

**I festival letterari in Puglia.  
Numeri e caratteri  
di un paesaggio culturale del Sud**

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*Abstract*

*Puglia Literary Festivals. Numbers and Features of a Southern Cultural Landscape*

*In the last twenty years, a lot of cultural festivals have spread in Italy. These cultural activities have specific features when compared to the more traditional book fairs, so that their rapid growth has led some scholars in cultural economics and publishing problems to analyse them in various studies and reports. The present essay, analysing the main Puglia literary festivals, more generally reflects on the features and identity of a cultural phenomenon in continuous growth and transformation.*

**Keywords:** Festival; Puglia; Book; Publishing; Literature.