

testo [Come si diventa un libro]
24>26 febbraio 2023
Stazione Leopolda
(Firenze)

testo

**What kind of TESTO was it?
A great success!**

**10,400 people at the Stazione Leopolda
for the second edition of the publishing fair
organized by Pitti Immagine.**

**Extremely positive verdicts for the
proposals of the 107 protagonist publishers
and for the over 200 rendezvous scheduled
which engrossed and galvanized the public.**

The second edition of **TESTO [How a book comes to life]**, from **24 to 26 February**, the event dedicated to contemporary publishing and its protagonists – **organized by Pitti Immagine in collaboration with Stazione Leopolda, based on an idea by Todo Modo** – came to an end amidst an atmosphere of great satisfaction which was widespread and palpable among all the participants – publishers, public, members of the publishing world, Italian and international authors, and all the guests taking part in the program of events.

Three days that registered increased public participation: **10,400 people entered the Leopolda** (at the first edition there were 8,250) to browse and discover the titles selected by the 107 publishing houses participating and to take part in the program of over 200 presentations, workshops, guided itineraries and special events which were almost always fully booked.

“With this edition, TESTO has earned itself a leading space among the Italian events dedicated to publishing”, **says Agostino Poletto, General Manager of Pitti Immagine.** “Thanks to its innovative format, the attention paid to the book production chain, the staging and the quality and diversity of the events in the calendar – many of which involved publishing professionals – which enjoyed very high public participation. An acknowledgment that came from the publishing houses (40 more compared to a year ago), with which we have built a strong relationship on several levels. On one side, the collaboration between the team of curators and the publishers’ press offices produced a multi-faceted program of presentations featuring new ideas and interesting authors on an international level as well. On the other side, all the large and small publishers carried out an incredible selection of their books, including both new titles and catalogue publications: a rational offering, an anthology of their production capable of engaging the public and making their visit to TESTO a valuable opportunity for information, discussion and even purchasing. Finally, we saw lots of young people who, for publishers, are a fundamental investment and, for us organizers, represent a guarantee of future growth: I hope they took home the maximum results possible.”

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“The rendezvous is now for the next edition” concludes **Agostino Poletto**, “thanking once again all the publishers that took part, all our partners, the institutions and subjects which, each in their own way, contributed to the enrichment of the fair and the program of events. And, naturally, also our Station masters – Luca Briasco (the Manuscript), Andrea Gessner (the Front Flap), Beatrice Masini (the Translation), Giovanna Silva and Chiara Carpenter (the Style), Leonardo G. Luccone (the Story), Maddalena Fossombroni and Pietro Torrigiani (the Bookstore), Riccardo Ventrella (the Reader) – who, with their expertise and enthusiastic spirit made another exciting edition of TESTO possible”.

TESTO and its protagonists enjoyed **huge attention from the press and on social media** (in the last four weeks around 1 million people accessed the TESTO channels).

During the fair one of the big new features of this edition, **RADIO GRIDOLINI**, the radio station curated by Todo Modo, entirely dedicated to the event and all the guests attending, was also broadcasting at the Leopolda and online at testo.pittimmagine.com. A daily program with 8 different sections, 24 hours of non-stop live broadcasting and 32 interviews aired which will become podcasts in the next few weeks.

And **Testone!** was published every day, the newspaper printed thanks to an editorial office of young writers and graphic artists.

To conclude, the winners have been announced of the **graphic arts competition A Segno!** dedicated to the most beautiful books and presented inside The Style station: the book “Moderno Antimoderno” published by Marsilio Editori won the essay and narrative category and “Viaggio nel Nord Italia” published by Centro Di won the art book category.

And who won the **TESTO table soccer championship?** La Nave di Teseo!