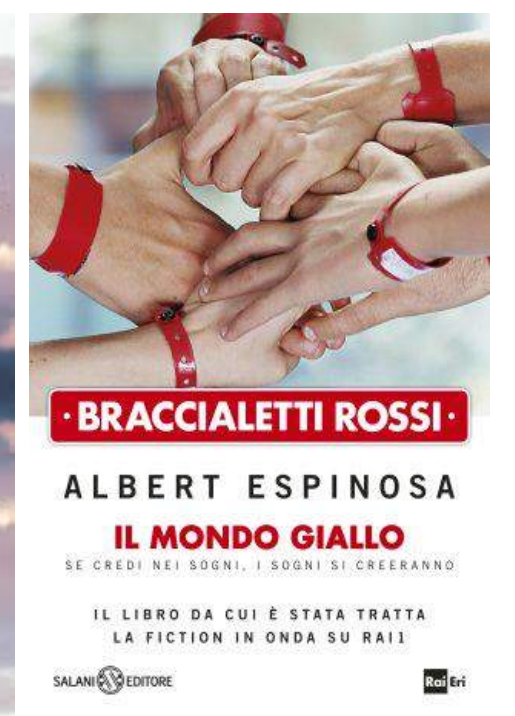
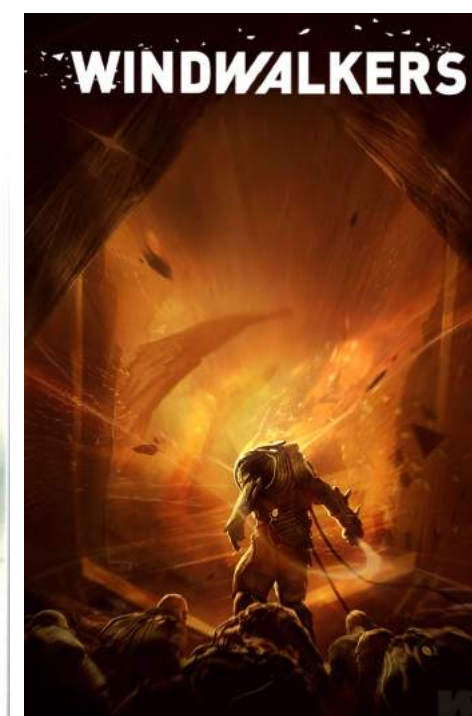
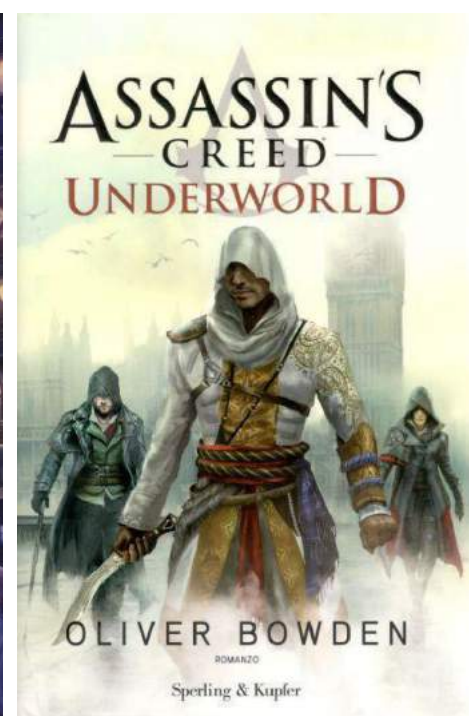
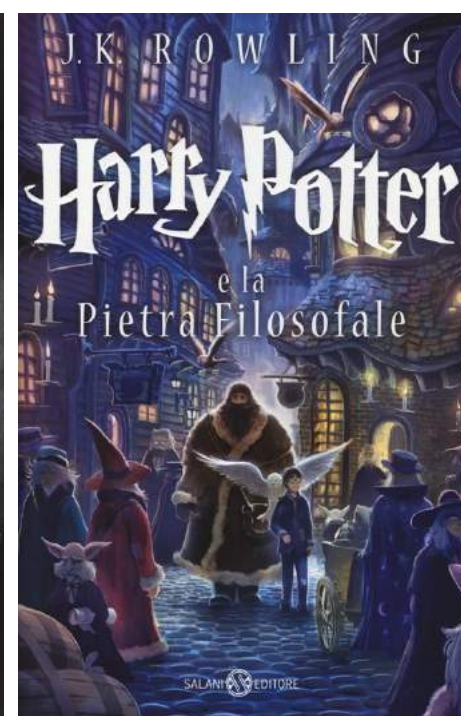
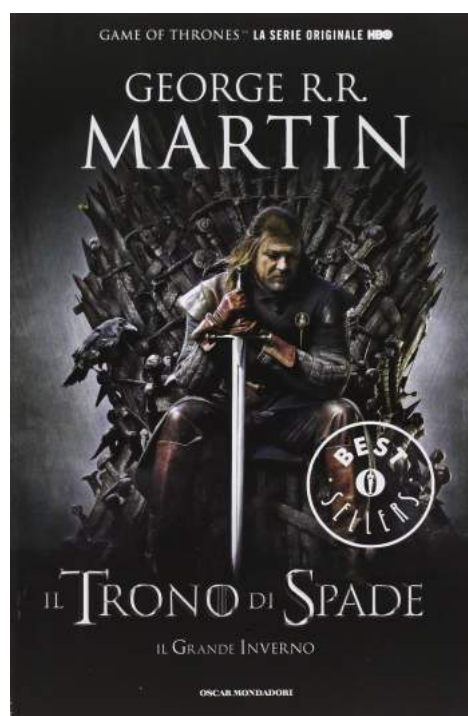
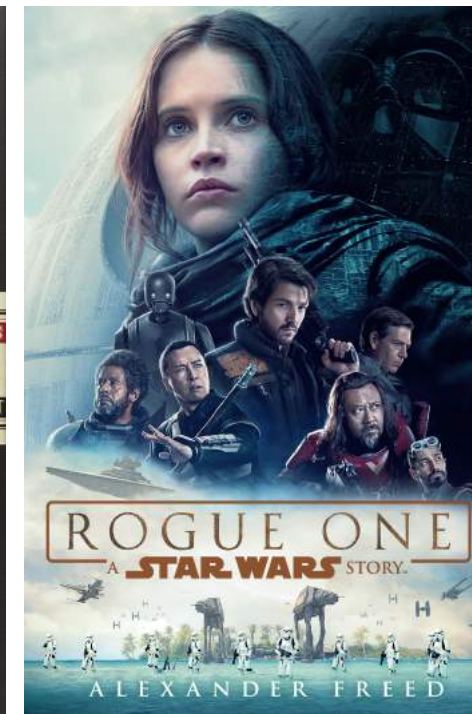
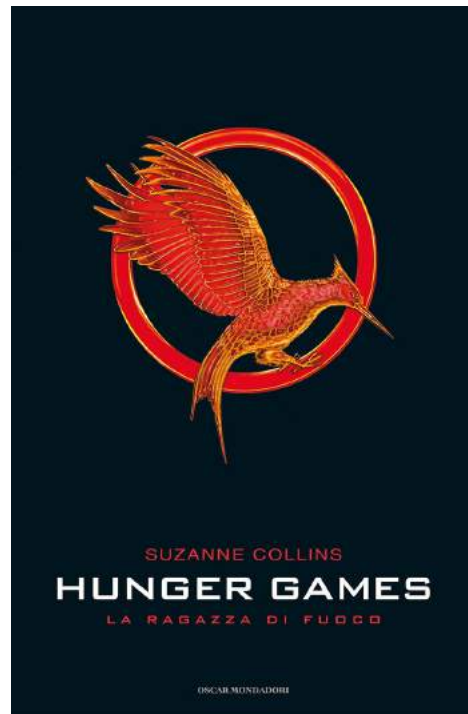


TRANSMEDIA STORYTELLING PER EDITORI E AUTORI



UNIVERSES, NEBULAE, STORIES



A NEW GEOGRAPHY OF THE TALE

UNIVERSES, NEBULAE, STORIES



**LO CHIAMAVANO
JEEG ROBOT**
ダーク・サイバー・アクション
DAL 25 FEBBRAIO
AL CINEMA
AL CHIAMAVANO JEEG ROBOT

**IL FUMETTO DEL SUPEREROE ITALIANO
CHE STA ARRIVANDO AL CINEMA!**

In attesa che il film "Lo chiamavano Jeeg Robot" arrivi nelle sale, La Gazzetta dello Sport, in collaborazione con Lucky Red, presenta in edicola un esclusivo fumetto basato sulla pellicola di Gabriele Mainetti. Per tutti i collezionisti, quattro diverse varianti di copertina, disegnate da alcuni dei più bravi fumettisti del panorama italiano: Giacomo Bevilacqua, Leo Ortolani, Roberto Recchioni e Zerocalcare!

**4
COPERTINE!
SCEGLI
LA TUA!**





**IL RAGAZZO
INVISIBILE** 2 [di 3]
Cajelli • Camuncoli • Dell'Edera • Vitti
DAL NUOVO
FILM DI
GABRIELE
SALVATORE

DA OGGI IN EDICOLA CON
La Gazzetta dello Sport
Tutto Cinema della vita

**CON 4 VARIANT COVER IN EDIZIONE LIMITATA
E DAL 2 FEBBRAIO AL CINEMA**



**ZERO
CALCARE**



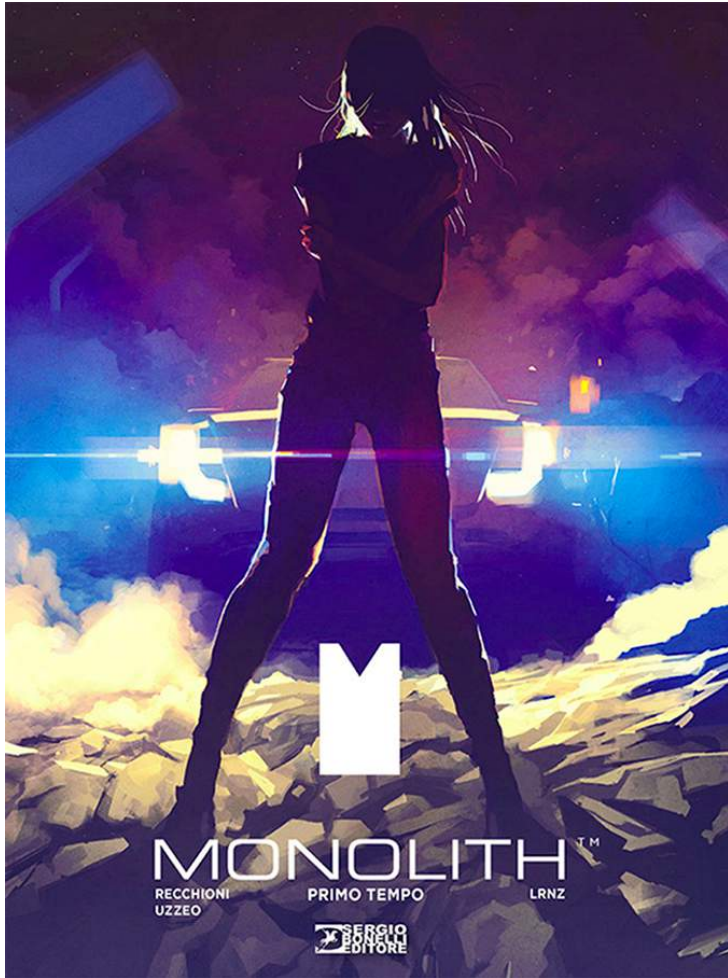
**GIACOMO
BEVILACQUA**



**ROBERTO
RECCHIONI**



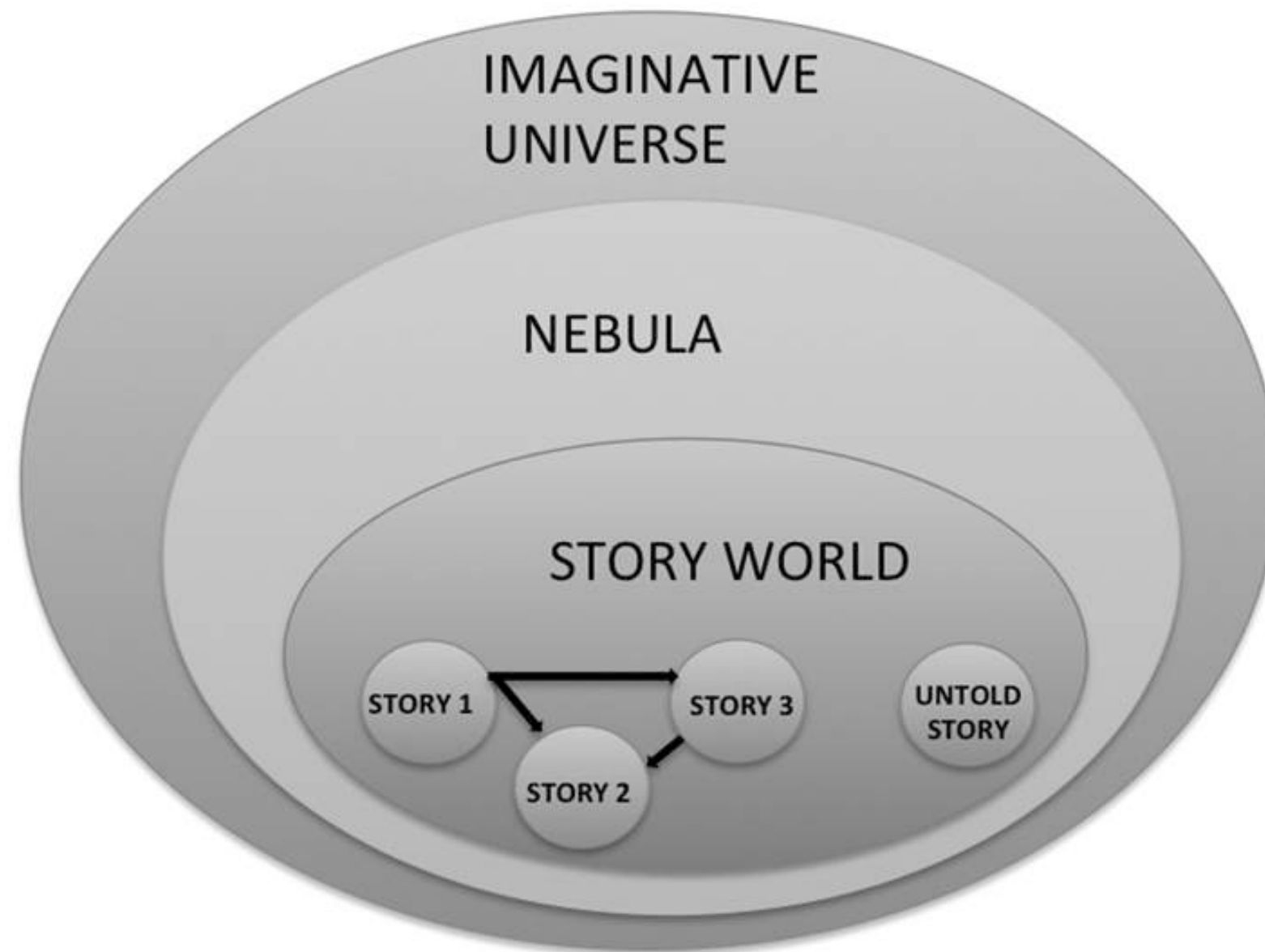
**RICCARDO
TORTI**



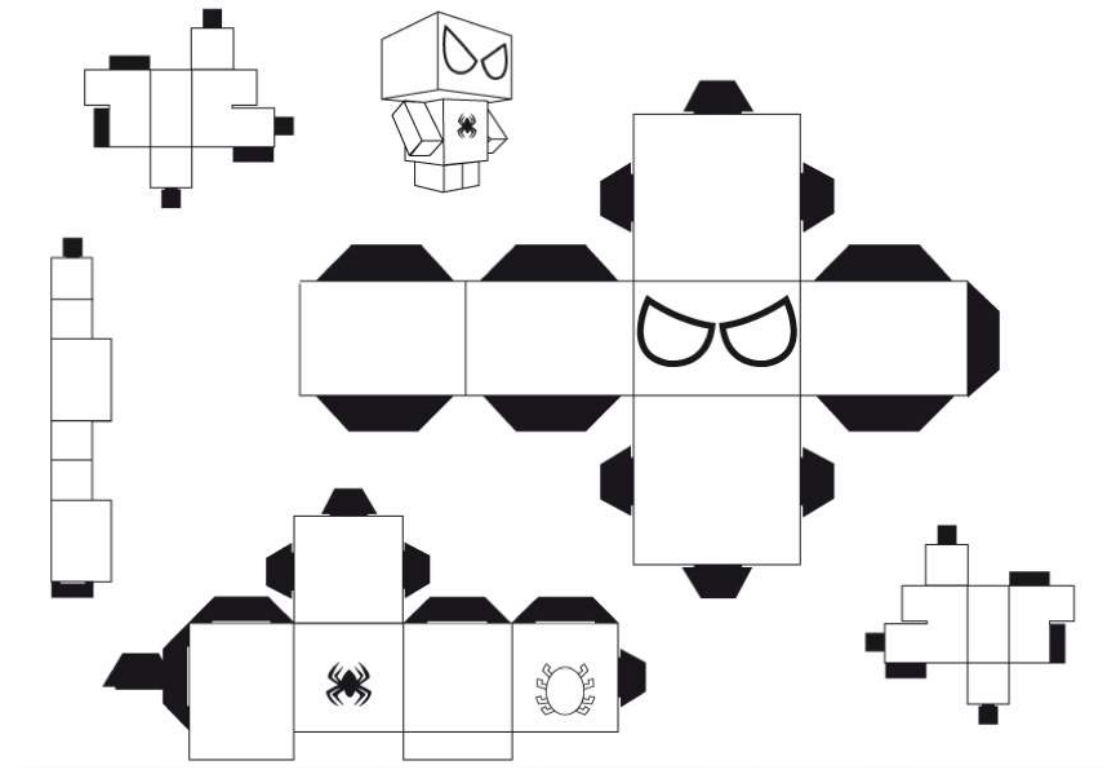
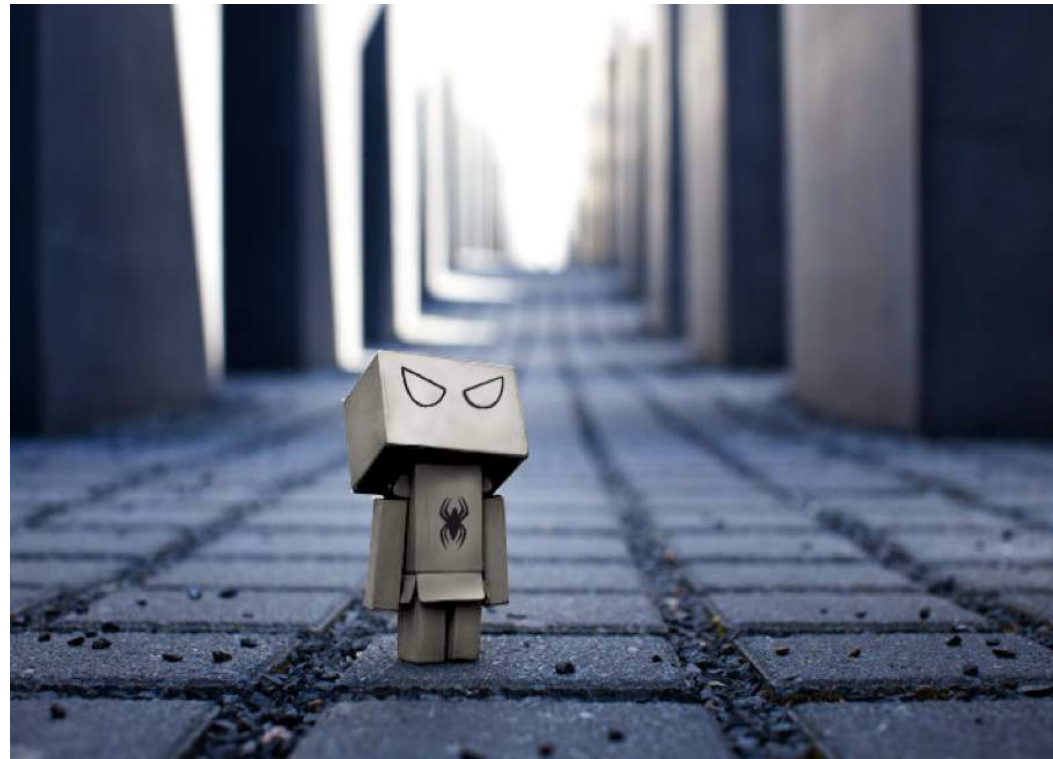
MONOLITH™
RECCHIONI
UZZEO
PRIMO TEMPO
LRNZ
D'ERGO
EDITORE

A NEW GEOGRAPHY OF THE TALE

1. STORY > < UNIVERSE

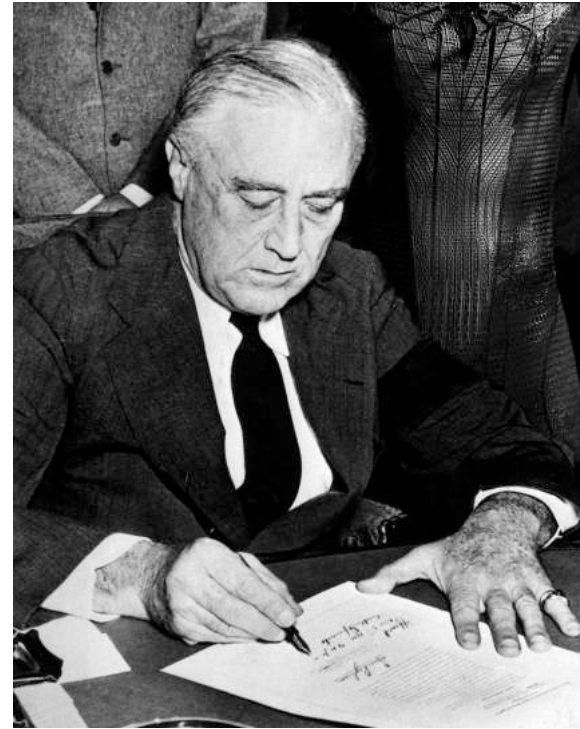
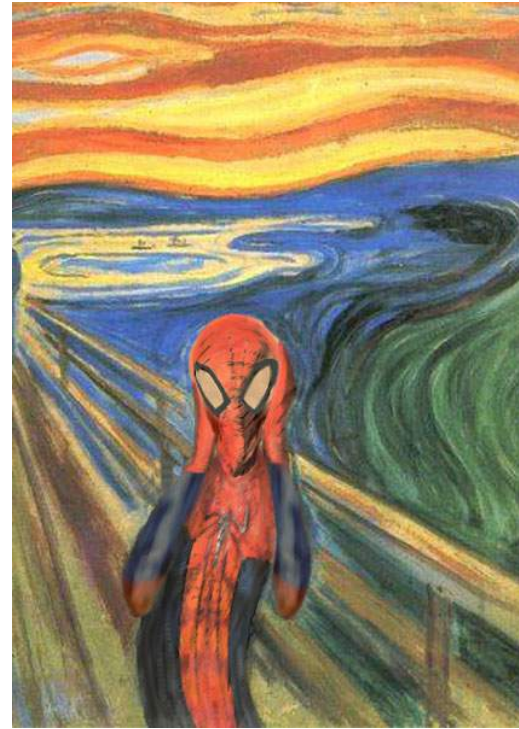


THE IMPORTANCE OF THE NEBULA



SPIDEY'S 40TH ANNIVERSARY... AND A REBOOT (2012)

THE IMPORTANCE OF THE NEBULA



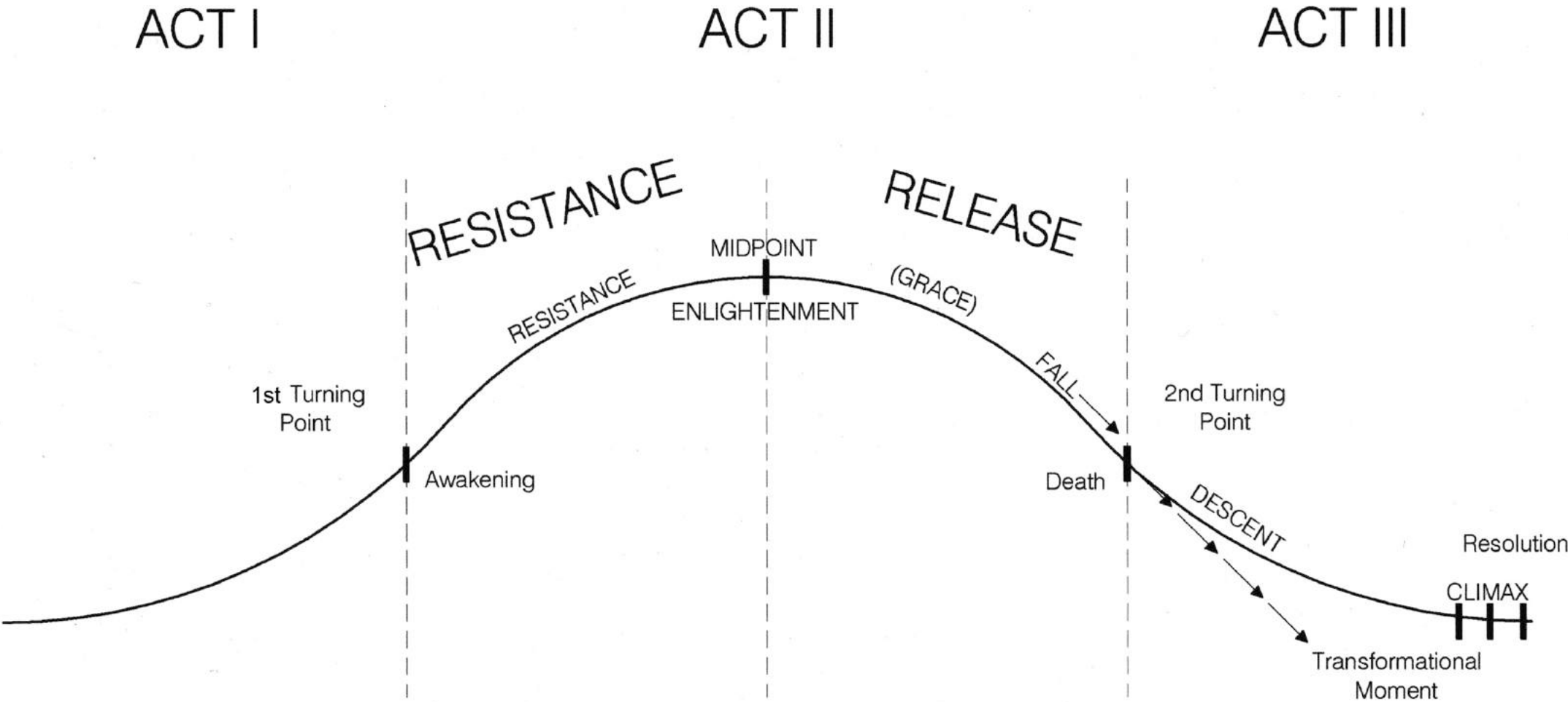
THE TRANSMEDIAVERSE

2. EDITOR > < SHOWRUNNER



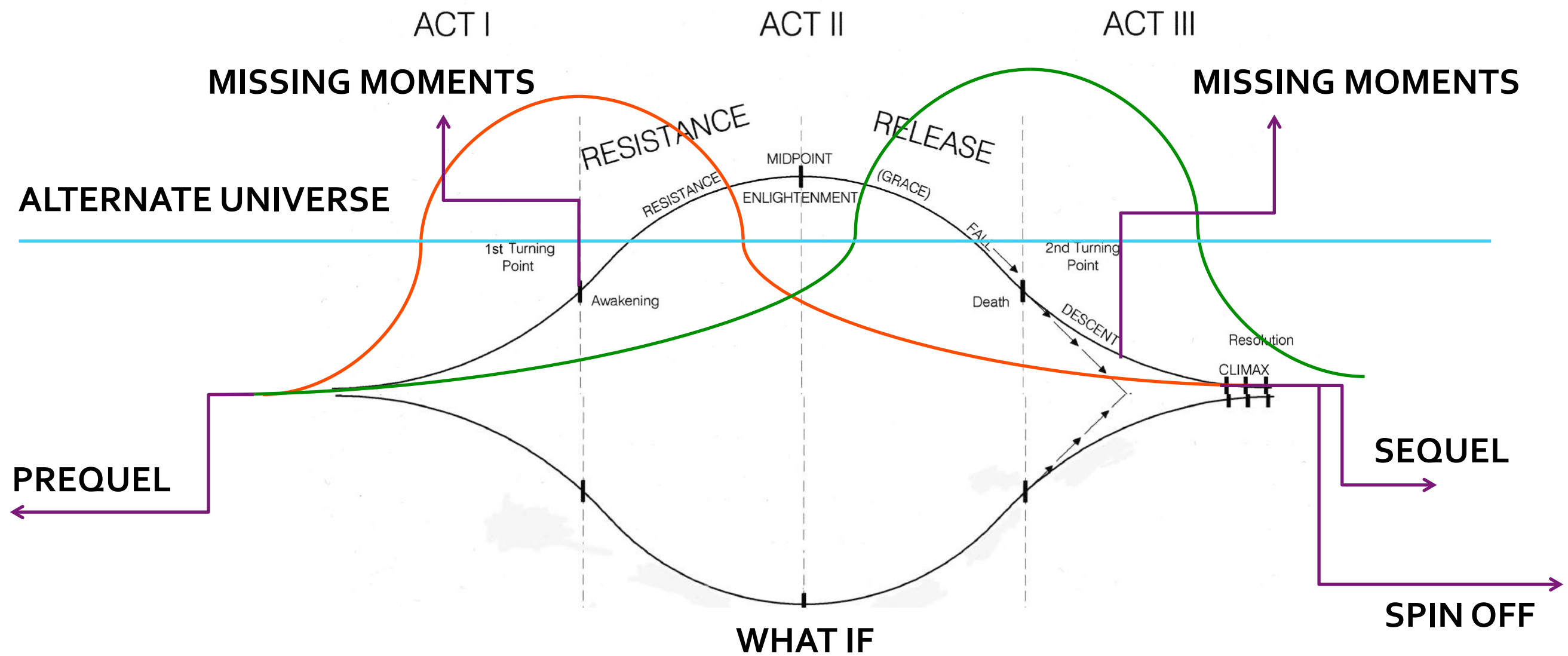
FAIAL, AZORES

THREE ACTS STRUCTURE, HEROE'S JOURNEY AND TRANSFORMATIONAL ARCH

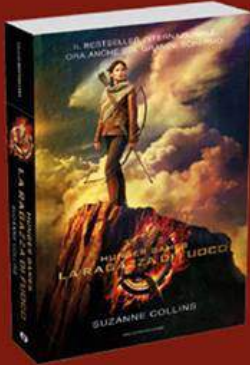


TRANSMEDIA NEEDS NEW NARRATIVE PARADIGMS

THE DRAMATIK SKELETON



MULTILAYERED NARRATIVES



IL BOOKTOUR

HUNGER GAMES
LA RAGAZZA DI FUOCO

TRE GRANDI INCONTRI PER
SCOPRIRE I SEGRETI DI KATNISS
E AVERE IN ESCLUSIVA
I GADGET UFFICIALI.
I PIÙ FORTUNATI POTRANNO
PARTECIPARE ALLA PROIEZIONE
PRIVATA DEL FILM!



13 NOVEMBRE
LIBRERIA NOTEBOOK
AUDITORIUM PARCO
DELLA MUSICA
(VIALE PIETRO DE COUBERTIN 30)
ORE 16.00

14 NOVEMBRE
STUDIO CASA ALICE
FESTIVAL INTERNAZIONALE
DEL FILM DI ROMA
(PIAZZA APOLLONIO 18)
ORE 17.00

24 NOVEMBRE
VIGAMUS
MUSEO DEL VIDEOGAME
(VIA SABOTINO 4)
ORE 16.00

**HUNGER GAMES:
LA RAGAZZA DI FUOCO**

DA MERCOLEDÌ 27 NOVEMBRE AL CINEMA

LARAGAZZADIFUOCOFILM.IT

LIONSGATE



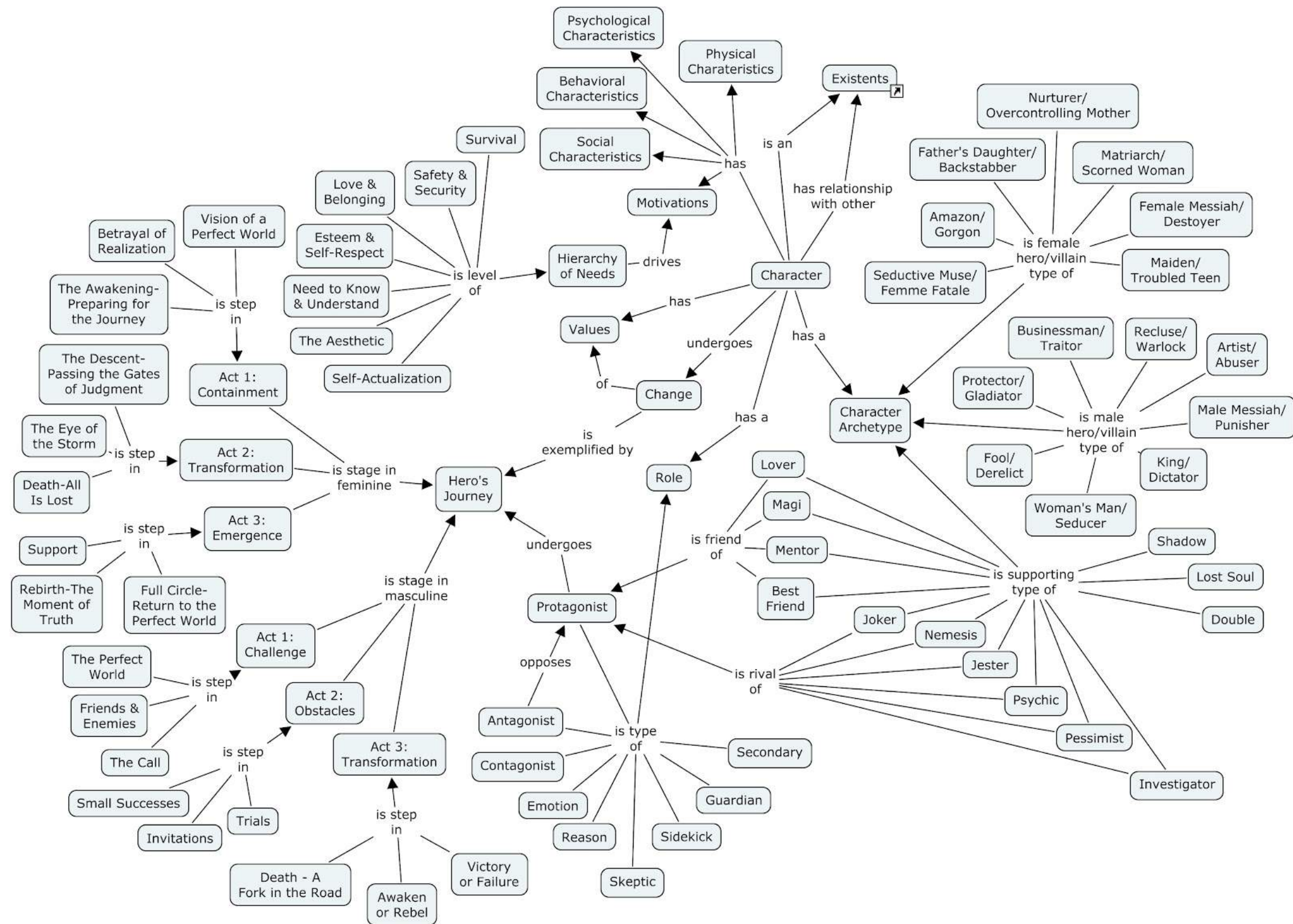
HUNGER GAMES – CATCHING FIRE (2012)

PARADIGM SHIFT – ICONIC MOMENTS



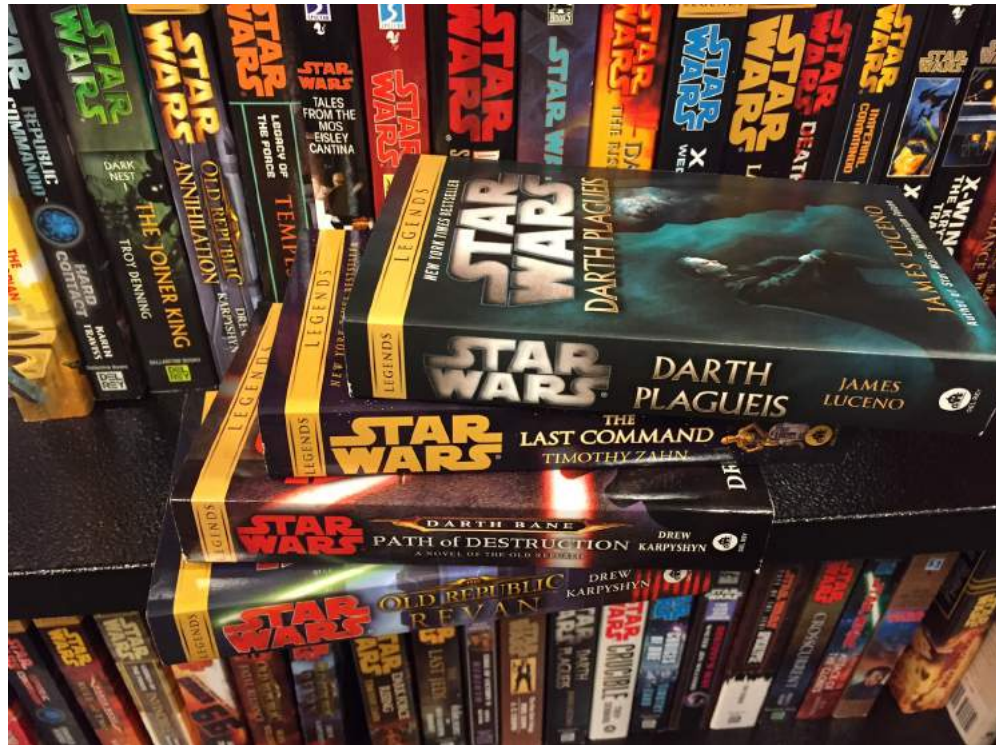
ICONIC MOMENTS

TRANSMEDIA CHARACTERS FLOW CHART



NETWORKS OF DRAMATIC PERSONAE

TRANSMEDIA KNOWS EVERYTHING



THE HOLOCRON

TRANSMEDIA KNOWS EVERYTHING



3. AGENCIES > < MEDIA DESIGNER



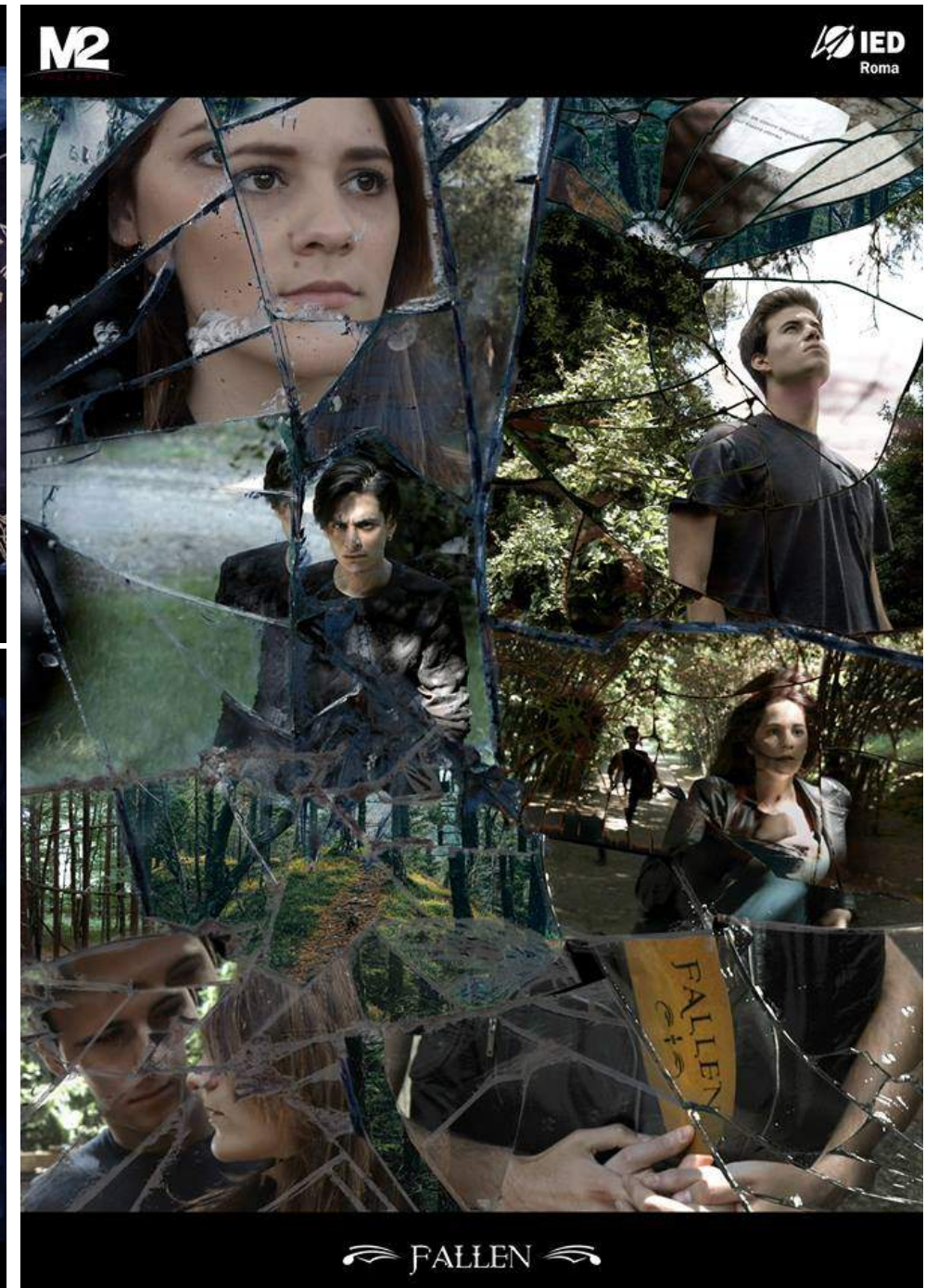
LOFOTEN ISLAND, NORWAY

FALLEN – TRANSMEDIA PROJECT (2016, M2PICTURES-RIZZOLI)



POSTER, CHARACTER POSTER, CG ART, TEASER CG VIDEOCLIP, TRAILER, OPENING TITLES

FALLEN – TRANSMEDIA PROJECT (2016, M2PICTURES-RIZZOLI)



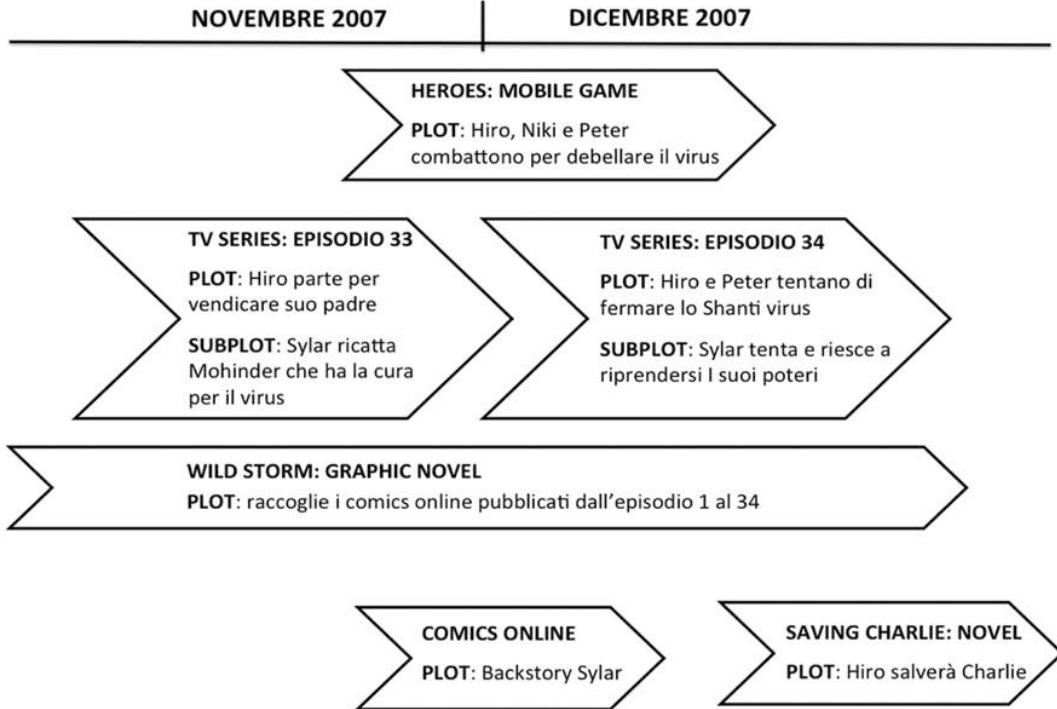
VIRAL VIDEOS, VIDEOCLIP (ORIGINAL SOUNDTRACK), ARTWORK

4. TRANSMEDIA LOVES SERIALITY



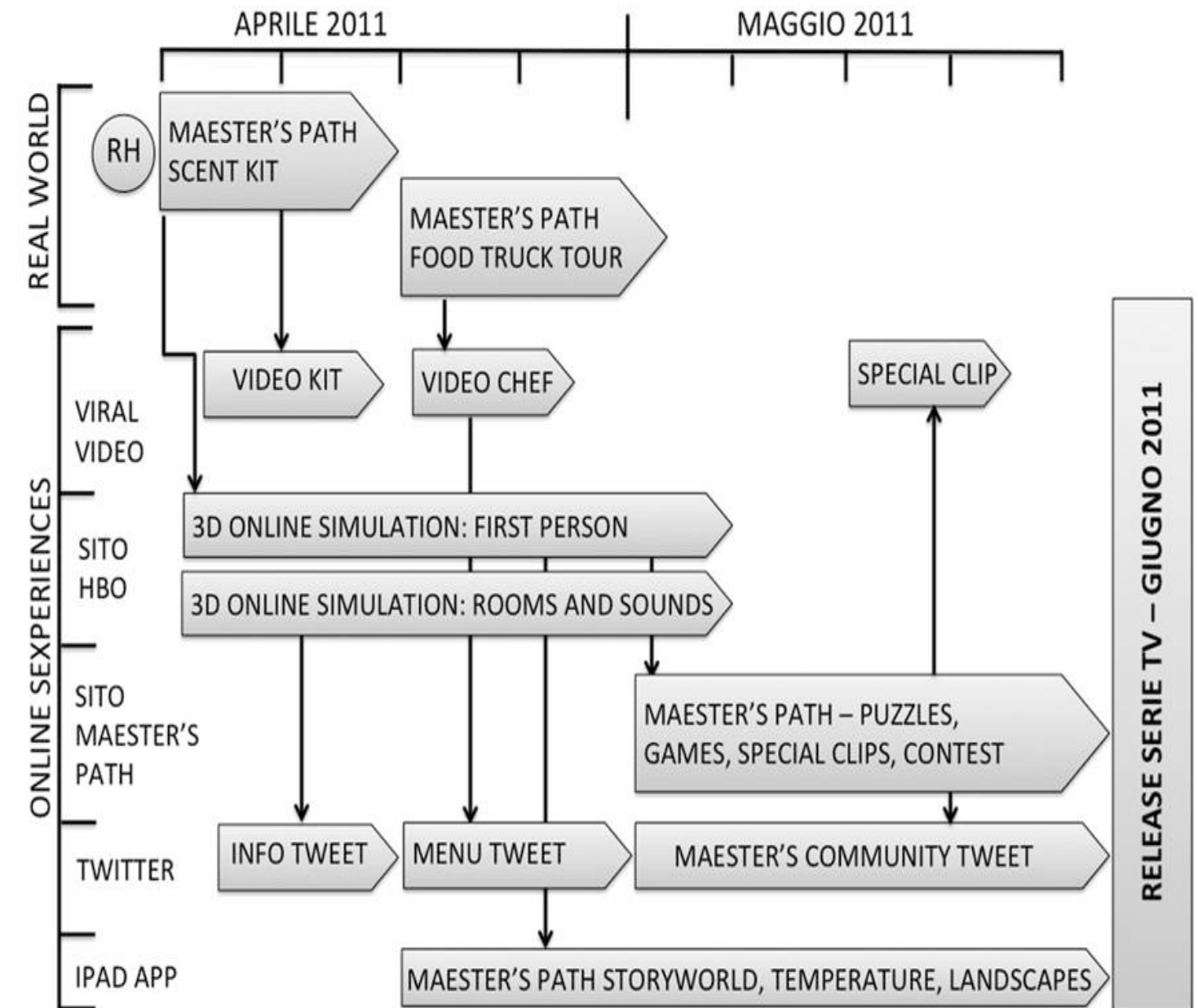
NEW YORK, US

POLYMORPHIC NARRATIVES



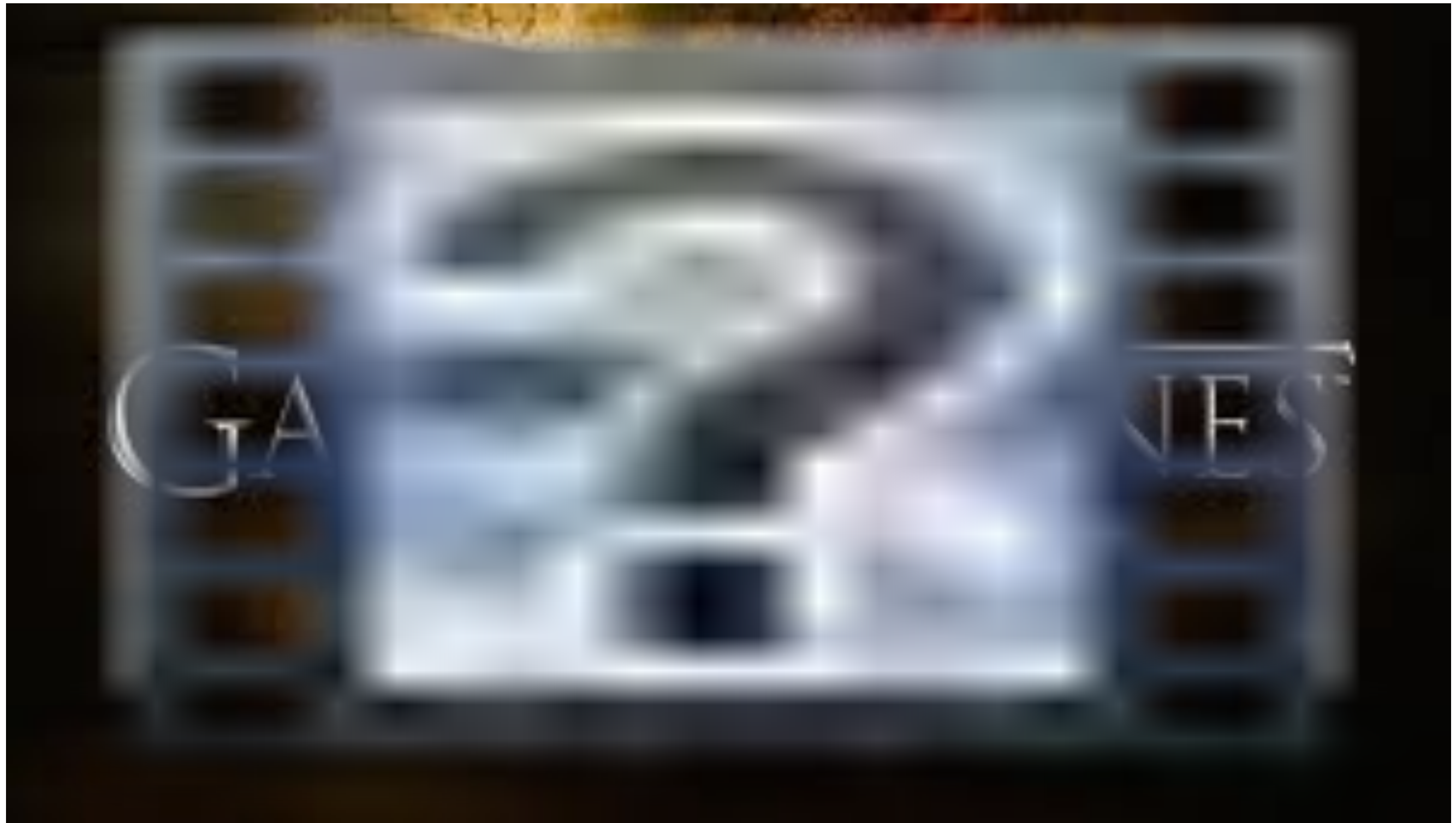
SIMULTANEOUS, PARALLEL, SYNCHRONIC AND NON-LINEAR NARRATIVES

THE MASTER'S PATH: GAMES OF THRONES (2011)



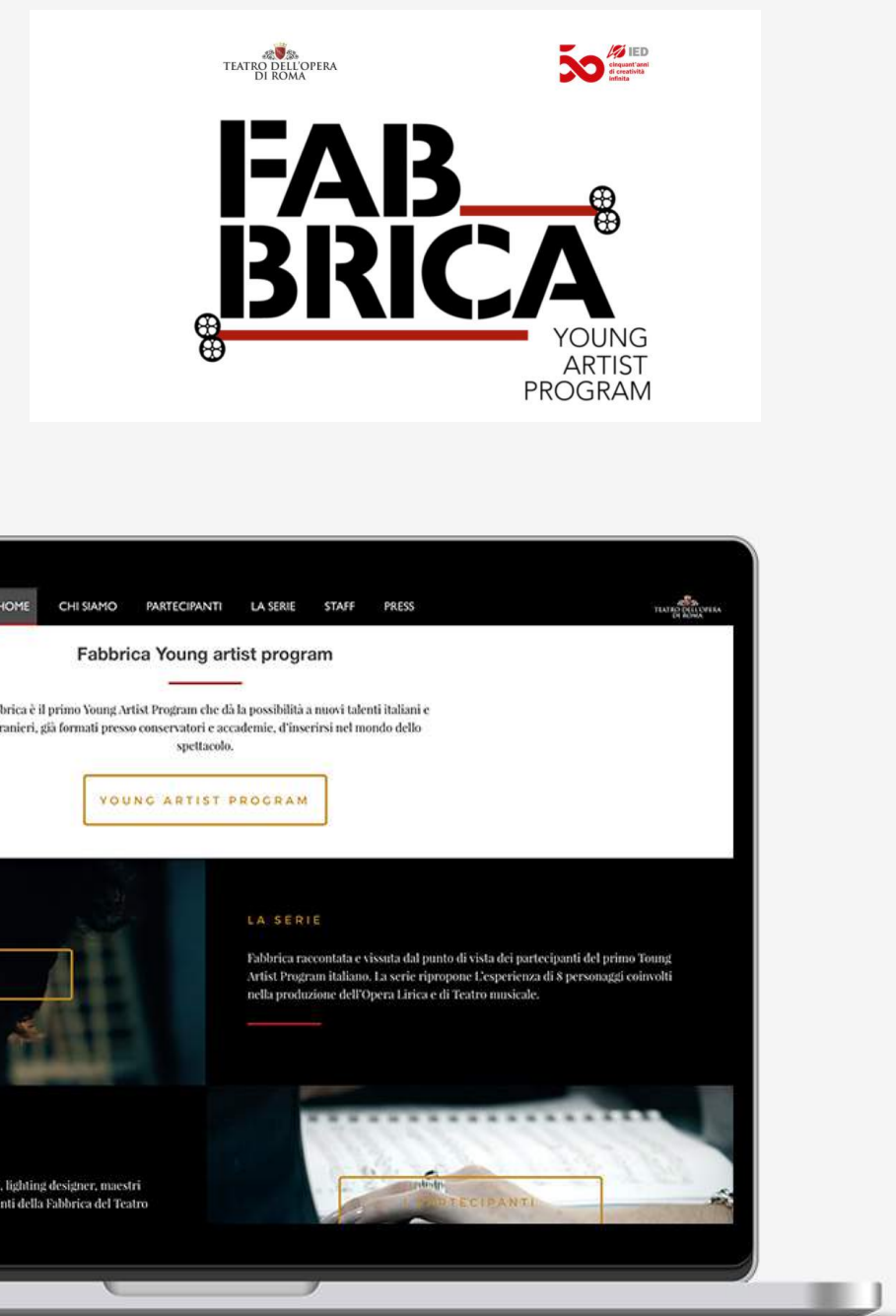
TRANSMEDIA ROLL-OUT

THE MASTER'S PATH: GAMES OF THRONES



TRANSMEDIA FOR PROMOTING

FABBRICA – TV SERIES (2016)



WEBSERIES, DOCUSERIES, ARTWORK, SOCIAL MEDIA CAMPAIGN, TEASER, POST, GRAPHICS

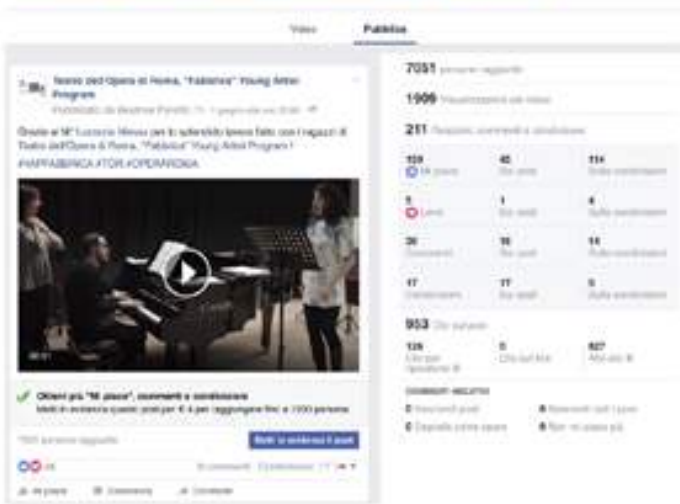
FABBRICA – TV SERIES (2016)



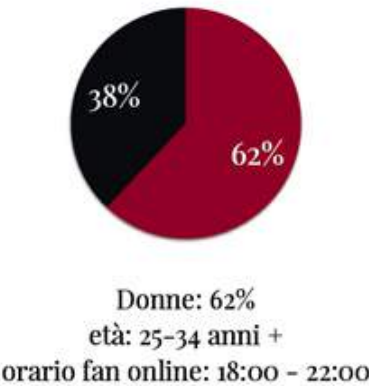
FACEBOOK: CONTENUTO FOTOGRAFICO



FACEBOOK: CONTENUTO VIDEO



ANALISI SOCIAL: FACEBOOK



THE “VICEVERSA PARADIGM”

FABBRICA – TV SERIES (2016)



Playfair Display Regular

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MONTSEERRAT BOLD

font-family: Montserrat, sans-serif;
font-weight: 400;
font-size: 12px;
letter-spacing: 0.5em;

Nome	Nome	Nome	Nome
Codice colore #000000	Codice colore #000000	Codice colore #000000	Codice colore #000000
C: 0% M: 0% Y: 0% K: 0%	C: 0% M: 0% Y: 0% K: 0%	C: 0% M: 0% Y: 0% K: 0%	C: 0% M: 0% Y: 0% K: 0%

NUMERO PUNTATA

Titolo

Font: Playfair Display Regular - font-size: 12px
Fabbrica è il primo Young Artist Program che dà la possibilità a
uomini talenti italiani e stranieri, già formati presso conservatori e
accademie, di inserirsi nel mondo dello spettacolo.

Nome Cognome

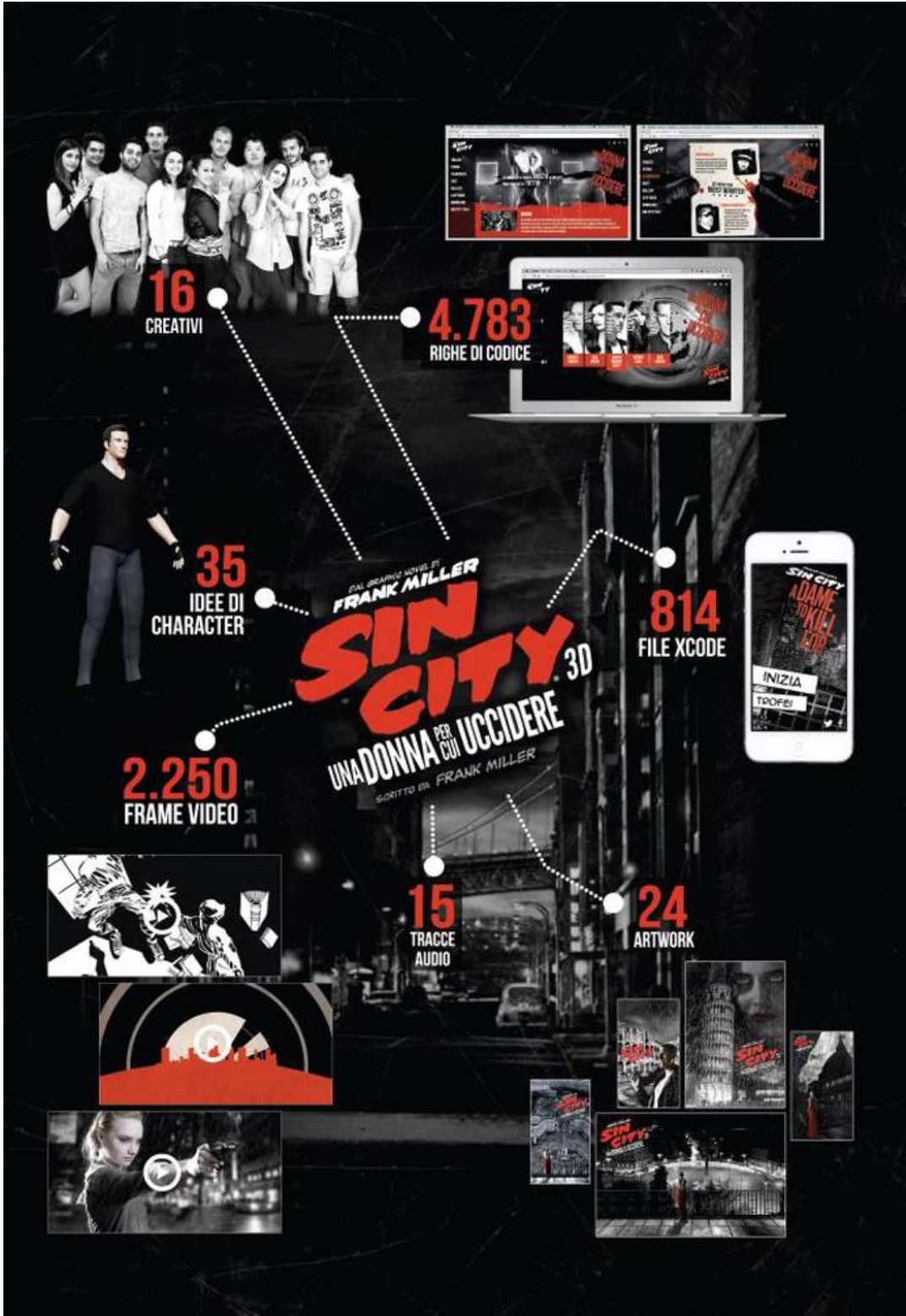
CATEGORIA

5. FRANCHISE MANAGEMENT



TERRANOVA, CANADA

SIN CITY A DAME TO KILL FOR (2014)



Navigation menu:

- TRAILER
- STORIA
- FILMMAKER
- CAST
- GALLERY
- CLIP VIDEO
- DOWNLOAD
- SIN CITY ITALY

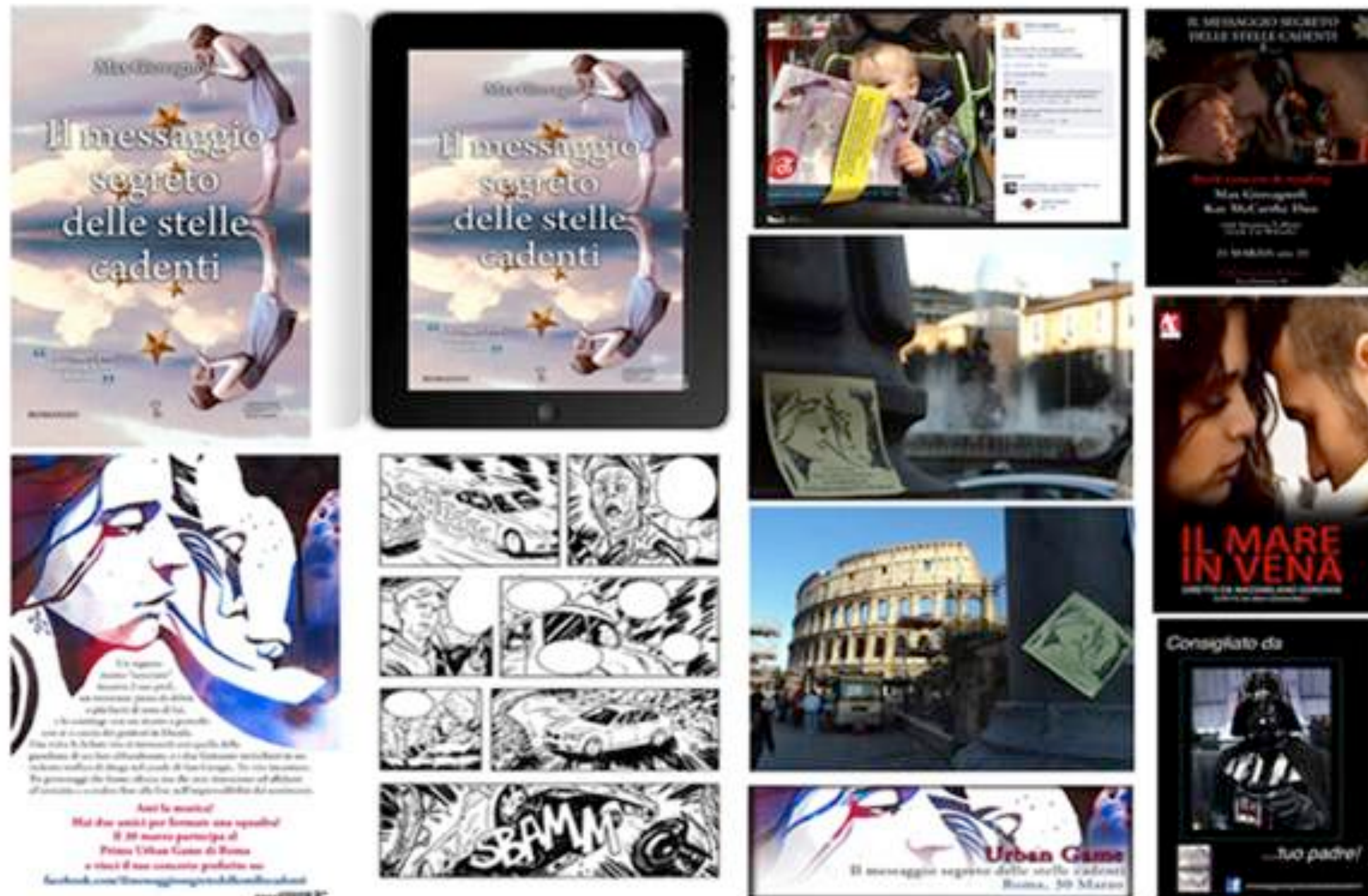
SE IMBROCCHI IL VICOLO GIUSTO A SIN CITY
PUOI TROVARE DI TUTTO!

UNA DONNA PER CUI UCCIDERE

ORIGINI
Josh Brolin, Jessica Alba, Mickey Rourke, Joseph Gordon-Levitt e Rosario Dawson ci danno il benvenuto nel cupo universo di Sin City. Nei bassifondi di Sin City, Dwight medita vendetta nei confronti di Ava Lord, la donna che l'ha tradito e incastrato. Intanto Nancy cerca di venire a capo del suo dolore per la morte del detective Hartigan.

YOU BUY THE RIGHT FOR YOUR COUNTRY

TRANSMEDIA IP



YOU ARE THE OWNER

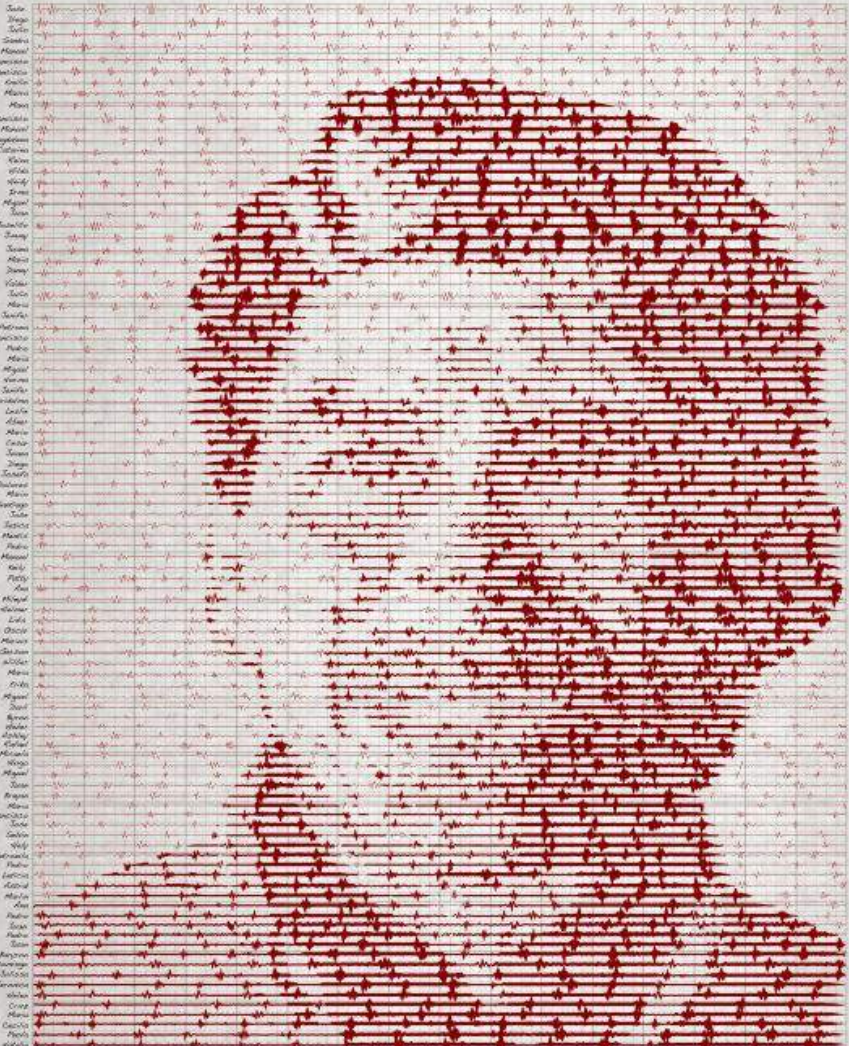
6. TRANSMEDIA = FREE COMMUNICATION



VESTMANNAEYJAR, ICELAND

EVERY BEATS MATTERS (2014)

A HEARTBEAT PORTRAIT
Domingo Tzoy Lue



 **EVERY
BEAT
MATTERS™**

Actual heartbeats of the children Domingo saved in Guatemala created this portrait of him. Help frontline health workers like Domingo bring hope to millions of children at EveryBeatMatters.org

 Save the Children. 



ABOUT
THE PROJECT

We traveled the world and recorded actual heartbeats of children in need. These heartbeats were used to create an original song that you can download to help us save millions of children.

 WATCH THE TV COMMERCIAL

 DOWNLOAD THE SONG

 GO BEHIND THE SCENES



 **EVERY
BEAT
MATTERS™**

TRANSMEDIA AND THEMES

TRANSMEDIA AND THEMES



8. FAN ACTIVATION & TIMING



LUBIANA, SLOVENIA

MU – TRANSMEDIA PROJECT (2017)



BRAND

CLOTHING
ACCESSORIZE
GADGET
SCHOOL KIT
TECHS



Copyright: Max Giovagnoli / Cross-media.it

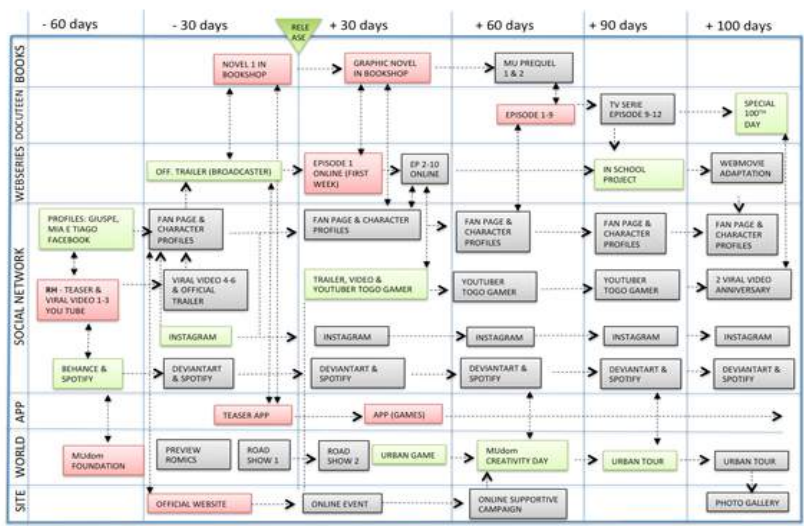


TRANSMEDIA FRANCHISE DOCUMENT
NOVEL - INDIE BRAND - MOVIE / WEBSERIES - REAL WORLD - GRAPHIC NOVEL - ARTWORK - GAME APP

Copyright: Max Giovagnoli / Cross-media.it



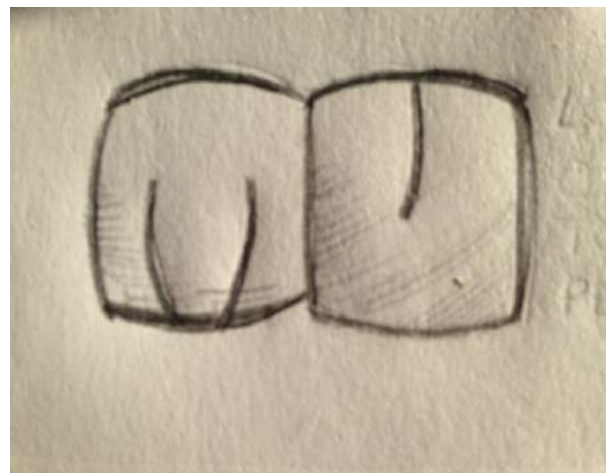
Platform Action Chart (Launch & Promotions)



Copyright: Max Giovagnoli / Cross-media.it

TRANSMEDIA FOR BRAND ACTIVATION AND CULTURAL TRENDS

'MUISMO' AS A WAY OF EXPRESSING CREATIVITY AND SINGULARITY



TRANSMEDIA FOR BRAND ACTIVATION AND CULTURAL TRENDS

MU – TRANSMEDIA PROJECT (MAX GIOVAGNOLI, 2017)



THE MOVIE/THE SERIES



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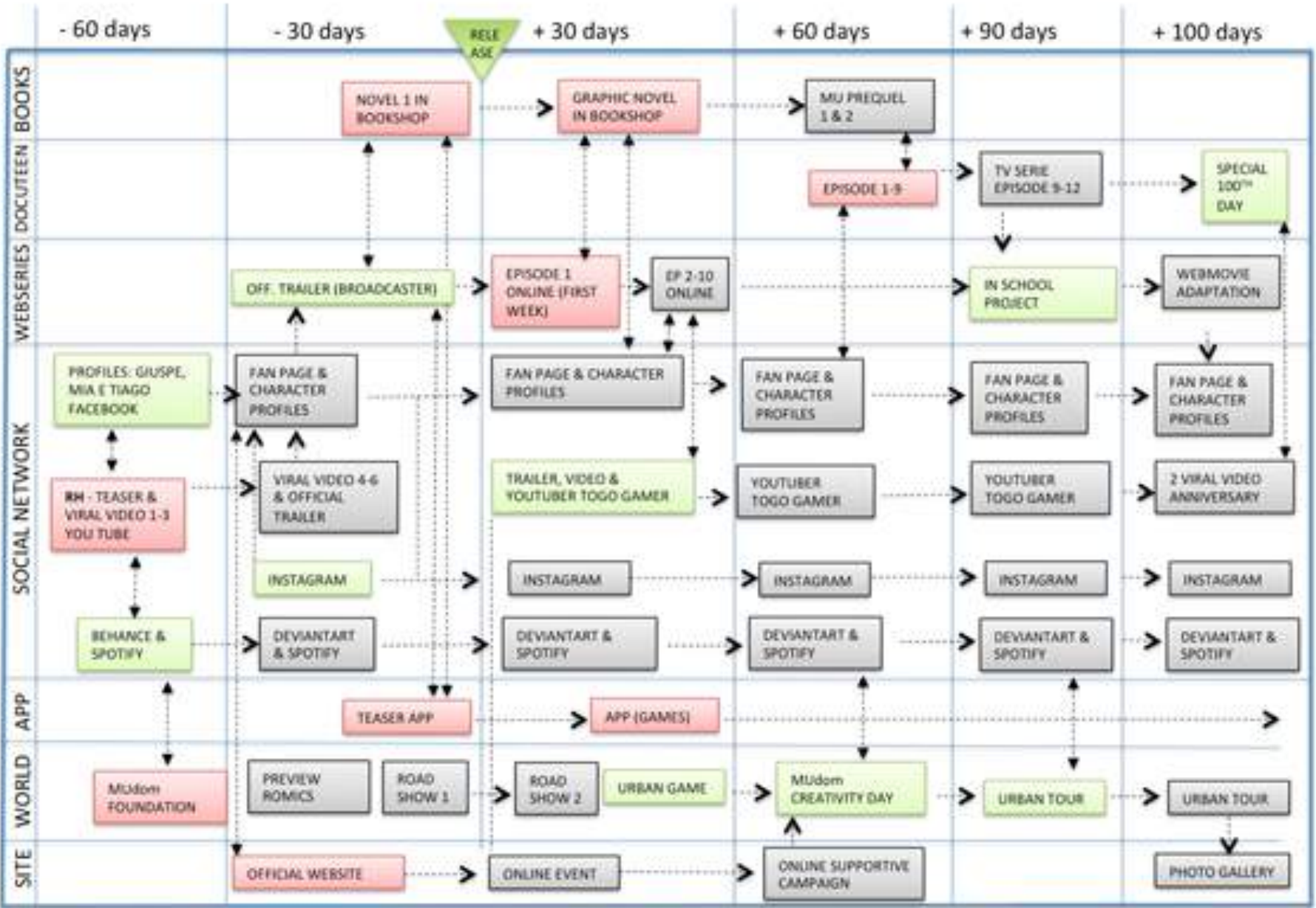
BRAND

CLOTHING
ACCESSORIZE
GADGET
SCHOOL KIT
TECHS

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Platform Action Chart (Launch & Promotions)



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PLATFORM ACTION CHART

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EMAIL: MAXGIOVAGNOLI@GMAIL.COM

WEBSITE: MAXGIOVAGNOLI.COM