnn Bortolussi, Head of International Office**



## BOMPIANI

Founded in 1929, Bompiani (an imprint of Giunti Editore) publishes literary fiction and non-fiction for adults and children. International and Italian authors to be found in the Bompiani catalogue include Albert Camus, T.S. Eliot, John Steinbeck, J.R.R. Tolkien, Erica Jong, Jay McInerney, Olga Tokarczuk, Laszlo Krasznahorkai, Hanif Kureishi, Lauren Groff, Noah Yuval Harari, Desmond Morris, Alberto Moravia, Antonio Scurati, Lidia Ravera, Giulia Caminito, Pier Vittorio Tondelli, Gianfranco Calligarich.





## EDITORIALE SCIENZA

🏠 Via GB Pirelli 30,  
20124  
Milano

☎ (+39) 3401911387

✉ l.bortolussi@giunti.it

🌐 [www.editorialescienza.it](http://www.editorialescienza.it)

Contact Person

**LeetAnn Bortolussi, Head of International Office**



Editoriale Scienza was established in Italy in 1993 and joined the Giunti Group in January 2009. They specialize in scientific literature for young readers from 3 to 14 years of age. The publishing house works in close contact with teachers and educators: their belief is that young readers should learn while playing and having fun. The catalogue includes many collections covering a various range of scientific subjects. Editoriale Scienza continues to publish many of the best Italian authors writing about science, in non-fiction but also in scientific fiction.



## FONDAZIONE LIA

🏠 Corso di Porta Romana 108,  
20122

Milano

☎ (+39) 02 89280808

✉ [segreteria@fondazione Lia.org](mailto:segreteria@fondazione Lia.org)

🌐 [www.fondazione Lia.org](http://www.fondazione Lia.org)

Contact Person

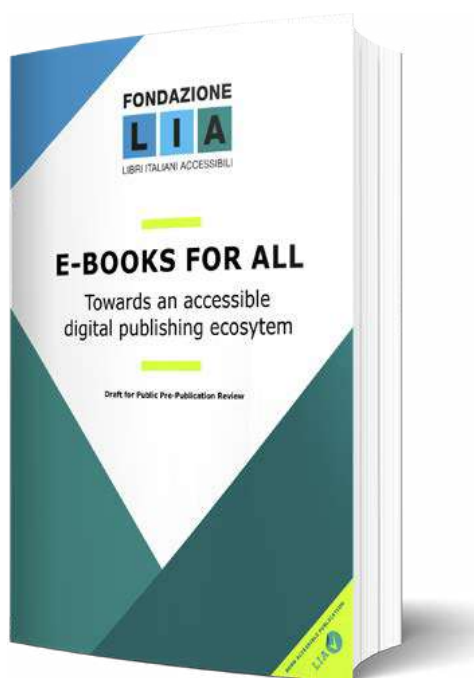
**Cristina Mussinelli, General Secretary**

## FONDAZIONE



LIBRI ITALIANI ACCESSIBILI

Fondazione LIA is a leader in the digital accessibility field for publishing. It offers training courses and consulting services for companies that want to make their products accessible: websites, ebooks, platforms, apps. As part of international networks of experts in accessibility of digital contents, LIA carries out cutting-edge research and development activities on the global scene. It also organizes awareness-raising events for the general public. Its mission is to allow print impaired readers to choose how, when and, above all, what to read, thus fostering social integration and active participation in the world of culture, school and work.



GIORGIO NADA EDITORE

A partner of Giunti Group, Giorgio Nada Editore is a Publishing House specializing in motoring literature. Founded in 1988 it can boast a catalogue of more than 1,000 titles and is a leader in Italy in this sector and also very renowned internationally. From the beginnings the spirit and purpose of the company have always remained the same: to make known and disseminate the history of the automobile, the motorcycle and more generally the motorized means of transport.

# GIUNTI EDITORE

🏠 Via GB Pirelli 30,  
20124  
Milano

☎ (+39) 3401911387

✉ l.bortolussi@giunti.it

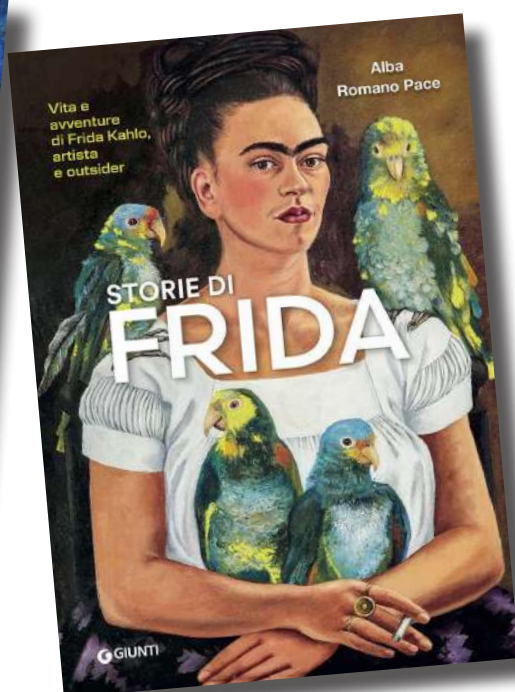
🌐 www.bompiani.it

Contact Person

**LeeAnn Bortolussi, Head of International Office**



Giunti Editore was founded in Florence, Italy, in 1840 and is currently housed in the iconic Villa la Loggia. It is historically one of the most important publishers in Italy, publishing fiction (commercial, literary), non-fiction, art, gastronomy, lifestyle, and psychology. The respected Bompiani imprint publishes literary fiction and non-fiction for adults and children. Giorgio Nada Editore (automobiles), Topic Editions (enogastronomy and modern topics), and Slow Food Editore (enogastronomy from Slow Food founder Carlo Petrini) are also a part of the Giunti Group.





## GIUNTI RAGAZZI

🏠 Via GB Pirelli 30,  
20124  
Milano

☎ (+39) 3401911387

✉ l.bortolussi@giunti.it

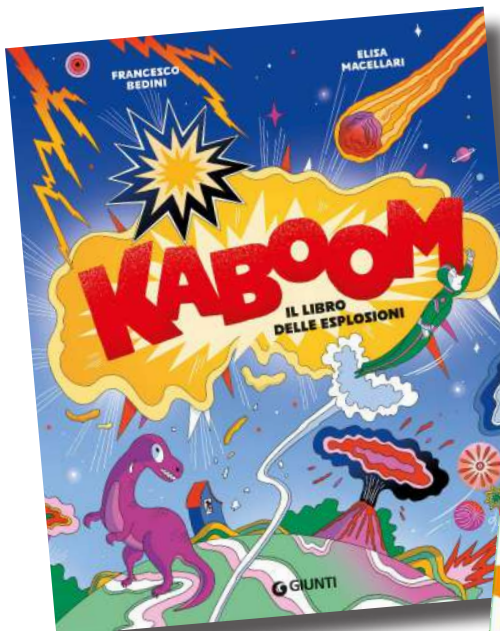
🌐 www.giunti.it

Contact Person

**LeeAnn Bortolussi, Head of International Office**

## GIUNTI EDITORE

Giunti Editore is one of the most historically important publishers in Italy and is also one of the largest children's book publishers in Italy, publishing illustrated fiction and non-fiction for children from 0 through YA. Giunti's children's book imprints include Giunti Kids, Giunti Junior, and Editoriale Scienza. Dami, Fatatrac, and Edizioni del Borgo are also part of the Giunti Group.



## GRUPPO ALBATROS - EUROPE BOOKS

🏠 Via dei Campi Flegrei 14,  
00141

Roma

☎ (+39) 3516600681

✉ [evaluation@europebooks.co.uk](mailto:evaluation@europebooks.co.uk)

🌐 [www.europebookstore.com](http://www.europebookstore.com)

Contact Person

**Ginevra Grasso, Foreign Rights Manager**

GRUPPO  
**Albatros**

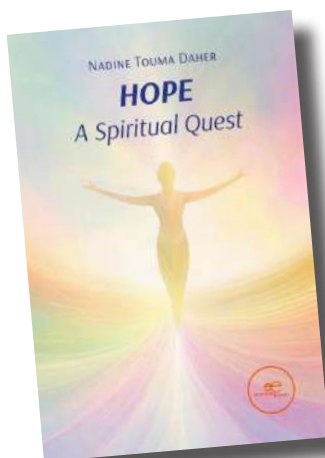
Europe Books, our books travel around the world

The first 20 years of high achievement in Italy made us one of the leaders in Europe in number of titles published yearly. Our Group has become international, expanding to the United Kingdom, Spain, France, Germany, Portugal, Russia, the United States and Australia. We took this journey within the journey, an opportunity, not to be missed, to discover new authors and find new readers.

Our publications in English are distributed throughout Europe, North America and Australia thanks to the collaboration with the world's leading distributors. They reach thousands of readers every year through a great number of events and presentations organised by our Group.

Since our foundation, we have been attending the most important fairs in the literary world: the Frankfurter Buchmesse, the London Book Fair and the International Book Showroom in Turin.

We use these occasions to launch the latest releases of our catalogue. The most important writers of our time, alongside a selection of the best emerging authors, await readers at our stand.



## IL BLOG DI ELEONORA MARSELLA - BE STRONG EDIZIONI

🏠 Via Bengasi 5,

13100

Vercelli

☎ (+39) 380 264 6915

✉ ilblogdieleonoramarsella@gmail.com

🌐 [www.bestrongedizioni.it](http://www.bestrongedizioni.it)

🌐 [www.ilblogdieleonoramarsella.it](http://www.ilblogdieleonoramarsella.it)

Contact Person

**Eleonora Marsella, Literary agent - Publisher**



**BE STRONG  
EDIZIONI**

Be Strong Edizioni was born on a spring night in 2022. Sleepless, like few, I was taking care of plants together with Africa, my faithful Jack Russell. I was reflecting on the publishing industry in recent years (I myself have been a literary agent for ten), thinking about the many problems my authors always encounter. And they are always the same. So I think: 'Hey I could take care of the book creation from the beginning'.

The words 'Be Strong Be Woman' have been on my skin for several seasons now. So Be Strong Edizioni is nothing but my vision of the world, a world made of paper, thoughts and all that remains: the essentials. A tulip that becomes a book, a tulip that presents itself to the world with warmth, determination, a constant desire to change. So here we are (not alone!) with the small ambition to unearth talents and share them with everyone, all of us.



## KIMERIK EDIZIONI

🏠 Piazza Gramsci 1/3,  
98066

Patti

☎ (+39) 0941 21503

✉ redazione@kimerik.it

🌐 www.kimerik.it

Contact Person

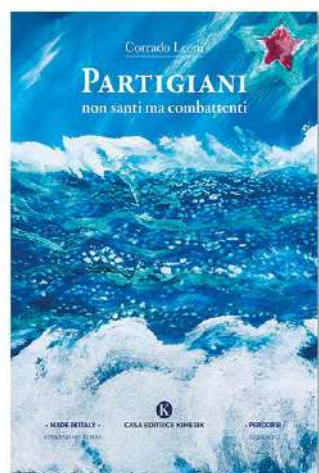
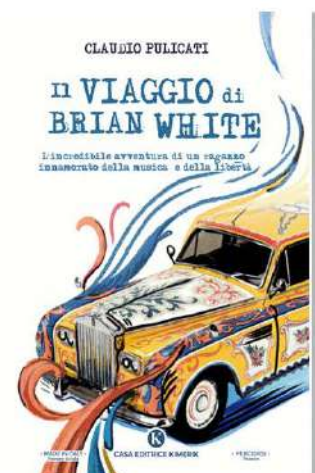
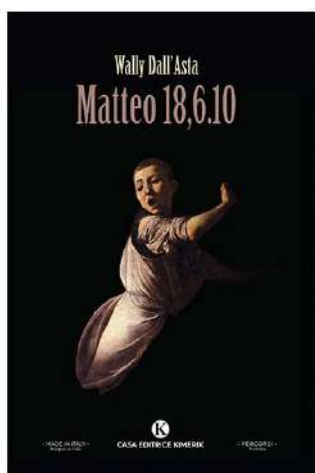
**Mammana Liborio (Lirio), Agent**



CASA EDITRICE KIMERIK

PASSIONE PER LA PAROLA

The Kimerik Publishing House is one of the most interesting and dynamic publishing companies on the national scene. Kimerik's mission is simple and defined: to promote and distribute authors. Those who publish with Kimerik have the opportunity to take advantage of highly advanced services regarding promotion and distribution.





# LA COCCINELLA E SALANI

🏠 Via Belfiore 5,  
20145  
Milano

☎ (+39) 02 43811621

✉ [simona.abriani@coccinella.com](mailto:simona.abriani@coccinella.com)

🌐 [www.coccinella.com](http://www.coccinella.com)



SALANI  EDITORE

Contact Person

**Simona Abriani, Foreign Rights Manager**

La Coccinella is one of the most creative Italian publishers of high-quality board books, novelties, and picture books for toddlers and children. The series of "books with holes" published for the first time over 40 years ago remains a best-seller to this day.

Salani specializes in high-quality juvenile literature, its fiction and non-fiction titles are for a target between 6 and 13 years old.



## LAVIERI

🏠 Via Canala 55,  
85050

Villa D'agri

☎ (+39) 347 4587322

✉ rights@lavieri.it

🌐 www.lavieri.it

Contact Person

**Marcello Buonomo, Rights Manager**

# Lavieri

e d i z i o n i

Since 2004 Lavieri has been designing and publishing fresh, and often funny, picture books with original illustrators.

Lavieri "Piccole Pesti" is a publishing project for children and "grown-ups", a little help to face the adventures of everyday life regardless of wizards and witches and of any escape, not just in metaphorical terms, but from reality.



# LO SCARABEO

🏠 Via Francesco Cigna 110  
10155

Torino

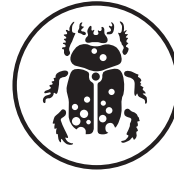
☎ (+39) 011 283793

✉ sophia@loscarabeo.com

🌐 www.loscarabeo.com

Contact Person

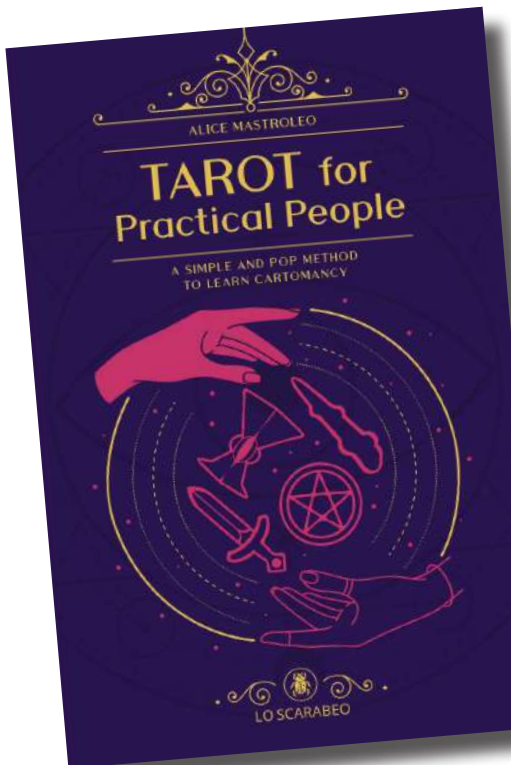
**Sophia Pignatiello, Assistant Manager**







# LO SCARABEO

Lo Scarabeo, was founded in 1987, combining the expertise of collecting artwork, a love for illustrations and a taste for aesthetic images.

In over thirty years of business, the publishing house has become a world leader in the field of Tarot cards, offering extraordinary and innovative decks, signed by some of the greatest artists of this century (Manara, Toppi, Pinter) and integrating its graphic excellence with an ever attentive historical and symbolic research.



# MOON SRL

 Via del Progresso 21,  
47822  
Santarcangelo Di Romagna  
 (+39) 0541620974  
 laura.razzaboni@moon-mediagroup.com  
 www.moon-books.it

Contact Person

**Luca Carpigiani, Creative Director**



Publishing house specialized in children's books mainly focused on coeditions and right selling.

We give great importance to illustrations and we pay special attention to texts, choosing experienced authors.





## MUSUMECI SPA

 Loc. Amerique 97,  
 11020  
 Quart  
 (+39) 0165761215  
 m.biza@musumecispa.it  
 www.musumecispa.it

Contact Person

**Michele Biza, Chairman & CEO**

# Musumeci

*Printing Atelier since 1837*



The Musumeci/Genoud Group specializes in premium editorial projects within the worlds of art, luxury, and photography. Through substantial investments in advanced technologies and innovative printing techniques, we deliver end-to-end services, from pre-press to global production of finished products. Renowned across industries such as watchmaking, perfumery, and fashion, the group also partners with artists and photographers, providing a wide range of bespoke services to enhance and support their creative visions. At the heart of our operations are a commitment to exceptional quality and environmental responsibility—values that shape our forward-thinking approach and guide our continual growth and innovation.



# NINA EDIZIONI

🏠 Via della Capinera 28,  
61122

Pesaro

☎ (+39) 072130647

✉ info@ninaedizioni.it

🌐 www.ninaedizioni.it

Contact Person

**Fabio Serrago, Director**



Publishing house specialized in language books based on an accessible, simple and fun method in order to engage students and teachers, aiding the learning process.

We adopt a multimodal educational approach, useful for integrating self-learning and cooperative learning, together with the use of communicative and efficient graphic elements aimed at making the approach to the books easy. The choice to adopt a tiered and moderate pricing policy fits the goal of giving everyone the opportunity to learn.



## O.G.M. SPA

🏠 Via prima strada 87,  
35129

Padova

☎ (+39) 498076266

✉ [ogm@ogm.it](mailto:ogm@ogm.it)

✉ [daprano@ogm.it](mailto:daprano@ogm.it)

🌐 [www.ogmprinting.com](http://www.ogmprinting.com)

Contact Person

**Rosalia D'aprano, Sales Manager**



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## **LONDON**

Prince Frederick House, 35-59 Maddox St  
London W1S 2PP, UK  
E-mail: [londra@ice.it](mailto:londra@ice.it)  
T +44 (0)20 7292 3910  
[www.ice.it](http://www.ice.it)

@ITALondon 

@ITALondon\_ 

@ITA London Italian Trade Agency 

@italondon\_ 