Beat: Entertainment

LUSITANIA: A HIGHLY ANTICIPATED DESTINATION FOR "ASTERIX AND OBELIX" NEW ALBUM

LUSITANIA, PRESENT-DAY PORTUGAL

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USPA NEWS - Germany, Egypt, Brittany, Hispania, Helvetia, Belgium, Greece, Italy, India, and even Mesopotamia... In Sixty-Six Years, "Asterix and Obelix", often accompanied by Dogmatix, have visited more than Fifteen Countries. Whether traveling on Foot, by Cart, by Dromedary, by Flying Carpet, or by Galley, they have traveled the World, venturing into the Distant Lands of the Sarmatians, and even into the Land of the Picts...

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Often, Travel is also an Opportunity for them to taste Local Specialties: among the Bretons, they were tempted by the Magic Tea Potion; in Corsica, they tasted Wild Pig; and in Helvetia, Obelix developed a Passion for Melted Cheese. Through their Travels, they also learned New Customs, such as Pétanque in Massilia, or Dancing with the Nomads in Hispania. It is not far from there that their 25th Trip will take place. An Opportunity to discover a New People...

For Several Years, Asterix Readers have been hoping to see the Famous Gauls set foot in Lusitania, Present-Day Portugal. This Wish was all the Stronger since the Series has already taken "Asterix and Obelix" to many Countries in Europe and the Mediterranean Basin, but never to this Region, Rich in History and Traditions.

The Choice of Lusitania was Obvious, explains Fabcaro: "First, we had to find, obviously, a Destination our Friends had never been to. And, mind you, the Range of Possibilities is gradually narrowing, our Gauls are starting to have traveled quite a bit! And then I wanted a Sunny, Bright Album in a Country not too far away that felt a bit like a Vacation. So Lusitania quickly emerged. I had already been there Several Times on Vacation, I loved it! The People there are Very Warm."

A Destination that Immediately Inspired Didier Conrad: "I went to Portugal a Few Years ago and I really liked the Country. I love drawing Travel Albums. I enjoy reproducing the Picturesque Landscapes and introducing Nods to the Culture of the Country visited, and there's no Shortage of that in Portugal!"

An Album eagerly awaited by the Portuguese, as confirmed by the Portuguese Ambassador to France, H.E. Francisco Ribeiro de Menezes: "Lusitania welcomes its Friends Asterix and Obelix with Open Arms. We've been waiting for Them for a Long Time. Just like the Indomitable Gauls, the Lusitanians also had to fight for their Freedom and to preserve their Identity, forged across the Same Ocean and the Same Empire. Lusitanians and Gauls share many Characteristics: their Gluttony, their Patriotism, their Poems and Songs, their Travels and Discoveries What will Asterix and Obelix do with Little Dogmatix back Home, that is, in Lusitania? I've been waiting for this Moment Impatiently - what Adventures of our Friends, what Gags, what Faces and Landscapes await me? I'll read Asterix in Lusitania just as I always have, remembering the Comics I began to discover when I was just a Kid holding his Mother's Hand for the Great Crossing of the Boulevards of Lutèce - Paris."

Photo Left:
- Fabcaro, Screenwriter
- H.E. Mr. Francisco RIBEIRO DE MENEZES, The Ambassador of Portugal to France
- Didier Conrad, Comic Book Artist

Photo Right:
- Sylvie UDERZO, Daughter of Albert UDERZO
- Anne GOSCINNY, Daughter of René GOSCINNY

Each New "Asterix and Obelix" Album is surrounded by Secrets... Revealed at the End of Summer 2025, the Trailer shown was Part of a Tradition that dates back to the 1960s. On Several Occasions, René Goscinny and Albert Uderzo had in fact imagined a Comic Strip Page in the Form of a TV Show to announce the Publication of a New Asterix Adventure in the Pilote Newspaper: for "The Battle of the Chiefs" in 1964, for "Asterix in Britain" the following year, and in 1970 for "Asterix in Switzerland". Already, the Creators of the Series were playing with the Curiosity of the Media and the Confidentiality to be respected for the Pleasure of the Readers!

For "Asterix in Lusitania", Fabcaro and Conrad chose the Contemporary Equivalent of a Television Show: a Short Interview Broadcast Online with an Off-Camera Interviewer. The Event is scrutinized Live by the Great and the Good, from Cleopatra to Bigfloéholix! Here too, a Few Clues about their Adventure have been slipped in...

And there's No Shortage of Colors on the Cover of "Asterix in Lusitania". With its Pastel Colors, Mixing Shades of Pink, Yellow, and Orange, the Cover pays Homage to the Beauty of Portuguese Cities. It features Local Specialties, Cod—which a Woman is drying on her Balcony!—the Famous Black and White Portuguese Cobblestones, not to mention a Breathtaking Bird's-Eye View of the Port, which plays such an Important Role in the Life and History of the City.

While the Die-Hard Gauls Stroll, a Lusitanian Couple, visibly In Love, chat not far from them. A Street Scene that exudes the Sweetness of Life. But lurking in the Shadows, at the Bottom Left, a Man inspires Less Serenity...

Remember: a Lusitanian, already seen in "The Mansion of the Gods", has requested the Support of Asterix and Obelix to help him free his Friend, a Prisoner of the Romans. One Thing is certain: there's going to be Action in Lusitania!

LUSITANIAN SPECIFICITIES: FADO, BACALHAU, AND CHESTNUTS

In any Asterix Travel Album, we can expect a Unique Cocktail of Adventure, Humor, and Cultural References! Each People encountered is Tenderly Caricatured, Both in Words and Drawings: Accent, Gastronomy, Habits, everything is there! The Authors have Fun playing with the Specific Characteristics of Each Country, but always with Kindness. What can we expect in this New Album?

SAUDADE, SYMBOL OF PORTUGUESE IDENTITY!

Breton Composure, Hispanic Pride, Swiss Cleanliness, Belgian Joviality... For the New Destination of Asterix's Adventures, it was Necessary to find a Feeling capable of Synthesizing the Lusitanian Spirit. Go for Melancholy! With her, the Authors set themselves a Major Challenge: to translate, through Both the Script and the Drawings, this Bittersweet State, so Difficult to explain and grasp... while making it the Subject of a Comedy.

Try to imagine a Feeling mixing Nostalgia, a Touch of Sadness, but also a Hint of Poetry, Elegance, and Hope. Add a Hint of Fado, a Pinch of Sunset over the Atlantic: you get the Famous Saudade, a Typically Portuguese and Untranslatable Word. You have to experience it to understand it. Indeed, the Portuguese have made it an Art of Living: one can be Melancholic, but always with a Smile, and with the Hope that Tomorrow will be even more Beautiful to miss.

But what is the Origin of this Melancholy? Could the Explanation go back to "Viriate"?

A Shepherd turned Warlord, "Viriates" is the Lusitanian equivalent of Vercingetorix. In the 2nd century BC, in 150 BC, he survived the Massacre of the Lusitanians by the Roman Lender "Servius Sulpicius Galba". As the Romans embarked on the Conquest of the Iberian Peninsula, this Heroic Figure, renowned for being a Shrewd Strategist, decided to form a Troop of Rebels to resist. Although he managed to repel the Roman Invaders from 147 to 142 in Decisive Battles, Viriates was betrayed by Three Relatives who killed him in his Sleep. He had just begun Negotiations with Rome... Lusitanian Melancholy therefore stems from this Event, at the Heart of a Tension between Treachery and Heroism.

THE HOSPITALITY AND GENEROSITY OF THE LUSITANIANS

Melancholy does not prevent the Lusitanians from being a Friendly and Good-Natured People. Indeed, Roman Chroniclers noted the Warm Welcome of this People from the West of the Peninsula.

Today, this Tradition continues in Portugal: Hospitality is not just a Word, it is a Way Of Living! We welcome Strangers like Friends, we offer Them a Drink, and it is not uncommon for a Simple Tea Party to end around a Well-Stocked Table... or to continue for Hours around One or More Glasses!

THE ESSENTIAL LOCAL SPECIALTIES: COD...
On These Tables, it's very likely you'll find Cod! Portugal's Specialty par Excellence, Cod is also its National Symbol, thanks to its Maritime Trade. Lusitania was also considered one of the main Sources of Gold for Rome. And during the Roman Occupation, Fish Salting even experienced a Spectacular Boom.

Will the Gauls succumb to the Famous Local Dish? Not so sure for Obelix, who is wary of anything not made from Wild Boar! Cod won't be the Only Local Specialty the Gauls will taste during their Stay...

Portuguese Craftsmanship is also honored in "Asterix in Lusitania". Two Specialties stand out Strongly. First appearing in Andalusia, as a Legacy of Moorish Architecture, Oriental Tiles are called Azulejos. This Tiling Art is found Everywhere in Portugal, from Churches to Public Buildings to Private Homes. It's Logical that it's even found in "Asterix in Lusitania"! The Other Source of Lusitanian Pride dates back to Antiquity, to the Time of the Roman Occupation. In Portugal, Cobbled Streets are Part of the National Identity. "Calçada Portuguesa" is known for its Complex Patterns, with a Search for Chromatic Contrasts through the Use of Hand-Cut Stones, which is sure to please a Certain Gallic Menhir Carver!

THE PORTUGUESE SETTINGS AND LANDSCAPES
As is Often the Case during their Travels, Asterix and Obelix will discover the Local Landscapes. And what Landscapes! They will be spoiled: Lusitania is a Concentration of Nature, Sea, Mountains, and Authentic Villages bordering the Atlantic.

VILLAINS AND CARICATURES
Many of Them have made an Impression on Readers: Gracchus Pleindastus in "The Golden Sickle". Coronavirus in "Asterix and the Transitalique" or Prolix in "The Soothsayer", Acidenitrix in "The Great Ditch", Vicévertus in "The White Iris". This New Album will not break with Tradition, and New Characters will join the Gang of Villains!

On the Cover of "Asterix in Lusitania", he's Barely Visible. Hidden behind a Pillar, to the Left of the Image, an Intriguing, Sinister-Looking Character observes Our Two Heroes. With his Receding Hairline, Unshaven Cheeks, and Evil Demeanor, he almost resembles Tullius Detritus, tasked with causing Discord in the Gallic village in "Discord". The Name of this Individual, who is about to give Asterix and Obelix a Hard Time, says Everything you need to know about Him: Pirespès!

He will be accompanied by a Centurion named Nouvelopus. A Well-Chosen Name, because the Authors lent him for the Occasion the Features of a British Comedian, well known for his Sarcastic Humor.

It's been the Tradition since the First Albums by Goscinny and Uderzo. After Pierre Tchernia (who appears in "Asterix in Corsica" under the name Gazpachoandalus, but also in the Guise of Various Romans throughout the Albums), there was also Sean Connery (made up as Caesar's Spy in "The Odyssey of Asterix"), more recently Johnny Hallyday (Bard in "Asterix and the Picts") and Michel Houellebecq (Geographer in "Asterix and the Griffin"). Today, it is Ricky Gervais who has the Honor of joining the Universe of the Indomitable Gauls!

Source: Press Conference on October 13, 2025
Album "Asterix in Lusitania" to be launched on October 23, 2025
@ Ambassy of Portugal in Paris

In the Presence of:
* H.E. Mr. Francisco RIBEIRO DE MENEZES, The Ambassador of Portugal to France
* Didier CONRAD, Comic Book Artist
* Fabcaro, Screenwriter
* Anne GOSCINNY, Daughter of René GOSCINNY
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