

LUCCA COMICS & GAMES

BY THE NUMBERS

"WELCOME TO THE WESTERN WORLD'S BIGGEST GEEK MEET"

Political Ads TV's Mad Dash for \$8 Yahoo's Stumble Why Originals Failed Generation Next Hollywood's New Leaders

OCT N° 4 110 YEARS

VARIETY



COSPLAY TIME
Lucca becomes even more picturesque during Comics and Games.

Get Me to the Geeks Tuscan confab draws Hollywood majors to medieval mecca **By Nick Vivarelli**

WELCOME TO THE Western world's biggest geek meet.

Some 254,000 ticket-buying fans descended last year upon Lucca Comics & Games, for comics fans with a European twist held within the medieval walls of the Tuscan town of Lucca, which Henry James once described as "overflowing with everything."

Tipsheet
WHAT: Lucca Intl. Festival of Comics, Animation, Illustration and Games
WHEN: Oct. 29-Nov. 1
WHERE: Lucca, Italy

Numerically the four-day Lucca fest/convention dedicated to fandom, cosplay, role-

verse of comics — comprising movies, TV and music — is the second-largest geek culture event after Tokyo's Comiket, which boasts 550,000 fans. That's almost twice as many as Comic-Con in San Diego, though access to both is limited.

Just like Comic-Con, Lucca Comics started decades ago as a comic book convention. And somewhat similarly it's now become an integral part of the Hollywood studios' promotional push in Europe, including Disney's "Star Wars: The Force Awakens," Fox's "The Peanut Movie" and Lionsgate's "The Hunger Games: Mockingjay — Part 2," which Universal Pictures Intl. Italy is distributing in the country.

"Five years ago we approached Lucca

responsive, bringing strong content," Giovanni Cova, topper of Milan-based entertainment marketing company Q Italian distributors and TV broadcast also attend in full force.

That said, Japanese manga mania dominates in the Renaissance-era get town known for its pink-hued church and 16th-century walls, where a dedicated quarter turns into Japan Town during shindig. But aside from the various ge cultures at play, what really defines L. Comics is the venue.

"Lucca has a soul," says Renato Gese, the event's topper. "It's a unique universe where everyone comes to share an experience in the streets, the gardens and piazzas, the cafes, the pizzerias, within the walls of a medieval city which is like an island."

Among its plethora of events and initiatives Genovese is particularly proud of the fact that Lucca Comics recently launched a crowdfunding portal for projects with comic world ties and the spawned standout Italian content suc

“WE HAVE TO BE THE **TRAILBLAZERS. FOR COMICS, TABLETOP GAMES, FOR THE ITALIAN CULTURAL INDUSTRY AS A WHOLE.” “WE SPEAK TO THE SINGLE SMALLEST PUBLISHER AS WELL AS THE WELL-ESTABLISHED, MORE FAMOUS COMPANIES... WE ARE THE STAGE MANAGERS OF THIS HUGE SHOW.”**

- EMANUELE VIETINA, LC&G DIRECTOR
THE HOLLYWOOD REPORTER NOVEMBER 15, 2022

275.182 TICKETS SOLD

IN ADDITION TO THE PRESENCE IN THE FREE AREAS
URBAN CITY WALLS - LUCCA JUNIOR - THE STREETS OF THE MEDIEVAL CENTER

AND **16.626** REGISTERED PROFESSIONALS

GLOBAL ATTENDANCE: **750.000**

LUCCA
COMICS&GAMES

ADVERTISING VALUE EQUIVALENT

VALUE OF MEDIA ACTIVITY ON LUCCA & LCG EQUIVALENT TO ADVERTISING COST
(ADVERTISING VALUE EQUIVALENT) TOTAL VALUE 2024:

OVER THAN

18.000.000 €

611.549.756

OPPORTUNITY TO SEE

1° SET - 30 NOV

Rating: L'Eco della Stampa

Source: "Shibumi" / "Blogmeter"

ENGAGEMENT
130M
+62%

TOTAL
MESSAGES
171K

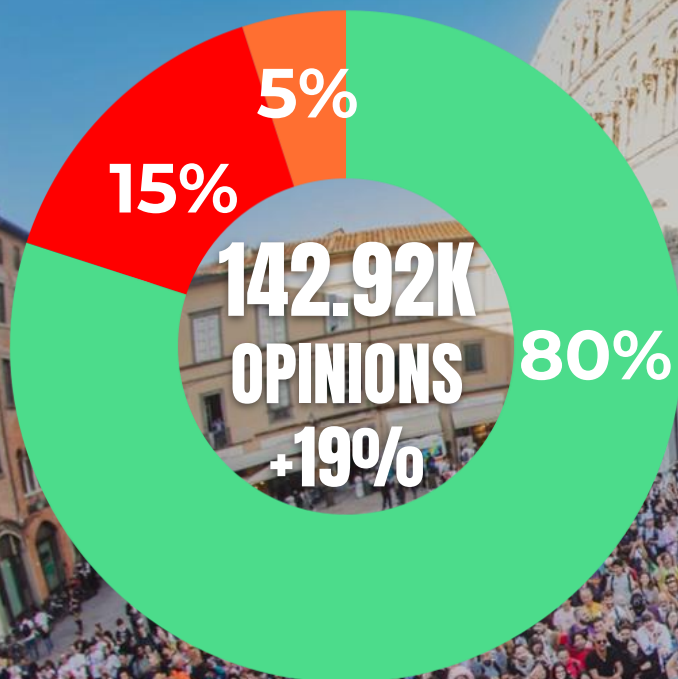
SEPT. 1st - NOV. 15th

171.000 CONVERSATIONS
FOCUSED ON LC&G BRINGING
130.000.000
INTERACTIONS

(LIKE, SHARE, RETWEET, COMMENTS, VIEWS...)

WEB LISTENING, VOLUMES OF CONVERSATION ABOUT
LUCCA COMICS & GAMES 2024

Sophia Nomvete, Cynthia Addai-Robinson and Ismael Cruz Cordova from the cast of Prime Video, The Rings of Power



WEB REPUTATION

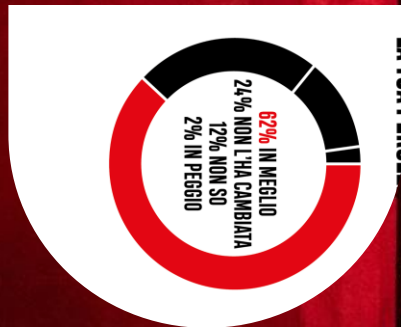
SENTIMENT REPRESENTATION ABOUT
LUCCA COMICS & GAMES 2024

POSITIVE OPINION
NEGATIVE OPINION
QUESTIONS

Source: "Shibumi" / "Blogmeter"

Squid Game 2 writer and director Hwang Dong-hyuk and the main characters Lee Jung-jae and Wi Ha-Jun

Source: Impact!
Ricerca Scientifica sui comportamenti del
pubblico. Scuola Imt Alti Studi Di Lucca.



LUCCA
COMICS&GAMES

CULTURA
APPUNTAMENTO FUMETTO IMPORTANTE
VIVA RITROVO INTERESSANTE DIVERTIMENTO NERD
TORNARE AMICI LUCCA CASA COMICS
GAMES FIERA
MERAVIGLIOSA PARADISO EVENTO BELLAMURA STUPENDA CULTURALE
STORICA CITTÀ MAGICO
VISITARE MONDO META MEGLIO MIGLIORE GRANDE SEMPRE
FUMETTI TOSCANA MEDIEVALE BELLISSIMA
META FANTASTICA DIVERTENTE

CLOUD WORDING AND SENTIMENT ANALYSIS

D&D exhibition in CHiesa dei Servi, LC&G 2024

LUCCA24
COMICS&GAMES
THE BUTTERFLY EFFECT

INTERNATIONAL PR

INTERNATIONAL PR

MEDIA FROM USA, UK, POLAND, RUSSIA, BRAZIL, SPAIN, MEXICO, CHINA, FRANCE, GERMANY AND SWITZERLAND ATTENDED LUCCA COMICS & GAMES 2024

25 INTERNATIONAL EDITORS

2 MOST IMPORTANT ENTERTAINMENT TRADE MEDIA

3 INTERNATIONAL NEWSWIRES



INTERNATIONAL PR - EL PAIS - SPAIN

THE MOST IMPORTANT SPANISH NEWSPAPER PUBLISHED 3 FULL PAGE ARTICLES ON PRINT & ONLINE EDITIONS DEDICATED TO FESTIVAL OVERVIEW – SQUID GAMES (WITH NETFLIX) - TETRIS (INTERVIEW WITH THE FOUNDERS)



**‘Gamers’,
‘otakus’,
‘seriéfilos’... y
un festival para
gobernarlos a
todos**

PATRICIA GOSÁLVEZ | Lucca
(Italia)



INTERNATIONAL PR - ASSOCIATED PRESS

GLOBAL NEWS AGENCY ATTENDED THE AMANO CORPUS ANIME EXHIBITION PRESS PREVIEW AND SYNDICATED THE NEWS INCLUDING HIGH QUALITY PHOTOGRAPHY AND VIDEO TO + 40 INTERNATIONAL TOP TIER MEDIA



From anime to fine art: Japan's Yoshitaka Amano is celebrated with a major retrospective

BY COLLEEN BARRY
Updated 9:31 PM CET, November 13, 2024

Share

MILAN (AP) — In a career spanning more than 50 years, Japanese artist Yoshitaka Amano has gained a following as an animator, illustrator, video game creator and fine artist. All those facets are on display in the largest retrospective of his work in the West, which opened Wednesday in Milan.

The "Amano Corpus Animae" exhibition celebrates Amano as a transversal artist whose Japanese style has been infused with Western influences, from the Italian Renaissance to Marvel superheroes and Pop Art.

Curator Fabio Viola said the exhibition aims to give the 72-year-old Amano "an artistic dignity" with his first major European show.

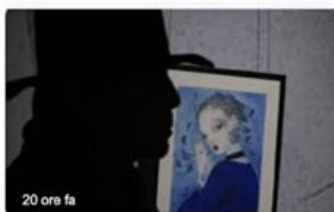
Amano's prolific career across media — from his start as an animator at the Tatsunoko studio at age 15 to recent work including posters celebrating Puccini's centenary — reflects his notion that an artist is someone with many talents.

WASHINGTON POST
DAILY MAIL
NEW YORK TIMES

ABC NEWS
SAN FRANCISCO CHRONICLES
EURONEWS
KOREA HERALD
US NEWS
WASHINGTON TIMES
JAPAN TODAY

THE INDEPENDENT
SOUTH CHINA MORNING POST
MSN

YAHOO
COLORADO SPRINGS GAZETTE
SEATTLE TIMES
STAR TRIBUNE
NEWSDAY
DAILY GAZETTE



AP News
From anime to fine art: Japan's Yoshit...



AP News
From anime to fine art: Japan's Yo...



AP News
From anime to fine art: Japan's Yo...



AP News
From anime to fine art: Japan's Yo...



Washington Post
From anime to fine art...



San Francisco Chronicle
From anime to fine art: Japan's Yo...



ABC News - The Walt Disney Company
From anime to fine art: Japan's Yoshit...



WFMZ.com
From anime to fine art: ...



NEWS10 ABC
From anime to fine art: Japan's Yoshit...



Colorado Springs Gazette
From anime to fine art: Japan's Y...



KSAT
From anime to fine art: Japan's Y...



The Daily Gazette
From anime to fine art: Japan's Y...

INTERNATIONAL PR - THE HOLLYWOOD REPORTER

LAUNCHED THE FIRST POSTER AND SQUID GAMES 2 IN THEIR INTERNATIONAL AND JAPANESE EDITIONS



HOME > TV > TV NEWS

Netflix to Preview 'Squid Game' Season 2 at Lucca Comics & Games

The creators and stars will attend Europe's top pop culture convention, which will also feature special celebrations for the 50th anniversary of 'Dungeons & Dragons' and the 40th anniversary of 'Tetris.'

BY SCOTT ROXBOROUGH | JUNE 26, 2024 6:22AM

Lucca on Wednesday announced other highlights of this year's convention, which include special celebrations for the 50th anniversary of fantasy roleplaying game *Dungeons & Dragons*, the 40th anniversary of the pioneering computer game *Tetris*, and the 25th anniversary of iconic Japanese manga *One Piece* (which Netflix recently adapted as a live-action series).

The festival also unveiled this year's poster, designed by Japanese artist Yoshitaka Amano, called *The Butterfly Effect*, supposedly inspired by Giacomo Puccini's opera *Madame Butterfly* (see below). A renowned contemporary artist, painter and sculptor, Amano is perhaps best known for his designs for the *Final Fantasy* video game series. [L'Espresso](#)



Netflixが『イカゲーム』シーズン2をルッカ・コミックス&ゲームズでプレビュー

By The Hollywood Reporter Japan | © 2024年6月27日



イカゲーム EVERETT



トム・ホランド、恋人ゼンデイヤを時々グーグル検索「ちょっと不安だから」
Posted on 2024年11月5日



コール・スプリングス、パームスプリングス国際映画祭でスポンサー賞を受賞
Posted on 2024年11月5日



新しい学校のリーダーズが語る、グローバルな舞台での音楽の魅力と「普通」の選り好み
【インタビュー】
Posted on 2024年11月5日



『グラディエーター』主演のポール・メスカル、デンゼル・ワシントンらが来日会見
Posted on 2024年11月4日

クリエイターと出演者たちがヨーロッパ最大のポップカルチャー・コンベンションに出席。『ダンジョンズ&ドラゴンズ』50周年と『テトリス』40周年の特別祝賀も行われる。

大ヒットした韓国スリラーシリーズ『イカゲーム』のクリエイター/脚本家/監督のファン・ドンヒョク、主演のイ・ジョンジェとウィ・ハジュンが、今年のルッカ・コミックス&ゲームズで待望のシーズン2をプレビューする。ヨーロッパ最大のコミックとゲームの祭典であるこのイベントは、イタリア中部の中世都市ルッカで10月30日から11月3日まで開催される。シーズン2は今年後半に公開予定だ。

QUICK RECAP

MORE THAN **1.500** PLANNED EVENTS

250 LIVE ARTISTIC PERFORMANCES

20 EXHIBITIONS

600 AUTHORS , OVER **150** INTERNATIONAL GUESTS

AND MUCH MORE... CONCERTS, THEATRE AND DIGITAL SHOWS

A GLOBAL PRODUCTION VALUE OF

12 MILLION

NO PUBLIC FUNDING

A PURE CULTURAL INVESTMENT OF

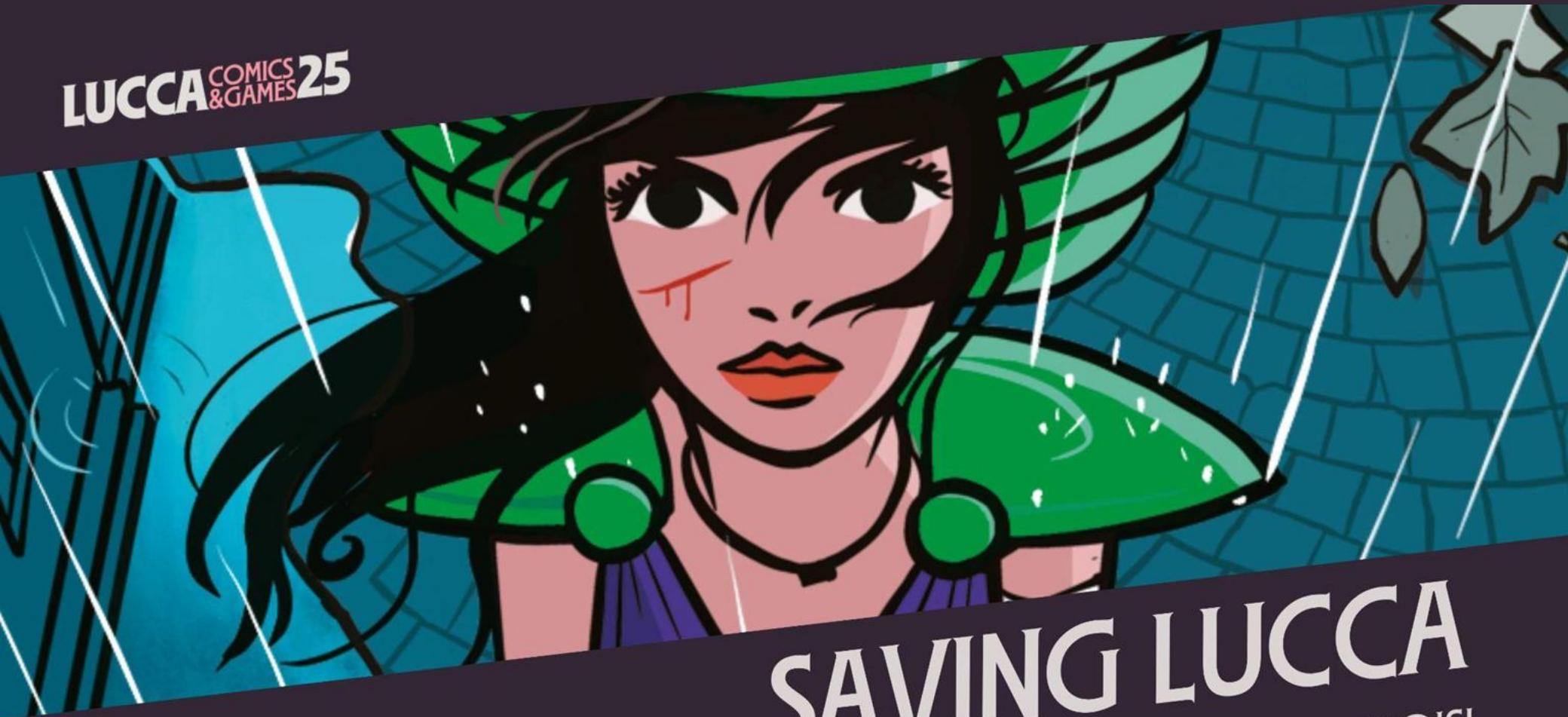
€ 3.000.000

LUCCA COMICS & GAMES 25



LOVING LUCCA
I VALORI

LUCCA COMICS & GAMES **25**



SAVING LUCCA

LICIA TROISI

I WONDER
www.iwonder.it

Unipol Biografilm
eas Touring

I LOVE LUCCA COMICS & GAMES

UN FILM DI MARINO CASTRONA

TRAILER UFFICIALE

**THANK
YOU**

SEE YOU AT

LUCCA COMICS & GAMES 2025

OCTOBER 29TH - NOVEMBER 2ND



FOLLOW US ON

WWW.LUCCACOMICSANDGAMES.COM

INTERNATIONAL PR - VARIETY

THE ENTERTAINMENT TRADE MAGAZINE PROVIDED DAILIES & SENT A NEWSLETTER TO THEIR GLOBAL AUDIENCE



Top Stories



Lucca Comics Chief on Why the Medieval Town Named a Street After 'Dungeons & Dragons' Co-Creators Gary Gygax and Dave Arneson

Lucca Comics & Games, which is held annually in the Tuscan town, has expanded to become the largest geek meet in Europe.

By Nick Vivarelli • [Read More](#)



'Squid Game' Creator Hwang Dong-hyuk, Stars Lee Jung-jae and Wi Ha-jun to Attend Lucca Comics and Games

[Read More](#)



Home > Digital > Global

Nov 3, 2024 11:08am PT

'Tetris' Creator Alexey Pajitnov and Company Co-Founder Henk Rogers Celebrate Game's 40th Anniversary at Lucca Comic and Games Convention

By John Bleasdale •



Lucca Comics and Games Set for Watershed Edition With Thousands of Fans Descending Upon Tuscan Town to Meet Their Heroes

[Read More](#)

Home > TV > Global

Nov 3, 2024 10:05am PT

'Love, Death & Robots' Creator Tim Miller on His Videogame Inspired Animated Series 'Secret Level'

By John Bleasdale •

**FANTASY IN
TUSCANY**

**BEYOND
THE BRAND
TOUCHPOINT**



VIA DELLE VILLE



WORLD-RENOWNED BRANDS AND THE MOST RELEVANT ITALIAN BRANDS AND PUBLISHERS

-NETFLIX
-DISNEY
-TIKTOK
-AMAZON
-PRIME VIDEO
-UNIVERSAL
-NINTENDO
-HASBRO
-CARTOON NETWORK
-RED BULL
-BANDAI
-TWITCH
-TOEI
-CRUNCHYROLL
-RIOT

RAI
RCS
FELTRINELLI
MONDADORI
GRUPPO GEDI
GRUPPO MAURI SPAGNOL
PANINI
SERGIO BONELLI
STAR COMICS
J-POP
IL CASTORO

Leading companies in the creative industries choose Lucca
and LC&G for their premieres

MOVIE



STREAMER
NETWORKS



VIDEOGAMES



COMICS



GAMES



NOVEL



COLLECTABLE



OTHER PARTNERS

ORGANIZZATO DA



IN COLLABORAZIONE CON



CON IL PATROCINIO DI

MAIN PARTNER



MAIN MEDIA PARTNER



OFFICIAL RADIO



DIGITAL PARTNER



OFFICIAL E-COMMERCE PARTNER



ENTERTAINMENT PARTNER



VALUE PARTNER



MOBILITY PARTNER



SPONSOR



MEDIA PARTNER



INTERNATIONAL MEDIA PARTNER



LUCCA JUNIOR PARTNER



MUSIC & COMICS PARTNER



MOVIE PARTNER



PODCAST PARTNER



BOOKSTORE PARTNER



GRAPHIC NOVEL THEATER PARTNER



AWARD PARTNER



SCIENTIFIC PARTNER



INTERNATIONAL PR - VATICAN NEWS - LUCE ANIME

THE NEWS OF THE ANIME MASCOT FOR THE CATHOLIC JUBILEE WENT VIRAL
OBTAINING COVERAGE IN WORLDWIDE TOP TIER MAINSTREAM PUBLICATIONS & TIK TOK



Vatican's anime-style mascot Luce goes viral on internet with Catholic memes, fan art

Meet 'Luce': The Vatican's cartoon mascot for Jubilee 2025



Vatican unveils new cartoon mascot for Catholic Church
Archbishop Rino Fisichella says the mascot named Luce is "created from the desire to enter into the world of pop culture, so beloved by our young people".
www.google.com



The Jubilee at Lucca Comics & Games
The Dicastery for Evangelization, responsible for organizing the Jubilee of 2025, took part in the Lucca Comics and Games festival with a pavilion ...
www.lubilaum2025.va

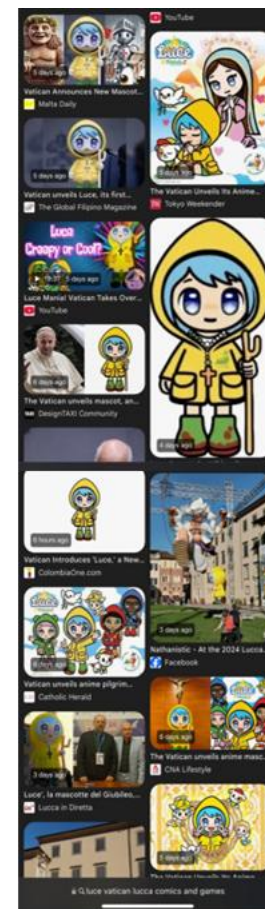


The Vatican Just Dropped an Anime Girl Mascot Named 'Luce'
The Catholic Church tapped tokidoki creator Simone Legno for its first-ever anime mascot, Luce, debuting at an Italian comic convention.
www.vice.com



The Vatican Attends Lucca, Launching Their Cartoon Mascot, Luce

Luce is the Vatican's official mascot for the 2025 Jubilee, was unveiled by Archbishop Rino Fisichella for Lucca Comics & Games



LUCCA24
COMICS&GAMES
THE BUTTERFLY EFFECT



Art by Yoshitaka Amano



