LUCCA COMICS & GAMES
THE ITALIAN MINISTRY OF CULTURE, THE REGION OF TUSCANY, AND THE CITY OF LUCCA SIGN AN AGREEMENT FOR THE LUCCA COMICS MUSEUM

MINISTER OF CULTURE ALESSANDRO GIULI: "A PRIVILEGED SPACE FOR CULTURAL EDUCATION"

Lucca, 29 October, 2026 – On the second day of Lucca Comics & Games, during Minister of Culture Alessandro Giuli's visit to the event, **an agreement was signed at Palazzo Guinigi to establish the foundation that will create the Museum of Comics in Lucca,** a place that will celebrate and study comics, illustration, games, animation, multimedia and interactive works, and all the languages of international pop culture. The agreement was signed by Minister of Culture **Alessandro Giuli,** President of the Region of Tuscany **Eugenio Giani,** and Mayor of Lucca **Mario Pardini,** at the historic palace, which this year also hosts the exhibition **"Lucca Legacy – A Comics and Games Story,"** dedicated to the 60th anniversary of Lucca Comics & Games.

The document includes a commitment to establish, by March 31, 2027, the **Expo Comics Museum Foundation,** identified by the signatories as a means of ensuring stable and coordinated management of museum and cultural activities. Its objective is to support research, dissemination, conservation, collection, and promotion in the fields of visual culture and the languages of contemporary popular entertainment. "Comics are an original language, born from the encounter between word and image, and they are a true part of our artistic tradition. They deserve to be studied, preserved, promoted, and passed on to future generations. A museum dedicated to these expressions can become a privileged space for cultural education and guide new audiences in discovering the value of contemporary creativity," said Minister **Alessandro Giuli.**

"Sixty years of comics history and culture have made Lucca Comics & Games the most important event in the world for this sector. Today, in the Guinigi Tower, a symbol of Lucca's identity and freedom, this heritage finds a permanent home. For 365 days a year, residents and visitors drawn by the city's vibrant culture will be able to discover the evolution of creativity: what was expressed in a fresco or on canvas during the Renaissance takes shape today in a panel or a drawing. This place will help everyone understand the extraordinary impact Lucca has had and continues to have on these art forms. I am truly happy to seal this vision today with the signing of the promotion agreement," said **Eugenio Giani, President of the Region of Tuscany.**

"Today, we not only celebrate the past with due gratitude to those who paved the way that led us here, but we also look to the future. What better way to celebrate this important sixtieth anniversary? The signing of this agreement marks a milestone for the entire community. After years of shared work, today the Ministry, the Region, and the Municipality are putting in writing their commitment to establishing the foundation that will accompany us. The best things come from sharing. I thank the Ministry and the Region for the synergy they have achieved on this important project, which the city has long awaited and called for.

"From here, today, we celebrate the past while building the future," declared **Mario Pardini**, Mayor of Lucca.

Emanuele Vietina, Director of Lucca Comics & Games and member of the technical and scientific committee for the project, said: "For a city that has been the home of creativity in all its forms for 60

years, the Museum of Comics in Lucca represents a decisive step. The festival has a leading role in the international cultural landscape. Its legacy is celebrated on this 60th anniversary by the signing of

an agreement and ensures that the event can evolve and renew itself each year while remaining true to itself."

The new museum complex will be located in the former Manifattura Tabacchi (tobacco factory) in Lucca. In the meantime, activities will take place at Palazzo Guinigi, in the space already hosting the exhibition **"Lucca Legacy – A Comics and Games Story."** The exhibition will run until September 30, 2027, as part of an eight-year concession granted to Lucca Crea, the company that organises Lucca Comics & Games. The museum's opening will consolidate Lucca's role as a hub for cultural heritage both nationally and internationally. It will create ideal spaces for meetings and dialogue, seminars, and cultural conferences, and will strengthen connections with younger generations through new languages and digital technologies. It will also be possible to promote educational and training activities in a structured way, in collaboration with academic institutions and universities, Italian and foreign cultural and research institutions, schools, and organizations and associations working in the field of lifelong learning.

The future museum will be the place where Lucca Comics & Games will come to life 365 days a year.

We believe in #Community #Inclusion #Respect #Discovery #Gratitude #Lucca60

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