

About Lucca Games 06

Issuing a challenge to the Show and being effective as a properly set-up Convention Centre – this is how the 2006 proposal for Lucca Comics & Games should be seen. As an important gamble, a solution that will allow us to develop the aspects of entertainment and fun that have given our exhibition public coverage worthy of the biggest international youth events, and a crucial driving force for the forthcoming winter market.

In the total rethinking of the event, Lucca Games has been allocated a single unified site linked to the Lucca Comics spaces. This is in order to continue to guarantee that the event has the functional features that provide the representativeness and availability that a large convention dedicated to games publishing must have. New areas will be allocated to free play, while the grassy area outside the Walls will provide an unusually evocative area for developing cultural aspects and significant growth areas such as Live Action RolePlay. After nineteen shows, this also required an adjustment to the application form and you will therefore find only the single booth unit, and not the double as previously. The full set of rules for gaming tables has been included. The redesigned form is divided into two parts: the column on the right is for business and publishing companies, while the one on the left is for associations and authors and artists, in accordance with Lucca Games' policy of promoting fandom and auto-production in dialectic confrontation with the dimension of large crowds and large production.

This is how Lucca is opening itself up to international development as a result of the many close ties made in Essen during the **International Games Fair** and in Indianapolis at the **Gen-Con**. It is from this viewpoint that we can see the consolidation of external collaboration with the exhibitors of our event who are increasingly more active in the new global scenario, and the quantitative and qualitative increase of people involved in board games, imaginary fantasy and new merchandising areas such as producers of replica costumes and arms.

Within the context of our ever more up-to-date and varied exhibition-market, therefore, issuing a challenge to the Festival was essential. We needed to provide an exciting setting for its solid cultural programme and to identify appropriate structures so that it can best play its part as an important date in the European calendar. All operators in the sector look forward to it and Lucca Games has earned this after more than a decade of significant results.

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