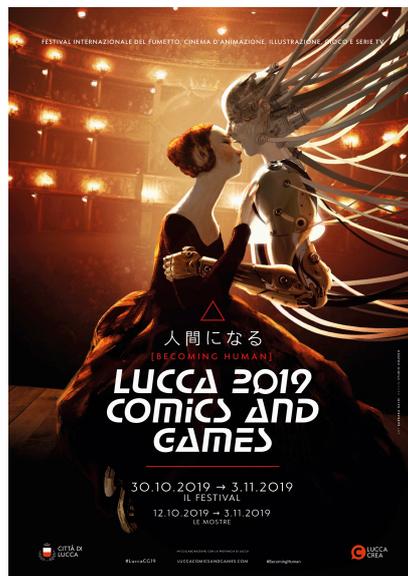


LUCCA

2019 人間になる [BECOMING HUMAN]

COMICS AND GAMES

“The Pop Culture Mecca...the greatest geek gathering in The West” – Variety
“The Mother of All Festivals” – la Repubblica



Netflix’s ‘The Witcher’ trailer to premiere with talent attending
Activision to host massive ‘Call of Duty: Modern Warfare’ activity
Italian premieres of ‘Terminator: Dark Fate’ and ‘Zombieland: Double Tap’
Dungeons & Dragons tournament in the underground dungeon of San Colombano

The Festival: 30 October - 3 November
The Exhibitions: 12 October - 3 November

3pm, 9th October - London, UK: Lucca Comics & Games Festival is back. The largest convention of its kind in Europe, and second largest in the world after Comiket (Tokyo), Lucca Comics & Games brings together fan communities from the worlds of comics, games, TV series, film, illustration, art and fiction. A massive event in the pop culture calendar, the 2018 edition saw an amazing 793,818 admissions. 2019 is the 53rd year since its inception, with exhibitions running from October



12th. The main festival all set in the ancient walled city of Lucca, Italy, will begin from October 30th through to November 3rd.

Some of the headline exhibitions, showcases and guests this year include a trailer world premiere of Netflix's next original production and tv series **The Witcher**. Stars from the Netflix Original production **Anya Chalotra** and **Freya Allan** are attending, as well as writer of the eponymous bestseller, **Andrzej Sapkowski**. Producer and showrunner Lauren Schmidt Hissrich will be in attendance. Netflix's **Money Heist**, the best performing non-English language series on the platform, will occupy one of Lucca's main squares.

The Italian premieres of tentpole film releases **Terminator: Dark Fate** (20th Century Fox), which will open the festival, and **Zombieland: Double Tap** (Warner Bros. Entertainment Italia) will also be shown and accompanied by zombies invading the ancient city.

The underground dungeon, San Colombano, will be transformed for a **Dungeons and Dragons** tournament, in partnership with **Wizards of the Coast**. Actor **Joe Manganiello** (True Blood , How I Met Your Mother), Scottish comedian **Paul Foxcroft** (Cariatid & Paul , Questing Time), Richard Witther (D&D, Senior Art Director), Bill Benham (D&D Game Producer), Mark Hulmes and Kim Richards (two of the most important members of the British D&D community, better known as **High Rollers**) and many others will be taking part. In total 180 players and 30 Dungeon Masters will create the largest simultaneous D&D game that the Old Continent has ever seen.

A year after the death of **William Goldman**, Lucca Comics & Games will be honoring him by launching a special extended edition of **The Princess Bride**, including 100 new pages of adventure.

Bruce Sterling, one of the main exponents of cyberpunk, will be in Lucca discussing the future along with **Daniel Abraham** and **Ty Franck**, also known as **James S.A.Corey**, authors of **The Expanse**.

This year the Baluardo San Regolo will be the setting for the new **Call of Duty: Modern Warfare** from Activision in a massive exhibition space.

The Gillette Bomber Cup, one of the biggest **Fortnite** tournaments, also returns

for its second year along with free gaming sessions and a Meet & Greet with some of the icons of gaming including CiccioGamer89, J0K3r, Kekkobomba and Los Amigos.

Nintendo will be attending with **Pokémon Sword** and **Pokémon Shield**, **Mario & Sonic at the Olympic Games in Tokyo 2020** and **Luigi's Mansion 3**. Blizzard Entertainment titles **World of Warcraft**, **Overwatch**, **StarCraft**, **Hearthstone**, **Diablo** and **Heroes of the Storm** will also be present.

Bandai Namco Entertainment comes to Italy for the first time with some of its most important titles including **Dragon Ball Z Kakarot**, **One Piece Pirate Warriors 4** and **One Punch Man: A Hero Nobody Knows**.

eSports fans can experience the fourth edition of the **Italian eSports Open** with 5 days full of content including tournaments, world finals and panels with exceptional guests in the evocative setting of the **Auditorium San Romano**, a former church medieval transformed for the occasion into **Esports Cathedral**.

2K Games will be activating the **'Borderlands 3 Parade'**, when all Borderlands fans will be summoned by one of the most famous cosplayers in the world, **Leon Chiro**, who will lead the group inside the city.

Sony Interactive Entertainment Italy offer visitors the chance to try **PlayStation™ Now**, the exclusive subscription service dedicated to video games and based on the cloud, with a catalog of over 700 games including great exclusives, blockbusters and experiences for the whole family, including **God of War**, **Uncharted 4: End of a Thief** and **Bloodborne**.

In an exclusive location, the **Scuderia Ferrari** will be celebrating its 90th anniversary with the exhibition of the Cover Art of the 2019 Formula 1 Championship. Visitors and aspiring pro gamers will also be able to interact with **the Ferrari Driver Academy** and find out about its recent entry into the **eSport Championship**.

Amazon will also be present via a massive 200sqm exhibition, called the **Box of Passions**. Amongst highlighting their products, they will also be paying homage to the late, great, **Stan Lee**.

Lucca Comics & Games stalwart **Hasbro** will be world premiering new lines of



action figures, accessories and vehicles dedicated to the **Star Wars** saga and **Marvel** superheroes.

BECOMING HUMAN

Becoming Human is the theme chosen for this year and is wonderfully represented in the festival's official poster, signed by celebrated graphic novelist, **Barbara Baldi**. Lucca Comics & Games are asking people to join the conversation about what being human means. They will be exploring the relationship between virtual and real, digital and analogue, sleep and wakefulness, flesh and metal, silicon and carbon and all that is possible within these realms.

The festival offers **6,000 gaming sessions** at the eSports Cathedral and **12 art exhibitions** divided between Palazzo Ducale, Palazzo Arnolfini and Piazza San Martino. Lucca Comics & Games embodies the heritage of Lucca - the walls, the squares, the historic buildings, the medieval alleys and the mysterious undergrounds. It welcomes the participants, the great sagas and all the event partners who together build a great **community** ready to live an unparalleled experience through a unique event.

Emanuele Vietina, Lucca Comics & Games Director says "The strength of a festival that every year brings together more than 750,000 people - one of the largest community events in the world - lies precisely in its ability to combine its' historical heritage with the imagery of American superheroes, the big videogame franchises, the fantasy and sci-fi literary sagas, the TV series and films. An event that is now one of the most advanced examples of a pop culture festival at international level. Lucca is more than a festival – it's a festival that produces culture."

In #Community #Inclusion #Respect #Discovery #Gratitude we trust. –

ENDS -

INFORMATION: Stay tuned on www.luccacomicsandgames.com

FB & IG: @luccacomicsandgames; **TW:** @LuccaCandG; **Twitch:** LuccaComicsAndGames



For more information on the comics, games and further exhibitors plus interview opportunities with the festival organisers please contact

For UK, US & International Press Enquiries, contact: **Keir Waller / keir@strike-media.com** or **Emma Deakins / emma@strike-media.com**

For International Press Enquiries at Lucca and Press Tour, contact: **Simona Pedroli / simona.pedroli@fusiondigital.it**

International PR: Strike Media | Fusion communications

Italian PR: Studio SottoCorno

Interview opportunities available with Festival Director - Emanuele Vietina

NOTES TO EDITORS POINTS OF INTEREST IN THE CITY:

Porta San Pietro: also known as "Steam Gate", due to its proximity to the station, the presence of steam trains in the past ; is one of the 6 gates of the Walls of Lucca. Porta San Pietro opens with three doors surmounted in the center by a shield with the crest of San Pietro and at the sides by two lions inserted in niches, in the ancient openings through which the chains that operated the ancient drawbridge flowed .

Walls of Lucca: Approximately four kilometers long, at the highest points they reach twelve meters in height. Although built to defend the freedom of the Lucchesi, the Walls did not face any war; they served instead to save the city from the flood of the Serchio in 1812, when all the doors were closed. It is said that Napoleon's sister, Elisa Baciocchi , who ruled the Principality of Lucca, was pulled up by the walls with a winch to be able to return to the city, surrounded as it was by the waters of the river.

San Martino Cathedral: the Cathedral of San Martino is the main place of Catholic worship in the city of Lucca. According to tradition, the cathedral was founded in the sixth century by San Frediano, the Irish bishop of the city. A curiosity about San Frediano: while the Lucchese labored in vain to divert the course of the Serchio, which ran too close to the city and caused continuous damage, Frediano, after his help was requested, set off on the path that the river

should have followed by tracing a furrow with a rake and the waters obediently followed. In reality San Frediano in 575 had a new mouth of the Serchio opened in Migliarino. Another detail: the Labyrinth carved on a column of the entrance porch of the Cathedral of St. Martin . The representation is accompanied by an inscription which, recalling the myth of Theseus and Arianna, has an allegorical value whose meaning remains enigmatic. Perhaps a warning addressed to pilgrims on their way along the Francigena.

Church of San Michele in Foro (central square) : San Michele is a church with a Latin cross plan, built in the forum of the ancient Roman city. The facade is decorated with four rows of loggias and topped with a large statue in marble of the Archangel Michael with wings metal foils, the act of defeating a dragon with a spear. On the sides there are two angels. A legend from Lucca tells that in particular light conditions it is possible to see a green sparkle coming from the statue; according to legend, it would be an emerald, set in ancient times and never found. Some sources, mostly from elderly inhabitants of the city, confirm that they have seen the elusive sparkle, but it has never been proved that an emerald is set in the work, which is very unlikely.

THE 5 VALUES OF LUCCA COMICS & GAMES

COMMUNITY, INCLUSION, DISCOVERY, RESPECT, GRATITUDE. Lucca Comics & Games has been based on these values for years, shared among authors, public, guests, partners.

Community. Lucca Comics & Games is a moment of public participation, in which visitors becomes the protagonist and not just a spectator. The event is built by fans who make it unique in the world, who live the author's dream firsthand, and create their own: an appointment, a meeting, a new storytelling.

Inclusion. The event is the stage where many media and many expressive forms, as well as artistic, find a home. Lucca is the place where a comic can be told as such, but also as a video game, as a TV series and where all these forms interact with each other making Lucca Comics & Games festival unique in the world. The festival is for everyone.



Discovery. Getting to know new worlds, crossing the frontier like any traveler. In Lucca, we come to celebrate the passion for our world, but also to discover others through comics, books or video games. In Lucca, every year in we discover an area of the festival that was never visited before.

Respect. Being appreciated and appreciate: in Lucca we respect everyone, but above all - like the true heroes - we love the land we tread along the way. Our audience understands the cultural value of the historic places in the city, lives them in depth because they are the ideal stage to be protagonists, protect them and leave them intact for those who come later.

Gratitude The sincerity with which we thank the authors we love. And they thank the fans who celebrate them in the magical setting of Lucca.

Lucca Crea s.r.l.

Società della Lucca Holding
S.p.A. (art. 2497 bis c.c.)
Corso Garibaldi, 53
55100 Lucca
www.luccacrea.it

tel. 0583 401711 | fax. 0583 401737
info@luccacrea.it

Registro Imprese di Lucca n. 01966320465
p.iva 01966320465 | Numero R.E.A. 185660
Capitale Sociale € 4.509.179,00 i.v.

