

**PIÙ LIBRI, PIÙ LIBERI**

# 3 NEMICI DELLA LETTURA

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VITA FRENETICA E **POCO TEMPO** A DISPOSIZIONE

**6 ORE E 4 MINUTI** CHE IN MEDIA PASSIAMO SU INTERNET  
DA QUALSIASI DISPOSITIVO.

L'OFFERTA DI ENTERTAINMENT E IL **CLICKBAIT**.

**Come e dove**

**Intercettare i lettori?**

# 1. IN TOUCHPOINT DIVERSI

# LE STORIES

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LA NEW YORK PUBLIC LIBRARY  
HA PORTATO I CLASSICI DELLA  
LETTERATURA NELLE SUE  
INSTAGRAM STORIES.  
INTERCETTANDO IL PUBBLICO  
ANCHE ONLINE CON UNO  
STILE DELIZIOSO



# BOOKTUBER

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GORDON HA RIPERCORSO IL  
VIAGGIO IN CORSICA CHE EMMA  
PIAZZA FA NEL SUO LIBRO  
L'ISOLA CHE BRUCIA.





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Every place has a story.  
Read the ones that became books.

October 29th • National Book's Day

Enjoy it, find a bookstore.

**CBL**  
Câmara Brasileira do Livro

Stories everywhere

**Problem**

Brazilians read only 2 books per year. How could we inspire and stimulate people using a simple and cheap way?

**Solution**

To get people more interested in reading, at "Book's Day" the Brazilian Book Association placed stickers in houses, apartments and schools, changing these places into book pages. After all, many good books come from real stories.

Watch the video

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**CBL** Brazilian Book Association



## **2. CON LINGUAGGI DIVERSI**

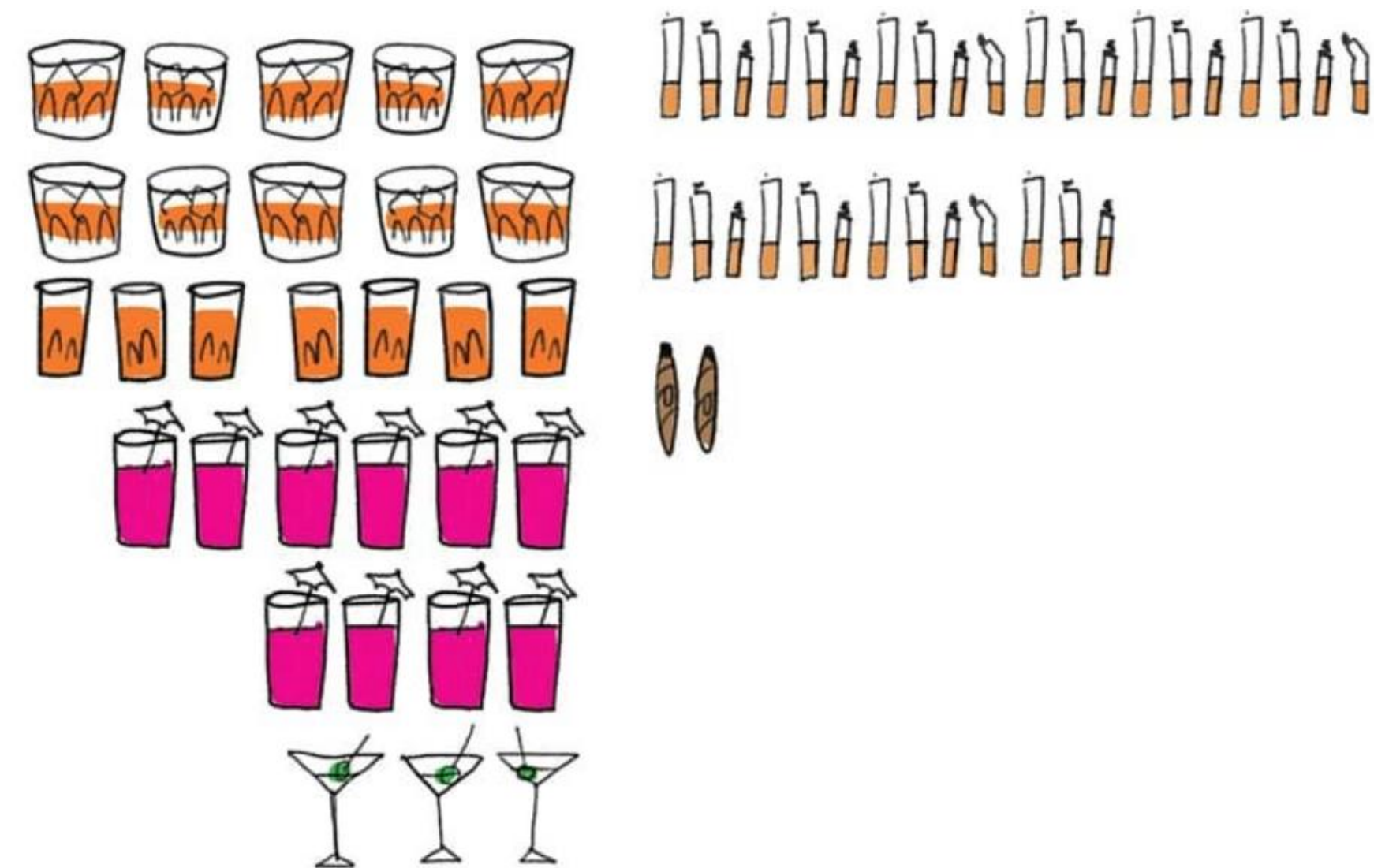


# Clickbaits

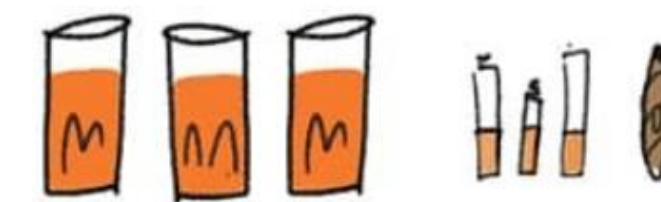
# INFOGRAFICHE

COME DIECI04 CHE UTILIZZA  
DELLE INFOGRAFICHE, IN  
QUESTO CASO QUANTO SI BEVE  
E SI FUMA NEI LIBRI DI SALINGER  
PER INGAGGIARE GLI UTENTI E  
IL PUBBLICO

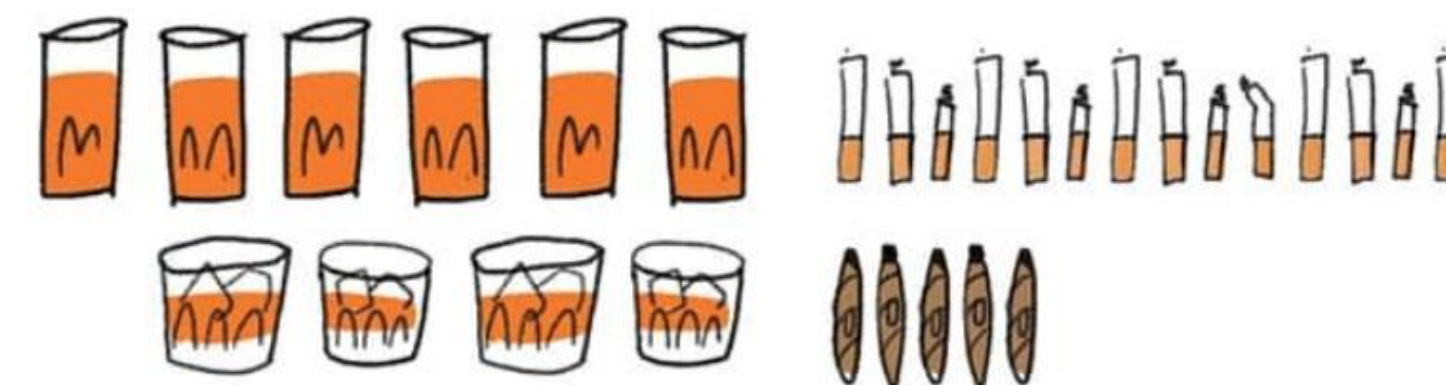
## *Il giovane Holden*



## *Seymour. Introduzione*




## *Alzate l'architrave, carpentieri*





# CONTENT

VANNI SANTONI PER L'USCITA DEL  
LIBRO MURO DI CASSE HA CREATO  
UNA PAGINA WEB DIVENTATA UN  
PUNTO DI RIFERIMENTO PER GLI  
APPASSIONATI DI RAVE.



Muro di casse  
@murodicasse

Home

Post

Foto

Informazioni


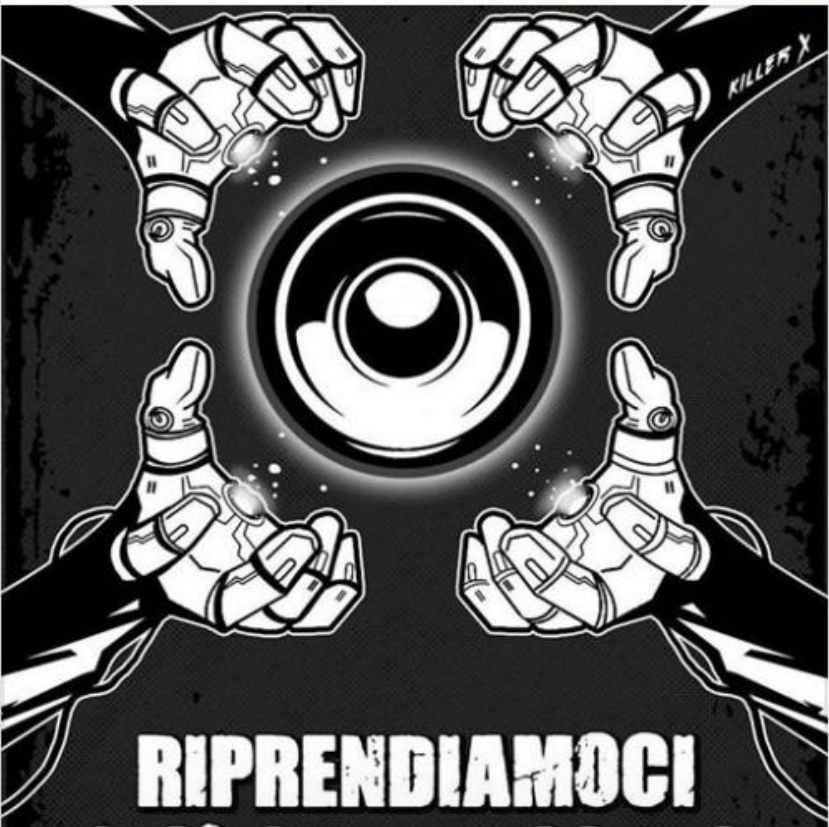

Community

Eventi

Crea una Pagina

Mi piace Segui Condividi ...

Foto





### **3. IN MOMENTI DIVERSI**



THE  
**OTHER SIDE**  
OF HISTORY





TWO SIDES OF HISTORY,  
TOGETHER







TWO SIDES OF HISTORY,  
TOGETHER



CONTRAPUNTO  
—BOOK STORE—



A stack of books is shown, with the top book being 'The Winds of Winter' by George R.R. Martin. The book cover is a light brown color with the author's name 'GEORGE R.R. MARTIN' embossed in large, dark letters. The title 'THE WINDS OF WINTER' is also embossed in a smaller font below the author's name. The book is slightly worn, and the pages are visible at the edges. The background is dark and out of focus, showing other books in the stack.

the book that shows you  
**THE WHOLE STORY**





# WRITTEN PORTRAITS

## 1. THE CHALLENGE

Promote the Portuguese publisher **Book.it** at Lisbon Book Fair 2013, with low budget actions in the surrounding area of the stand.

## 2. THE SOLUTION

Create portraits through words. Based on the traditional craft of portrait painters, we suggested an adaptation of the concept to the field of literature. Thus, the brush was replaced by the typewriter, the canvas by the blank page and the painter by the writer. He would look at a person and, without any previous interaction, try to capture his unique features and write them down in one small paragraph. This portrait would not be only about the appearance of the person but, essentially, about his mind and his feelings, like a psychological portrait written in a poetic language. In the end, the person keeps his written portrait so the experience, and the brand Book.it, gets perpetuated.

## 3. THE RESULT

After seven days at Lisbon Book Fair, 92 people were portrayed in a written document. The Book.it stand was always full of people and some of them waited for hours to have their portraits. Almost everyone was surprised by the typewriter – its appearance, its sound, its past revival. Everyone at the Book Fair talked about this action. It was such a success that was shared in many platforms, such as Facebook, Twitter, Blogs, Radio Stations (Antena 2, Super FM) and TV Channels (Correio da Manhã TV, RTP and SIC). After the Lisbon Book Fair, we were invited to write portraits at one of the biggest events in Portugal: Mega Pic Nic Continente. In one day, 22 people were portrayed and the Book.it stand was one of the most visited. Once more, it was a huge success.

[www.nutkase.pt](http://www.nutkase.pt)





**L'Importante non è**

**cercare di acchiappare**

**l'attenzione ad ogni costo**

**ma di costruire**

**sul contenuto del libro**

**PROVARE AD ESTENDERE  
L'ESPERIENZA DAL MOMENTO  
DELLA FRUIZIONI.**