The LIT-UP project has received funding by the Creative Europe Programme of the European Union under Grant Agreement number 101056062.

LIT-UP

STRATEGIES TO SUPPORT LANGUAGES
EQUALITY THROUGH LITERATURE

Torino Event 2023

May, 18th and 19th

The Salone Internazionale del Libro di Torino is the most important sales and representation opportunity for new publications. By participating, LIT-UP empowers publishers and authors working with less used languages to promote their works in the international market and to increase their expertise and relationships. In a professional exchange and taking part in meetings, workshops, and events, they are enabled to discuss publishing and audio-visual rights and to collaborate with publishers working in bigger markets.

The first workshop by LIT-UP taking place at the Salone Internazionale del Libro di Torino will help the publishers and authors to improve their skills and capacity to participate in international fairs with the highest benefits possible. These acquired competences can be applied directly at the Rights Centre of the Salone.

The Salone Internazionale del Libro is a general fair, where different genres, ranging from scholastic and gastronomic publications to poetry and thriller books, for all age groups are represented. It hosts more than a thousand publishers every year, from large groups to independent publishers. There is also a project dedicated to publishing start-ups that were founded less than 24 months ago and are not linked to large publishing groups, which offers them a great opportunity to establish themselves at national level.

Exhibitors Catalogue from the previous edition 2022:
https://www.salonelibro.it/il-salone-del-libro/catalogo-espositori.html

<table>
<tr><th>THURSDAY, MAY 18</th><th colspan="2">FRIDAY, MAY 19</th></tr>
<tr><td>10:00 h: Greeting

10:15 – 11:45 h:
Anna Mioni
A ROAD MAP FOR YOUR TRIP TO AN INTERNATIONAL BOOKFAIR
Tips and tricks for successful participation

Break

12:00 – 13:30 h:
Silvia Vassena
WHY FELLOWSHIPS IN PUBLISHING
An accelerator of trade and friendship</td><td>Project Meeting</td><td>B2B
SalTo Pro</td></tr>
<tr><td>Lunch</td><td colspan="2">Lunch</td></tr>
<tr><td>Free Time to Visit The Fair ☺</td><td></td><td rowspan="2">B2B
SalttoPro</td></tr>
<tr><td>17:30 – 19:30 h:
Guided Walking
Tour: The Turin of Writers
Meeting point: Piazza
Carlo Alberto</td><td>(Mario Petrucelli
Artificial Intelligence
Public event</td></tr>
</table>

PRESENTATION OF THE SALON

Since 1988, the Salone Internazionale del Libro di Torino is Italy's biggest publishing fair. Every year editorials, writers, librarians, agents, illustrators, and translators reunite to participate in professional activities and form part of the rights market and a professional exchange in Book to Books, Book to Screens and Book to Sounds. Around 2.000 lectors from all around the world participate in some of the 1.200 events, transforming the fair into an international festival of culture.

https://www.salonelibro.it/

Here you can register to the Rights Centre Platform, dedicated to the publishing and audio-visual rights market within Salone Internazionale del Libro di Torino, where you can find the list of participants and organize meetings:

https://rightscentre-agenda.salonelibro.it/register.

RECOMMENDATIONS

Turin Guide with food and activity recommendations:
https://www.lonelyplanet.com/italy/liguria-piedmont-and-valle-daosta/turin

Recommended Hotels in the center, well connected to the book fair:

•Artua'&Solferino, Via Brofferio 3, Turin Historic Centre, 10121 Turin
•NH Torino Centro, Corso Vittorio Emanuele II 104, Turin Historic Centre, 10123 Turin
•Hotel Torino Porta Susa, Corso San Martino 5, Turin Historic Centre, 10122 Turin
•Le Petit Hotel, Via San Francesco D'Assisi 21, Turin Historic Centre, 10121 Turin
•Hotel Antico Distretto, C.so Valdocco 10, Turin Historic Centre, 10122 Turin
Hotel Diplomatic, Via Cernaia 42, Turin Historic Centre, 10122 Turin

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