

Altavilla Vicentina, 08 November 2018

**BURGO GROUP PRESENTS EXCLUSIVELY FOR BOOKCITY "CARTACEO#01, PAPER: A NEVER-ENDING MATERIAL"**

- SUNDAY 18TH NOVEMBER AT 16:30, AT THE TRIENNALE DI MILANO, SALA AGORÀ, THE BURGO GROUP PRESENTS ITS PROJECT " CARTACEO #01, PAPER: A NEVER-ENDING MATERIAL" DURING THE BOOKCITY MILAN 2018 EVENT
- TO DESCRIBE ITS PROJECT BURGO HAS COLLABORATED WITH GABRIELLA GREISON, WRITER AND STORYTELLER, AND THE ILLUSTRATOR EMILIANO PONZI, REALIZING A SHORT PUBLICATION

**Burgo Group S.p.A.**, one of Europe's leading producers of graphic and specialty paper, participates in **BookCity Milano 2018** with the project "**CARTACEO # 01 PAPER: A NEVER-ENDING MATERIAL**", a story for lovers of paper told through an event that will take place on **Sunday, November 18<sup>th</sup> at 16: 30 \***, at **La Triennale di Milano, Sala Agorà** . The project combines words (written words and conversations) and images (illustrations and videos) into a story that tells of a special journey, that of paper, of its processing and transformation into a familiar appearance used by everyone. The aim is to strengthen the corporate image of the Group through an ever-growing commitment to culture, ideas, information and their dissemination.

To describe its project Burgo has collaborated with **Gabriella Greison**, writer and storyteller, and **Emiliano Ponzi**, illustrator, realizing a short publication which tells about paper as an ever-ending material, which throughout human history has taken our dreams and stories and propelled them into the future in a never-ending exchange, transforming over and again into new and different products

*\*free admission event, based on availability.*

**GABRIELLA GREISON**

*After graduating in Milan, Italy with a degree in Physics, she worked at École Polytechnique in Paris, France. She is a science reporter for Italian radio, television and newspapers. Her success as novelist has made her the rock star of Italian popular physics, while she herself, with the support of highly esteemed theatre directors and producers, brings her stories to the stage with poignant monologues.*

**EMILIANO PONZI**

*He is one of the most important contemporary Italian illustrators. He has created illustrations for publishers, such as Penguin Books, Feltrinelli and Mondadori, and news papers and magazines, including The New Yorker, The New York Times, Der Spiegel, Le Monde, and La Repubblica. Emiliano has received several awards, among them the Young Guns award and the coveted Gold Cube from the Art Directors Club in New York. MOMA New York published his second work The Great New York Subway Map February 2018.*

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**Burgo Group**

*Burgo Group is one of Europe's leading producers of graphic and specialty paper. The Group is configured as a true 'system', developed around the world of paper: from the production, distribution, recycling of paper and the processing of forestry products, as well as factoring and energy. A complete range of high quality products, an attitude to the research and development of innovative solutions, great attention paid to the environment: this is how Burgo Group presents itself as the benchmark partner in the graphics, printing and converting sectors, thanks to a way of understanding and living the business, and see it move in a wider system. It is not by chance that Burgo Group makes sustainable development a core part of the business which is present in all processes, from purchase and use of resources, to the return of waste water, as far as the optimisation and re-use of discarded material for energy generation.*

**For further information:**

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