MILAN
a place to read

Con il Patrocinio di

EXPO
MILANO 2015
NUTRIRE IL PIANETA
ENERGIA PER LA VITA
FEEDING THE PLANET
ENERGY FOR LIFE
Milan, a place to read

Starting at Bonvesin de la Riva, Milan, a place to read reveals the wonders of Milan; Milan the undisputed capital of publishing in Italy, an undiscovered Milan, made up of authors, publishers and above all readers, a city to be read and for the reader.

Designed for visitors from afar but also for tourists coming to Milan in view of Expo 2015 the exhibition, in Italian and English, takes inspiration from characters, events and places in Milan that are well-known even outside Italy (La Scala, the Enlightenment, the Polytechnic, but even San Siro, Piazza degli Affari, Milan Central Station ...) to open up to a less usual approach to reading.

All the themes are related and mingling according to a system of intersections that suggest not so much a non-linear path but rather a network of aptly geo-localized references. You will be able to explore these following different routes that will enable you to cross Milan even on foot, following its literary sources.

The exhibition is divided into three sections, each of which highlights an aspect of the fundamental relationship between the city and the world of books.

The writers’ circle takes you round the streets of the city where authors throughout history have lived and given literary dignity to its sites. Milan is told through the pages that have made it a city to read and write about, from Manzoni, captured while receiving guests in his own home in the Monza district, to the apartment in via Bigli where Montale lived and on to the suburbs of Testori and to the contemporary districts of the new crime writers.

The publishers’ archipelago tells the true story, aspirations and, at times, illusions of all those who thought in the twentieth century of Milan as the place to erect their publishing dreams: from the “great” such as Mondadori and Feltrinelli, Longanesi and Rizzoli to the latest and more secluded realities of independent publishing. Publishers who have helped to make Milan a major centre of hospitality for intellectuals, writers, translators, graphic designers and illustrators who have found a consolidated environment for the circulation of ideas and the exchange of cultures through the written word and the mediation of the publisher. Publishers who in many cases have redesigned the metropolitan city, entrusting the design of their headquarters to world famous architects such as Niemeyer, Boeri and Nizzoli ... Publishers who have spoken on behalf of the cultures of the world, publishers who have carried the excellence of Italian culture to the outside world (Ricordi and the operas of Verdi and Puccini, the Touring Club and its guidebooks, leading architectural magazines such as Domus and Casabella ...).

But the publishing capital is, of course, also the capital of reading.

The last section of the exhibition, Readers in the Piazzas is designed as a cross-disciplinary course through all the parts of Milan that have over time proven their reputation as symbols of the relationship between the Milanese and the art of reading.

From the great libraries such as the Braidense or the Ambrosiana to the antiquarian bookshops described by Umberto Eco, right up to the bars frequented by the bohemians of the 1960s, such as the Bianciardi, or restaurants such as the Bagutta, where literary prizes are born, to the specialist bookstores for comics, the sea, sports or illustrated books ... It seems that almost everywhere in Milan oozes books: even in the streets and among the skyscrapers designing the new skyline are bookstores that symbolize a city that, during the days of Bookcity, will make the Castello the pulsating heart of a festival dedicated to authors, publishers and readers.

Every stone of this city to be read has its own voice and a connection with the world of books. Today as in the past, there is someone - the readers - who has the right to know about it and have it told.
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Summary

«This city has a circular form, and such a marvellous roundness is the sign of its perfection»
Bonvesin de la Riva

Milano capitale
Milan, capital
• Le meraviglie di Milano
  The wonders of Milan

THE WRITERS’ CIRCLE
LA CERCHIA DEGLI SCRITTORI

Gran Milan
• La stufa degli illuministi
  The Enlightenment thinkers’ stove
• Il milanese Alessandro Manzoni
  Alessandro Manzoni, Milanese
• La Milano degli stranieri
  Milan for foreigners

Milano da Nobel
Nobel Prize-Winning Milan
• Eugenio Montale in via Bigli
  Eugenio Montale in Via Bigli
• I teatri milanesi di Dario e Franca
  Dario and Franca’s Milan theatres

Scrittori a passeggio
Writers out for a Walk

• La Scala: il teatro di Verdi
  La Scala: Verdi’s theatre
• Poeti allo stadio Meazza
  Poets at the Meazza Stadium
• La tutankamonica Stazione
  The Tutankhamun Station
• L’ingegner Gadda e il Politecnico
  Gadda and the Politecnico
• Piazza Affari: il denaro e il desiderio
  Piazza Affari: money and desire
• Il Piccolo, teatro d’Europa
  The Piccolo, a European theatre
• L’invenzione del noir milanese e la Questura
  The Questura and the invention of Milanese noir
• Romanzieri fuori dalla cerchia
  Novelists from beyond the Inner Circle
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THE PUBLISHERS’ ARCHIPELAGO

L’ARCIPELAGO DEGLI EDITORI

Architetture editoriali
Publishing Architectures
- Mondadori: 100 anni e una sede sull’acqua
  Mondadori: 100 years and offices on the water
- La R verde: Rizzoli e il gruppo RCS
  The green R: Rizzoli and Gruppo RCS
- Feltrinelli: un editore, cento librerie
  Feltrinelli: one publisher, a hundred bookshops
- L’architetto e l’editore: l’Editoriale Domus
  The architect and the publisher: Editoriale Domus
- Marcos y Marcos ai Frigoriferi Milanesi
  Marcos y Marcos at the Frigoriferi Milanesi
- I palazzi della stampa
  The halls of the press

Editori nel cuore di Milano
Publishing in the Heart of Milan
- I semafori del Touring Club Italiano
  The signals of the Italian Touring Club
- Un arco e sette editori: GeMS
  An arch and seven publishers: GeMS
- Editori cinquantenni: Adelphi e il Saggiatore
  Fifty-year-old publishers: Adelphi and Il Saggiatore
- Libri a colori: Electa e Skira
  Colour books: Electa and Skira

READERS IN THE PIAZZAS

LE PIAZZE DEI LETTORI

Le cattedrali
The Historical Buildings
- La Braidense, biblioteca dell’imperatrice
  The Braidense, a library fit for an empress
- L’Ambrosiana, biblioteca del cardinale
  The Ambrosiana, the Cardinal’s Library

Leggere e studiare a Milano
Reading and Study in Milan
- Biblioteche nei parchi e nelle casine
  Libraries in the parks and the “cascine”
- Dai chioski al digitale: le biblioteche universitarie
  From the cloisters to the digital age
  - University libraries

Gli scaffali di Milano
Milan by the Bookshelf
- Umberto Eco e le librerie antiquarie
  Umberto Eco and antiquarian bookstores
- Le librerie storiche
  Historic bookstores
- Libri e editori per ragazzi
  Children’s books/children’s publishers
- A ciascuno la sua libreria
  A bookstore for every taste

Fermarsi a parlare di libri...
Let’s Stop & Talk about Books
- I luoghi della Bohème milanese
  The vie bohémie in Milan
- Uno spuntino in libreria: godetevi questo lusso
  A snack and a book – Fit for a king

Milano si fa lettura
Milan turns (into) reading
- I giorni di BookCity
  BookCity days
Milan, a place to read

Technical Features

EXHIBITION
The exhibition comprises 43 four-colour panels measuring 67.5 x 128 cm, divided as follows:
- Colophon
- Street maps of Milan
- The writer’s circle
- The publishers’ archipelago
- Readers in the Piazzas

Each panel contains text and items such as images, photographs, portraits of authors, infographics. The English text is at the bottom of each panel as a direct accompaniment to the Italian text. In the upper right hand corner is geo-referencing to the map of Milan. The exhibition can be provided:
- printed on cotton fabric with ramin wood for wall mounting
- in PDF with the technical information to be printed in the place of destination

CATALOGUE-GUIDE
The catalogue-guide is a 52 page book in black and white, measuring 21 x 40 cm. The catalogue contains the contents of the panels with a text in Italian and English and precise references to the places on the map of Milan. The catalogue will accompany the exhibition and will provide an aid to visiting the city, acting as a proper guide to publishing in Milan.

VIDEO
The exhibition could be accompanied by a video that will evoke the flavour and recollections of a Milan that is attractive, colourful, cultural and human. The video will describe the Milan of writers, publishers and readers, explain the contents of the exhibition and be available for screening in the Italian Cultural Institutes as the exhibition opening takes place.

SPECIAL ARRANGEMENTS
The exhibition will be specially mounted in Milan during Expo and in Brussels during the Italian Presidency. In particular it should be pointed out that the Region of Lombardy (Regione Lombardia), partner in the show, could make the exhibition spaces at its offices available in Brussels. Editions of the exhibition and the catalogue will most likely be translated into other languages.