

BURGO GROUP LAUNCHES “CARTACEO#06 GIOCARSI LE PROPRIE CARTE” AT BOOKCITY MILANO 2024

Federico Buffa’s words and Igort’s images will lead us to a world where paper and language come together to give life to our most authentic emotions

ALTAVILLA VICENTINA, 14TH NOVEMBER 2024

On Sunday 17 November at 4.00 p.m., “Cartaceo#06 Giocarsi le proprie carte” will be presented at the Salone d’Onore of Triennale Milano as part of the 2024 edition of BookCity Milano.7

The project stems from the collaboration between journalist and sports commentator Federico Buffa and artist Igort with the creation of a limited edition leporello.



The influence that paper has on the transmission of human knowledge can be seen in the countless idioms that enrich our language and take our minds right back to that simple piece of paper. Among

these, “Giocarsi le proprie carte” (“Playing one's cards’”) represents the typically human desire to gather everything one must put oneself to the test. We will therefore deal with desire, redemption, recognition, victory, defeat, learning with an eye towards the 2026 Olympics, between War and Peace, the focus of BookCity Milano 2024.

For the sixth year Burgo Group is taking part in the event with the Cartaceo project, born from the will to celebrate paper as a meeting place where word and image meet. The collaboration between the text written by Federico Buffa and the images by Igort will take shape in the 2024 edition of BookCity Milano in a totally unpublished leporello, printed in a limited edition that will be donated to the participants at the meeting scheduled for **Sunday 17 November at 4.00 p.m. at the Salone d'Onore of Triennale Milano.**

Previous editions of the Cartaceo project at BookCity Milano saw the involvement of Emiliano Ponzi with Gabriella Greison, Manuele Fior with Alessandro Bergonzoni, Sarah Mazzetti with Massimo Recalcati, Riccardo Falcinelli with Andrea Serio and Valerio Lundini with Carlo Stanga.

Cartaceo#06 is a project realised in cooperation with Associazione Illustri and ArtsFor.

For more than 25 years, Burgo Group has collaborated with Italian and international artists through its historic illustrated calendar, sealing the link between paper-art-word-culture-beauty.

BURGO GROUP

Burgo Group is a leading European manufacturer of papers for communication, speciality papers and paper for corrugated cardboard. The Group constitutes an actual 'system' developed around the world of paper: production, distribution, paper recycling and processing of forest products, but also factoring and energy. A complete range of high-quality products, an aptitude for research and development of innovative solutions, and a strong focus on the environment: this is how Burgo Group has established itself as a key partner in the communication, printing, publishing, converting and packaging sectors, thanks to a business vision embedded in a wider system. It is no coincidence that the Burgo Group makes sustainable development and the principles of the circular economy a key aspect of its business and this is apparent in all its processes, from the purchase and use of resources to the recovery of wastewater and the optimisation and reuse of waste for energy production. The Burgo Group carries out its industrial activity through 10 plants, 9 in Italy and one in Belgium, with 12 production lines.

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