

UEM

30.01.2026

Supervisor: **Stefano Mauri**

Coordinator: **Giovanna Zucconi**

FINAL DAY

THE INTELLIGENCE OF BOOKS

10.00 am

OPENING REMARKS

Stefano Mauri and **Alberto Ottieri**

FINANCIAL SCENARIO OF THE MARKET

Introduced and coordinated by:

Alberto Ottieri *Messaggerie Italiane and Emmelibri*

FORECAST FOR 2026: WHERE IS THE ITALIAN
FAMILY SPENDING GOING?

Angelo Tantazzi *Prometeia*

THE ITALIAN BOOK MARKET

Innocenzo Cipolletta *Italian Publishers Association*

10.45 am

REMEMBERING SILVANA MAURI ON THE 20TH
ANNIVERSARY OF HER PASSING

ASSIGNMENT OF THE LUCIANO E SILVANA MAURI
BOOKSELLERS AWARD 20th edition

ASSIGNMENT OF THE NICK PERREN
JOB GRANT 7th edition

11.15 am

ARTIFICIAL INTELLIGENCE AND PUBLISHING
INTELLIGENCE

Coordinated by **Stefano Mauri** *Messaggerie Italiane
and GeMS*

James Daunt *Waterstones and Barnes & Noble*

Sonia Draga *Sonia Draga Publishing House*

Brian Murray *HarperCollins Publishers*

David Shelley *Hachette Book Group and Hachette UK*

The panel is moderated by

Erin L. Cox *Publishing Perspectives*

12.45 pm

THE DIGITAL SELF. BODY, SCREENS AND LANGUAGE

Vittorio Gallese *neuroscientist*

CLOSING REMARKS

Stefano Mauri and **Alberto Ottieri**



Scuola per Librai
Umberto e Elisabetta Mauri



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