



In the Museum room dedicated to Pinocchio, which houses part of the Sergio Martinatto collection, special space is devoted to the history of the picture books and of the first movable picture book dedicated to Pinocchio, published in Italy between 1915 and 1922 by the Florentine publisher Bemporad with illustrations by Attilio Mussino.

The itinerary ends with a selection of unique-copy animated artifacts created in Italy by the young Florentine schoolteacher Luisa Terzi, one of the first women – not only in Italy – to create paper movable devices in the early twentieth century. Among others, the exhibition includes the 1914 picture book inspired by Paola Lombroso Carrara's book *Storie vere di Zia Mariù* (True Stories by Zia Mariù), with illustrations by Bona Gigliucci. This precious handmade work was recently restored by the Centro Conservazione Restauro "La Venaria Reale". The exhibition is complemented by a selection of works created by students from the "Book Design" programme at the Liceo Artistico Passoni in Torino and by students of the Children's Literature and Illustration course (2024–2025) at the Accademia Albertina di Belle Arti in Torino.



The immersive itinerary includes videos, three-dimensional projections and interactive stations for exploring and setting movable books in motion. A multimedia table allows visitors to bring to life – and play with – the character of Shockheaded Peter. Also on display are short animated films produced by the Centro Sperimentale di Cinematografia – sede Piemonte, inspired by the music-themed movable plates of Lothar Meggendorfer, along with a series of sound animations to be explored.



**pop-app
museum**
Movable books and multimedia



The Pop-App Museum offers a fascinating journey of discovery into movable books: special books capable of arousing wonder and fun thanks to effects of movement and three-dimensionality – true forerunners of modern digital applications. The Museum makes available to the public and to scholars the precious collection of movable books of the Fondazione Tancredi di Barolo, consisting of more than 1,500 Italian and foreign examples from the 16th to the 20th century: a long history in dialogue with the contemporary world.

Thanks to various multimedia stations, visitors can enjoy an immersive, sensory experience between paper and digital media, "navigating" interactively through three-dimensional books and setting movable plates in motion. The Pop-App Museum, with the six new rooms inaugurated with the exhibition dedicated to Lothar Meggendorfer and the Italian movable book, complements the permanent exhibition already present in the historic cellars of Palazzo Barolo, devoted to an overview of the different types of paper animation, to their relationship with pre-cinema, and to the history of the movable book, from 16th-century scientific volumes containing movable devices to Bruno Munari's masterpieces.

MUSLI
MUSEO SCUOLA LIBRO INFANZIA

**Opening of the Pop-App Museum and
the exhibition *Sempre allegri, Bambini!*
(Always Jolly, Children!)**

**Thursday 11 December 2025, from 10:00 a.m.
Sala delle Colonne, Palazzo Civico, Torino.
Free admission subject to availability,
upon prior registration via QR-Code.**



**Open to the public
from Friday 12 December 2025**

**Until Sunday 11 January 2026, special openings
every afternoon, from 2.30 pm to 7.00 pm.**

Closed: 24, 25, 31 December 2025 and 1st January 2026.

In the coming months, the opening of the Pop-App Museum will be accompanied by **talks, workshops, presentations and educational activities.** Further information and calendar:



Tickets:

Pop-App Museum (including exhibition): 8 €

Pop-App Museum + Museum of School: 10 €

Free admission for children up to 10 years of age; holders of the Abbonamento Musei Piemonte; holders of the Passaporto culturale; visitors with disabilities and any accompanying persons. Other free and reduced tickets are also available.

011 19784944 – 388 4746437

didattica@fondazionetancredidibarolo.com

info@fondazionetancredidibarolo.it

www.fondazionetancredidibarolo.com

www.pop-app.org

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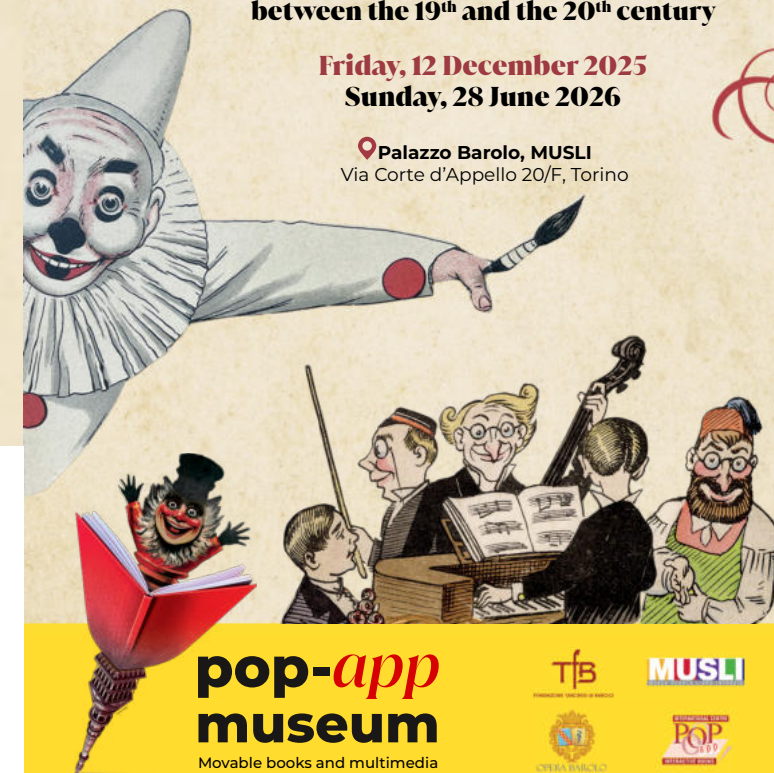
EXHIBITION

**Sempre allegri,
BAMBINI!**

**LOTHAR MEGGENDORFER
and the Movable Book in Italy
between the 19th and the 20th century**

**Friday, 12 December 2025
Sunday, 28 June 2026**

Palazzo Barolo, MUSLI
Via Corte d'Appello 20/F, Torino



**pop-app
museum**
Movable books and multimedia



TFB
Fondazione
Teatro
Filosofico
Barolo




CENTRO
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CSO Centro Sperimentale
di Cinematografia

Sempre allegri, Bambini! (Always Jolly, Children!) **Lothar Meggendorfer** and the Movable Book in Italy between the 19th and the 20th century

Bibliographic and interactive exhibition on the occasion of the centenary of the death of the German artist (1925-2025)



A genius recognized above all for the originality and complexity of his movable books, during his lifetime Lothar Meggendorfer (Munich, 1847-1925) created more than 160 books, numerous illustrations for magazines, advertisements, games and postcards. He enjoyed great success from the outset: as early as 1902 more than one million copies of his books were distributed and translated into ten languages. After an early career as a caricaturist and his first illustrated children's books, he created his first pull-tab movable book, *Lebende Bilder* (Living Pictures), for Christmas 1878 as a gift for his children. It was published the following year to great acclaim. Twenty-six pull-tab books followed, characterized by elaborate mechanisms capable of setting in motion up to six different parts of an illustration. Meggendorfer also developed, with great creativity and versatility, transformation books, books with rotating wheels and spectacular, strikingly three-dimensional works such as the famous *Internationaler Circus* (1887).

His movable books have been described as true works of art, capable of making characters "come alive" with verve and humour.

The artist's success and his rediscovery in recent decades – in addition to the numerous reprints that appeared between 1970 and 1980 – are also documented by the biennial prize named after him since 1998 by the American Movable Book Society.

The arrival of Lothar Meggendorfer in Italy was very early and represents a novelty and a stimulus in Italian children's publishing. His works were published by the Swiss-born publisher Ulrico Hoepli who, between 1884 and 1911, issued seven Meggendorfer books, with a preference for pull-tab books, only a few copies of which have survived. These were relatively expensive books, intended as Christmas gift books, and were produced using a mix of plates taken from several original German titles... a fascinating story that the exhibition seeks to reconstruct.

One key to the success of these books was undoubtedly the fun they promised, clearly expressed right from the titles: *Storielline buffe* (Funny Little Stories), 1884; *Sempre allegri, Bambini!* (Always Jolly, Children!) 1886, translated by Pasquale Fornari; *Ridete con me!* (Laugh with Me!), 1894 and *Pupazzi vivi e allegri* (Lively, Cheerful Puppets), 1911.



A work of particular importance is *Pierino Porcospino Vivente* (The Living Shockheaded Peter) 1899, with text by Gaetano Negri: a very rare and almost unknown movable reinterpretation of the famous *Struwwelpeter* (1844) by Heinrich Hoffmann, whose first Italian translation was published by Hoepli in 1883.



Research carried out for the exhibition has revealed that the presence of Meggendorfer's earliest drawings in Italy dates back to 1882. In the prestigious children's periodical «Il Giornale per i Bambini» («The Children's Newspaper») – famous above all for having serialized Collodi's *La storia di un Burattino* (The Story of a Puppet, 1881-1883) – several cartoons by the German artist appeared, taken from «Münchener Bilderbogen», one of the satirical journals for which he worked as a caricaturist.

In Italy, the history of movable books intertwines with that of picture books, and both represent innovations in a national context generally lagging behind the international scene. Starting from the 1870s, movable books and colour picture books imported from abroad were circulating in our country, particularly via some Milanese publishers such as Hoepli and Vallardi. The focus of the exhibition is on the role of Hoepli: thanks also to his carefully prepared publishing catalogues, it has been possible to shed light on a large part of this production – rare and scarcely present in libraries.

The focus of the exhibition is on the role of Hoepli: thanks also to his carefully prepared publishing catalogues, it has been possible to shed light on a large part of this production – rare and scarcely present in libraries. The volumes are shown in their Italian versions or, when these are not available, in the foreign-language editions that have been located. Alongside high-quality picture books for young children and abecedari (ABC books) of extraordinary graphic quality, spectacular books based on different mechanisms have been found: scenic books, pull-tab books, dissolving-view picture books, all bearing witness to the creative potential of these precious paper-engineered works.

