



1952 -2012: TV SORRISI E CANZONI CELEBRATES 60 YEARS

In bookshops from 20 November "60 Anni di Tv Sorrisi e Canzoni - Una storia italiana"

Segrate 19 November 2012 – *Tv Sorrisi e Canzoni*, the magazine that has accompanied the history of music, television and lifestyle in Italy, celebrates its 60th anniversary. To celebrate this anniversary *Sorrisi* has produced a book "60 anni di *Tv Sorrisi e Canzoni - Una storia italiana*", published by Mondadori, which describes the evolution of the Italy's first entertainment.

"The story of *Sorrisi* coincides with the history of Italy from the postwar period to the present, as well as with the history of our dreams, those made of songs, films, TV shows and 'recent and not so recent' characters" says **Aldo Vitali**, editor of *Tv Sorrisi e Canzoni*. "It is of course also the story of a special magazine, the best-selling and most imitated, the most whimsical and sometimes, as you can see from the pictures and the covers in this book, the craziest. Above all, the most authoritative; so much so that it has been widely considered "the Bible of entertainment." This book, based on *Sorrisi's* astonishing archive, is a great adventure full of twists and emotions and a genuine treat for the eyes. We like to think that behind the many surprises on these pages, people will recognize the same curiosity, the same passion and the same soul with which we continue today to keep the spirit of *Tv Sorrisi e Canzoni* alive," Vitali concluded.



The magazine has accompanied all the changes that have occurred in the world of entertainment – from the period in which songs were a unifying element for the whole country, to the emergence of television in the swinging '60s, through the boom of commercial television in the '80s, to the present day, with the advent of new channels, new technological platforms and new ways of using content - becoming an increasingly essential tool with which to navigate the vast array of programmes, films, music, books, technology, radio and all other forms of entertainment.

"60 anni di *Tv Sorrisi e Canzoni - Una storia italiana* ", with 400 photographs and a preface by Aldo Grasso, traces the history of entertainment in Italy. The book will be available from tomorrow in all bookshops at the price of €29, including a gift facsimile of the first issue of *Tv Sorrisi e Canzoni*.