



Milano



Milano
City of
Literature

United Nations
Educational, Scientific and
Cultural Organization

• Designated
• UNESCO Creative City
• in 2017

Alliances for reading: the Milano "Pact for reading".



Stefano PARISE

Director, Milan Public Libraries, Italy

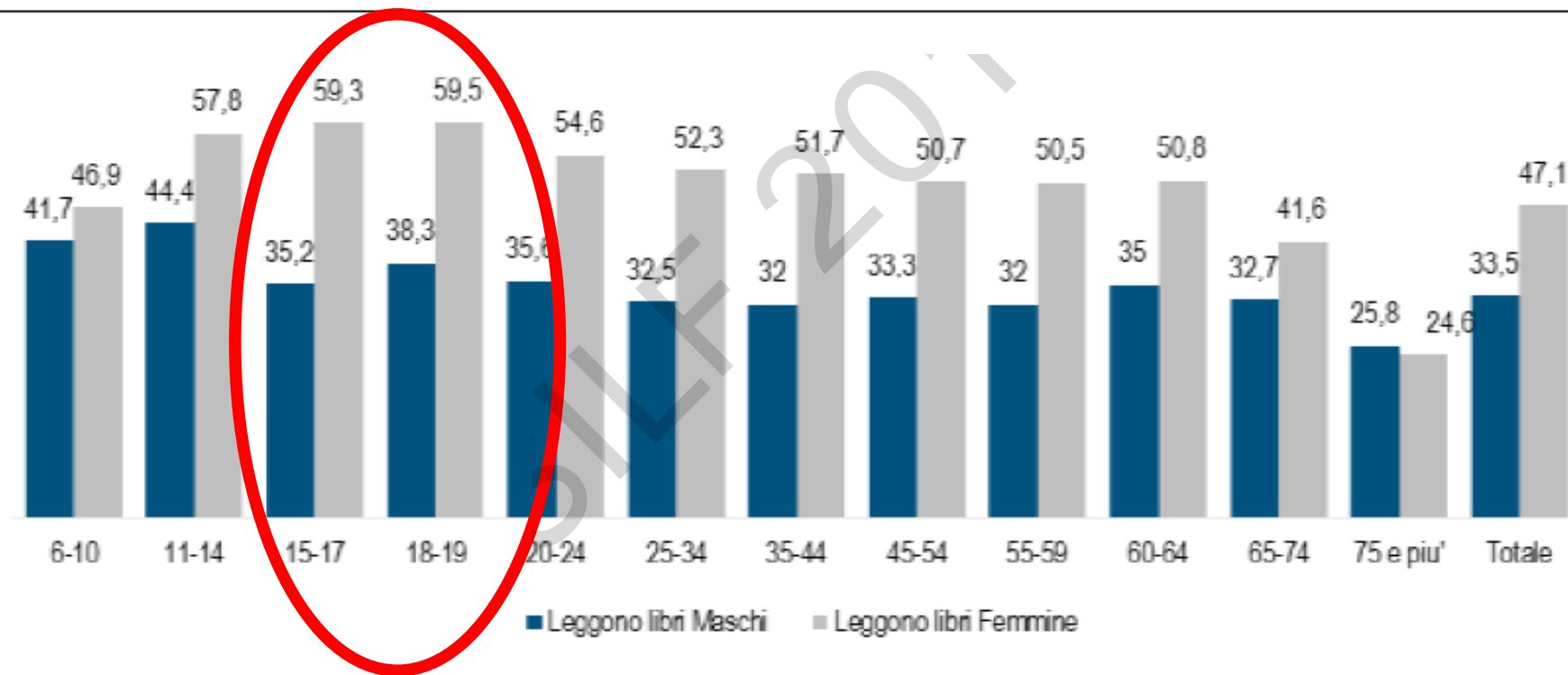
Readers in Italy 2000 - 2016



Fonte: ISTAT, *La lettura in Italia. Anno 2015* <https://www.istat.it/it/files//2016/01/Lettura-libri_2015.pdf>

Readers in Italy 2000 - 2016

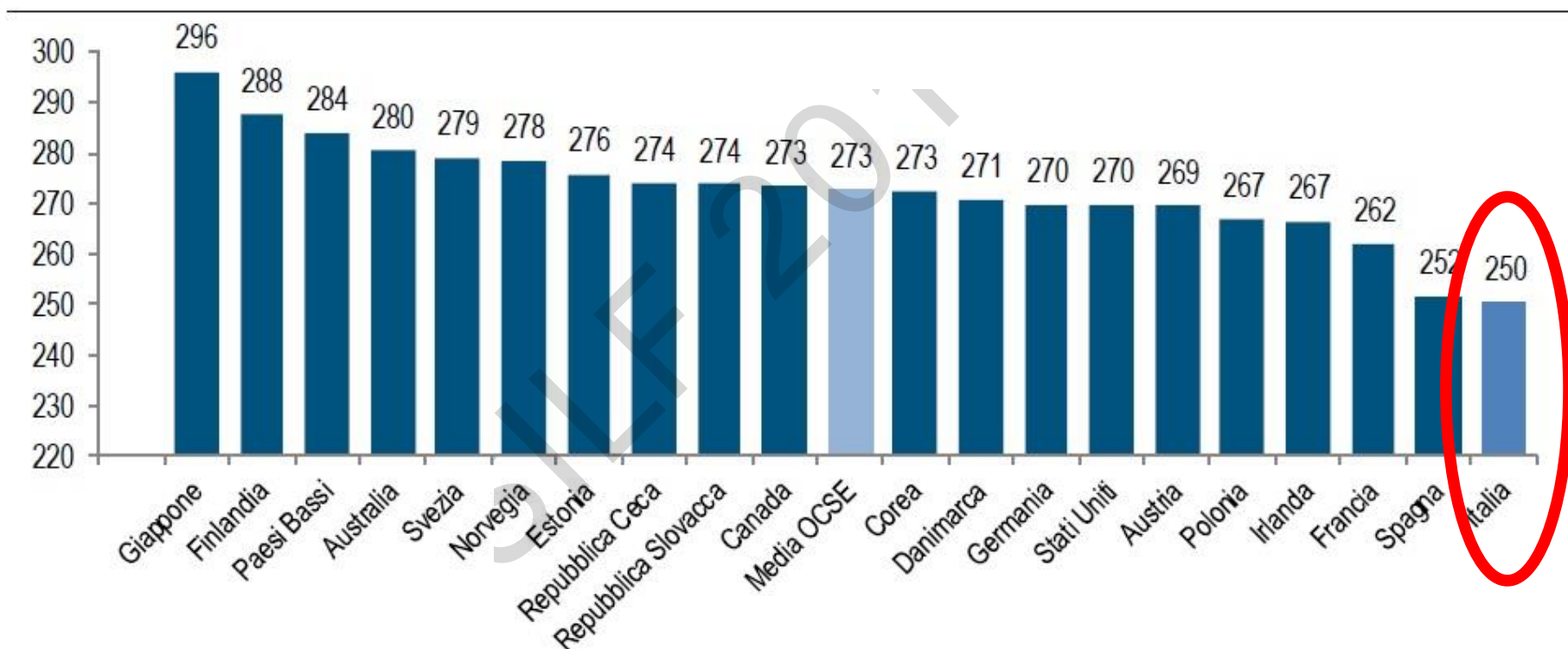
FIGURA 5. PERSONE DI 6 ANNI E PIÙ CHE HANNO LETTO ALMENO UN LIBRO PER MOTIVI NON STRETTAMENTE SCOLASTICI O PROFESSIONALI NEI 12 MESI PRECEDENTI L'INTERVISTA PER SESSO E CLASSE DI ETÀ. Anno 2016, per 100 persone di 6 anni e più dello stesso sesso e della stessa classe di età



Fonte: ISTAT, *La lettura in Italia. Anno 2015* <https://www.istat.it/it/files//2016/01/Lettura-libri_2015.pdf>

Adult skills, an international survey

PUNTEGGIO MEDIO DI LITERACY DEGLI ADULTI TRA I 16 ED I 65 ANNI PER PAESE. Anno 2012



Fonte: OECD, Survey of Adult Skills, 2012



Milano

Italy book capital

211

publishers



Milano Italy book capital

35,7%

of titles
published



Milano
Italy book capital

52,6%

**of printed
copies**



Milano

Italy book capital

€ 1,356 bln

**Value of total
printed copies**



Milano

Italy book capital

141

bookshops



**Milano
Italy book
capital**

416

libraries



The Milan Public Library system



2015: the “Milano Pact for Reading” signature





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Guidelines for promoting reading: our three main goals

1

increase the number of regular readers, creating social value on reading



1

increase the number of regular readers
creating social value on reading

make Milan
the city of
widespread
reading



Guidelines for promoting reading: our three main goals

2

Promote the participation in the events dedicated to books by a local, national and international public



2

promote participation in the events dedicated to book by a local, national and international public

make publishing an international attractor for Milan

Guidelines for promoting reading: our three main goals

3

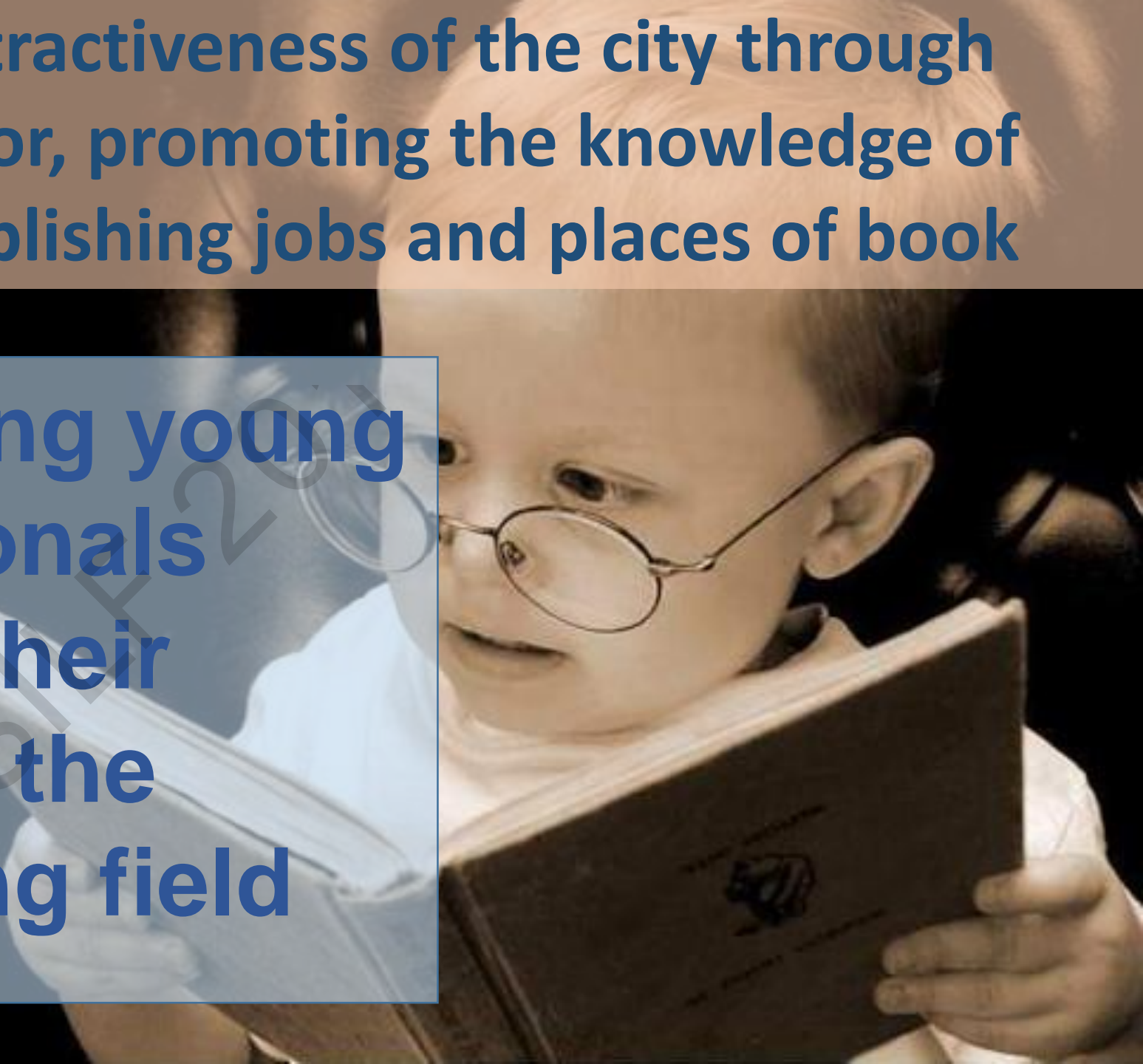
increase the attractiveness of the city through publishing sector, promoting the knowledge of production, publishing jobs and places of book



3

increase the attractiveness of the city through publishing sector, promoting the knowledge of production, publishing jobs and places of book

Supporting young professionals starting their career in the publishing field



Guidelines for promoting reading: governance

Control room:
PACT FOR READING

Operating arm:
**PUBLIC LIBRARY
SYSTEM OF MILANO**



Current Activities: reading aloud



Current Activities: schools



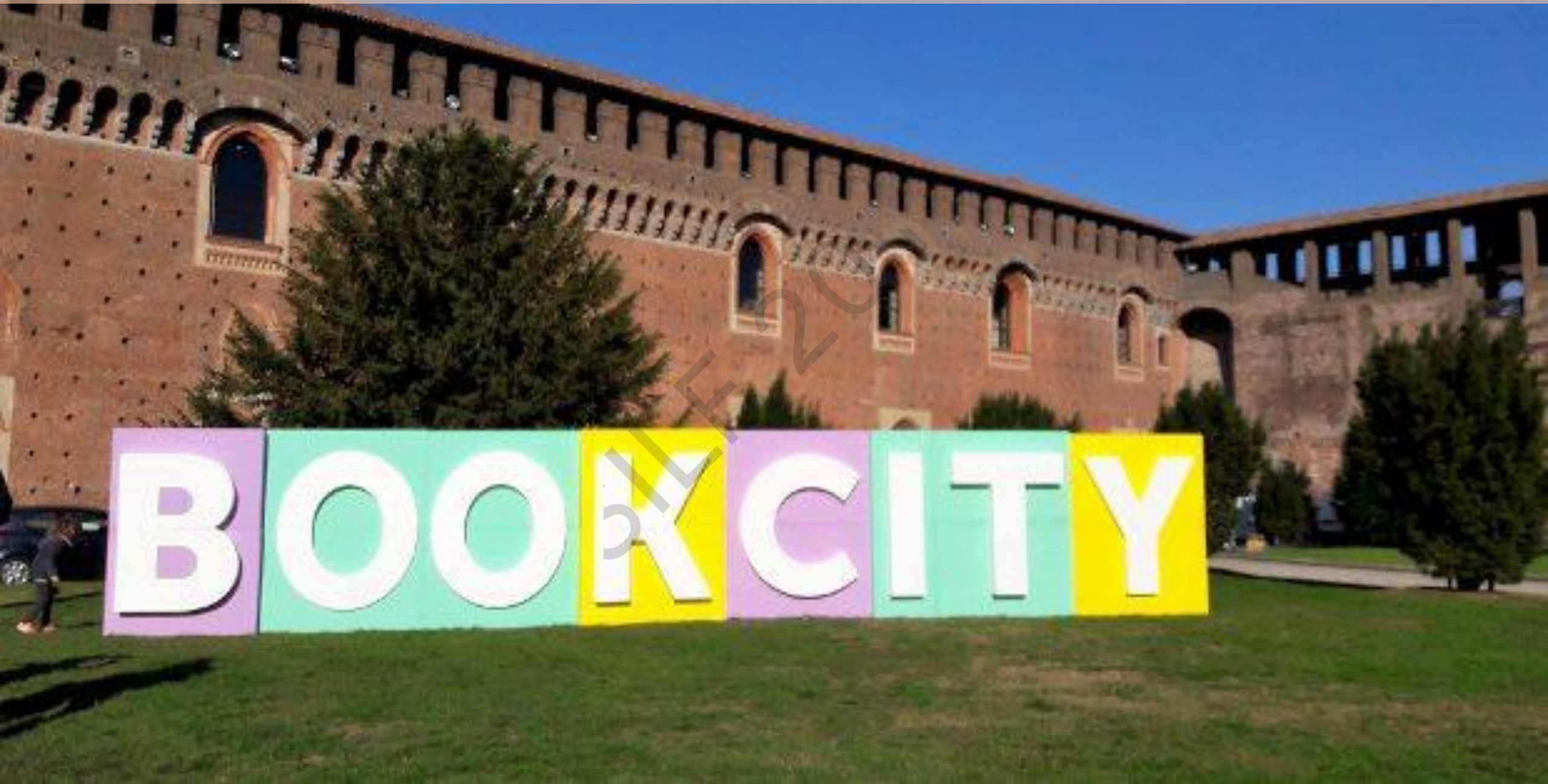
Current Activities: reading with vulnerable people



Current Activities: condominium libraries



Current Activities: public events involving the city



Current Activities: public events involving the city

**BOOK
PRIDE** 2018



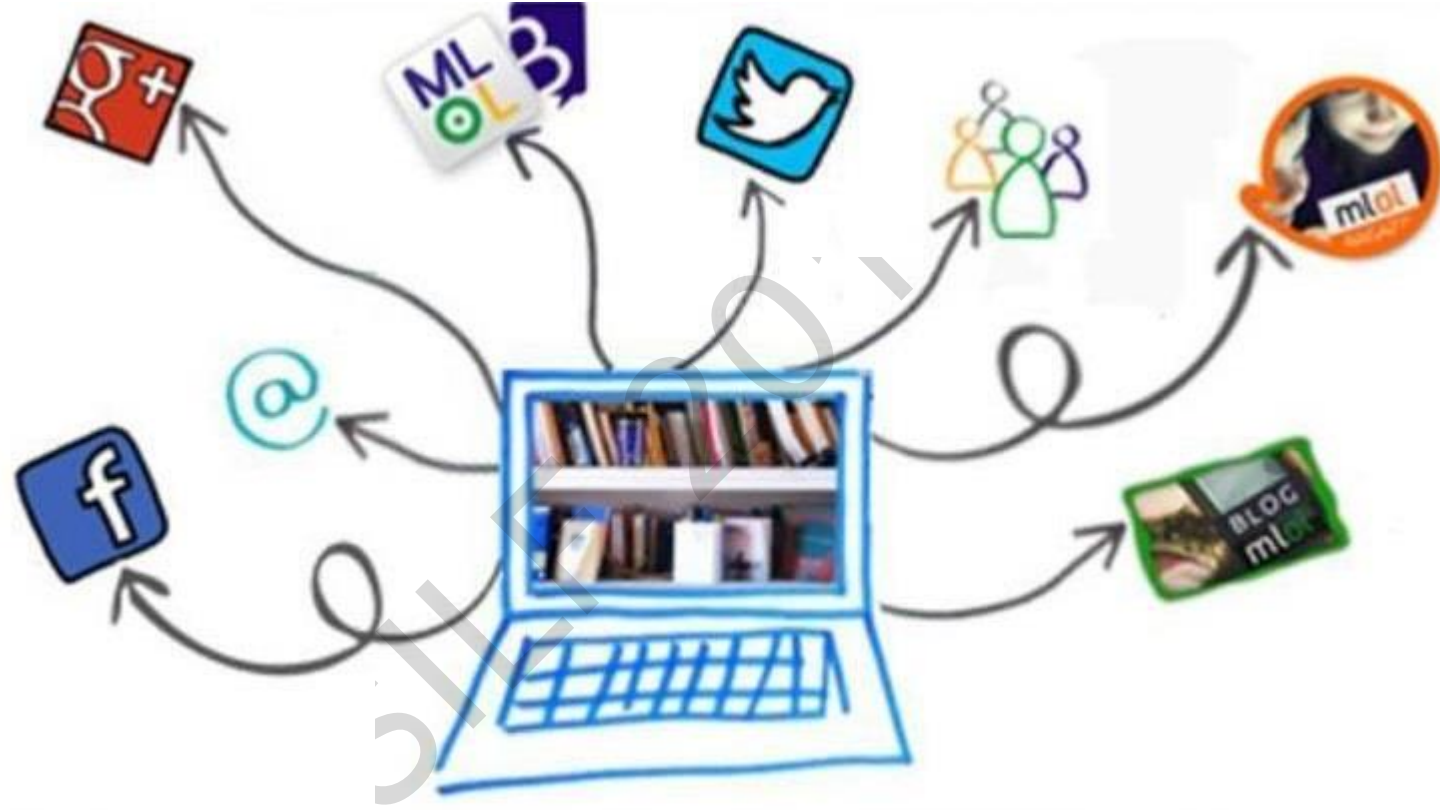
Current Activities: public events involving the city



Current Activities: promote digital reading

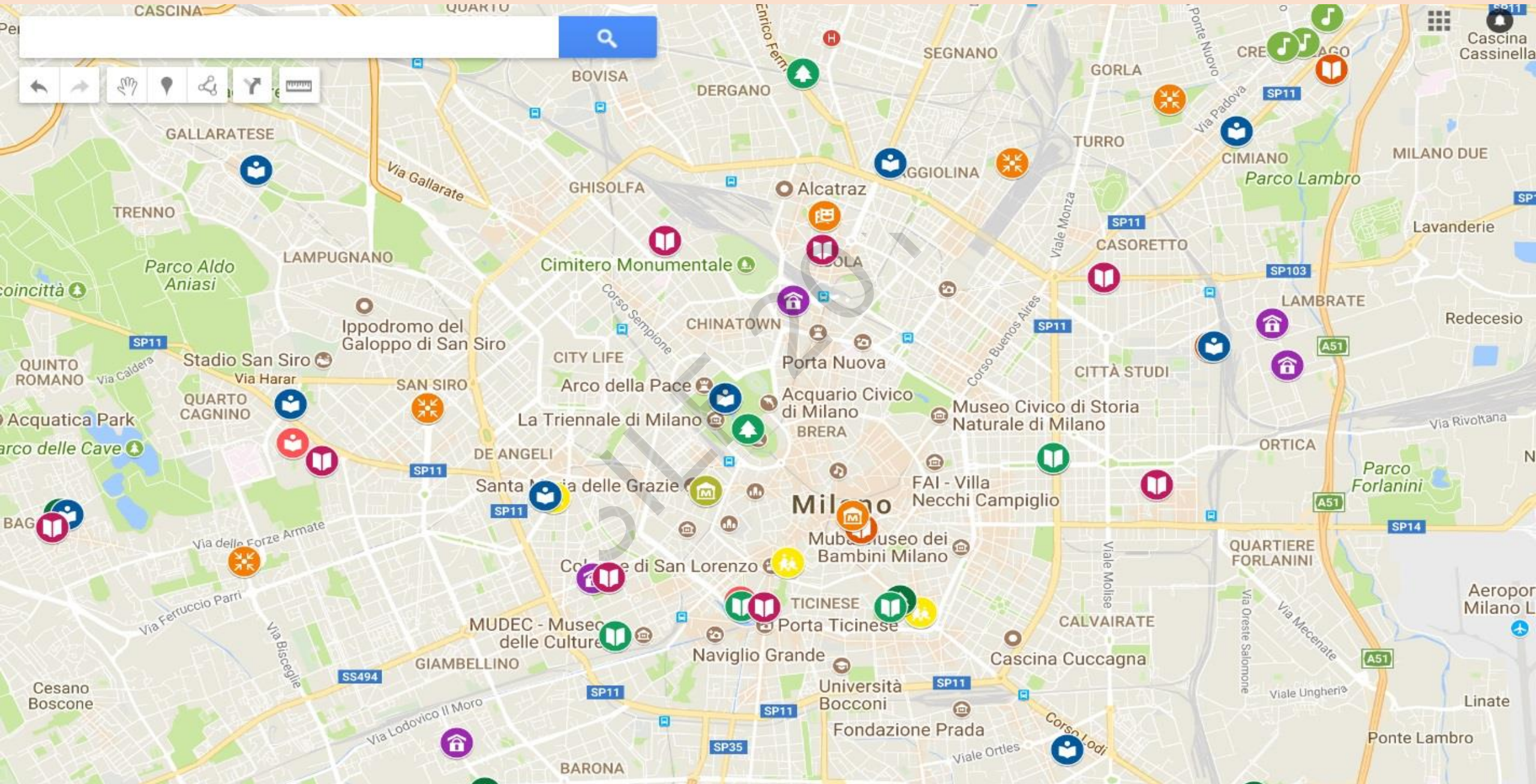


Current Activities: promote digital reading



MEDIA LIBRARY ONLINE

First outcomes





THANK YOU

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<https://milano.biblioteche.it/>
www.facebook.com/SBM.Milano