



# MORE STORIES THAN BOOKS

THURSDAY, 22ND MAY 2014

**BENJAMIN**  
**\_\_\_\_\_ WIEDERKEHR**

**IF BOOK THEN**  
{by Bookrepublic}

# MORE STORIES THAN BOOKS

MILAN, THURSDAY, 22ND MAY 2014

SALA CONVEGNI - INTESA SANPAOLO, P.ZZA BELGIOIOSO 1

GALLERIE D'ITALIA - P.ZZA DELLA SCALA 6

AN EVENT BY **bookrepublic.it**  
INTANTO LEGGO

Smartphones, tablets and broadband allow all of us to expect **STORIES** everywhere and everytime in many different forms.

**PEOPLE** want to be brought inside these stories and want authors, publishers, producers to listen to them.

There is a complex social media system working as a publishing platform for all these stories, scattered from the web.

The universe of unbounded stories is the new space for innovation.

A new industry of content is rising, based on community engagement.

**BE PART OF IT**

# READINGS & READERS

Bookrepublic is a platform for those who are interested in publishing e-books; it is an online library, as well as a native digital publishing house.

It is a community of 200,000 e-readers.

It is a network of publishers, authors and expert writers and deliverers of digitalised contents, both at national and international scale.

It is a blend of expertise, passion and innovation.

**b**k**republic.it**  
INTANTO LEGGO

“COME IN WITH A PROJECT,  
LEAVE WITH A STORY”

We write high quality contents for  
companies and privates.

On the web, each company works as its own media company, author and publisher, which means that nowadays contents are not a cost, they are an asset. Their quality is essential to convey the value of a brand and be successful in business.

Advertising is no longer enough, skilled authors are crucial.

Lagenzia is the link that was missing between publishers and companies

**b**k**republic**  
LAGENZIA

# THE PROGRAM

2:00<sup>PM</sup>  
REGISTRATION

2:30<sup>PM</sup>  
Introduction  
**Marco Ferrario**

3<sup>PM</sup>

Scatter, Adapt and Remember;  
Post-Publisher Publishing  
**Richard Nash**

3:20<sup>PM</sup>  
Immersion, Engagement and  
how to tell the Difference  
**Frank Rose**

3:40 » 3:55 BREAK

3:55<sup>PM</sup>  
How many Ways to tell a Story?  
**Serena Danna**

4:10<sup>PM</sup>  
Not a Vandalization, but the  
Birth of an Alternative Nation  
**Gianluigi Ricuperati**

4:30<sup>PM</sup>  
Places are Made of a  
Thousand Stories  
**Dorothy Sanders**

4:50<sup>PM</sup>

Telling Data-Driven Stories  
**Benjamin Wiederkehr**

5:10<sup>PM</sup>  
Real is a Storytelling Platform too  
**Michel Reilhac**

5:30<sup>PM</sup>  
The simple power of true stories  
**Shradha Sharma**

5:50 » 6:10 BREAK

6:10<sup>PM</sup>  
Storytelling by Examples:  
From Homer to Homer  
Simpson  
**Gino Roncaglia**

6:30<sup>PM</sup>  
My Russia, Picture Storytelling  
Personal and Public  
**Davide Monteleone**

6:50<sup>PM</sup>

SHORT WALK TO  
GALLERIE D'ITALIA

19:10<sup>PM</sup>  
Museum Storytelling  
at Gallerie d'Italia.  
Seven for a secret: never to  
be told  
**Luca Scarlini**

8<sup>PM</sup>  
DINNER BUFFET AT  
THE GALLERIE D'ITALIA

🕒 From 3pm to 3:20pm

📣 Scatter, Adapt and Remember;  
Post-Publisher Publishingg



## RICHARD NASH

Richard Nash is VP of Partnerships at Byliner.

Previously he ran the iconic indie Soft Skull Press for which work he was awarded the Association of American Publishers' Award for Creativity in Independent Publishing in 2005 — the last book he edited there, Lydia Millet's *Love in Infant Monkeys*, was selected as a 2010 Pulitzer Prize finalist.

He left in 2009 to found Cursor, now an open-source community publishing project and to run Red Lemonade as a pilot for the Cursor project.

In 2010 the *Utne Reader* named him one of Fifty Visionaries Changing Your World and *Mashable* named him the #1 Twitter User Changing the Face of Publishing.

From 2011 to 2013 he was Head of Partnerships and Content for the culture discovery start-up *Small Demons* and in 2013 the UK's *Bookseller* magazine picked him as one of the Five Most Inspiring People in Digital Publishing.

[rnash.com](http://rnash.com) | [@R\\_Nash](https://twitter.com/@R_Nash)



🕒 From 3:20pm to 3:40pm 📣  
Immersion, Engagement and  
how to tell the Difference

## FRANK ROSE

Is a digital anthropologist and the author of *The Art of Immersion: How the Digital Generation is Remaking Hollywood, Madison Avenue, and the Way We Tell Stories*.

He speaks frequently about the impact of technology on entertainment, advertising, and society, which he covered for more than a decade as a contributing editor at *Wired* and a contributing writer at *Fortune* before that.

Among his other books are *The Agency*, a history of show business from the agents' perspective, and the 1989 best-seller *West of Eden*, about the ouster of Steve Jobs from Apple (now available in an updated edition).

His books have been translated into Dutch, French, German, Italian, Japanese, and Korean. He lives in the East Village of Manhattan, where he got his start covering the punk scene at *CBGB* for *The Village Voice*.

[frankrose.com](http://frankrose.com) | [@frankrose](https://twitter.com/@frankrose)

🕒 From 3:55pm to 4:10pm

📣 How many Ways to tell a Story?



## SERENA DANNA

Serena Danna, born in Avellino in 1982, is a journalist at the Corriere della Sera, where she is responsible for New Languages of the cultural supplement La Lettura.

She studied communications and new media in Rome, Lisbon, London and San Diego.

She previously worked at Domenica de Il Sole 24 Ore.

She has worked with the museum MoMa in New York.



🕒 From 4:10pm to 4:30pm

📣 Not a Vandalization, but the Birth of an Alternative Nation


## GIANLUIGI RICUPERATI

Gianluigi Ricuperati, writer essayist and curator, born in Turin in 1977, has published several books of fiction and non fiction, among them La produzione di meraviglia, to be published in 2015 in France by Gallimard.

Currently serves as director of Domus Academy in Milan and initiator of the Institute for Production of Wonder in London.



 From 4:30pm to 4:50pm

 Places are Made of a Thousand Stories



## DOROTHY SANDERS

Dorothy Sanders is the CEO and designer at Maptia.

Dorothy co-founded this new place-based storytelling platform along with Dean Fischer (Maptia's CTO) and Jonny Miller (Maptia's Head of Marketing and Community).

Before co-founding Maptia in 2012, Dorothy graduated top of her class in Physical Geography at the University of Durham in England



From 4:50pm to 5:10pm 

Telling Data-Driven Stories 

## BENJAMIN WIEDERKEHR

Benjamin Wiederkehr is founding partner and managing director of Interactive Things, a User Experience and Data Visualization design studio he established in 2010 together with Christian Siegrist and Jeremy Stucki.

Benjamin is also part of the Open Government Data task force in Switzerland and helps to facilitate open access to government data for everyone.

On Datavisualization.ch, Benjamin and his co-authors provide insights into their research and working process as well as they document topical use cases in the field of data visualization.

His work and research interests center around persuasive technology, information and knowledge visualization and emerging interaction principles.



🕒 From 5:10pm to 5:30pm

🔊 Real is a Storytelling Platform too



## MICHEL REILHAC

After 10 years as Commissioning editor for films at ARTE France, and CEO of ARTE France Cinema, co-producing 28 independant feature films from all over the world every year, Michel Reilhac has now chosen to write and direct his own interactive stories.

He is a story architect and experience designer, developing his own projects in France and abroad. He also lectures, teaches, consults and coaches extensively on transmedia.



*@michelreilhac*



🕒 From 5:30pm to 5:50pm

The simple power of true stories 🔊

## SHRADHA SHARMA

Shradha Sharma is the Founder & Chief Editor of YourStory.com, a platform that shares the stories of start-ups and puts them in touch with inverstors.


Prior to starting YourStory, Shradha was one of the youngest Assistant Vice Presidents at CNBC TV18 and also, a Brand Adviser at Times of India.



*@sharmashradha*



 From 6:10pm to 6:30pm

 Storytelling by Examples:  
From Homer to Homer Simpson



## GINO RONCAGLIA

Gino Roncaglia is Senior Research Fellow and Director of the University Master in e-Learning and of the Advanced course on the future of the book at Tuscia University, Viterbo.

He authored a number of scholarly books and articles both in the field of History of Logic and in the field of Digital Humanities, including the best selling Italian textbook on new media Il mondo digitale with Fabio Ciotti.

He also co-authored the best-selling Italian manual on the use of the Internet Internet.

Manuale per l'uso della rete. His latest book is La quarta rivoluzione. Sei lezioni sul futuro del libro.


He is strategic consultant for the Educational division of the RAI TV, and has been scientific consultant and author of a number of TV programs on new media from onwards.

He has also been teaching university and master level courses on new media and digital humanities at the Universities of Florence and Venezia "Ca' Foscari".

 [@roncaglia](#)



From 6:30pm to 6:50pm 

My Russia, Picture Storytelling  
Personal and Public 

## DAVIDE MONTELEONE

Davide Monteleone has recently won the prestigious Carmignac Gestion photojournalism Award with his project "Spasibo".

He started his career in 2000, when he became an editorial photographer for the Contrasto agency.

Since 2003, Monteleone has lived between Italy and Russia, pursuing long-term personal project.


He published his first book Dusha, Russian Soul in 2007, followed by La Linea Inesistente in 2009, and Red Thistle in 2012.

His projects have brought him numerous awards, including various World Press Photo prizes and several grants like "Aftermath" and the European Publisher Award.

In recent years he has carried out projects for leading international magazines, foundations and cultural institutions, exhibiting and teaching.

Since 2011 Davide has been a member of VII Photo.

 [davidemonteleone.com](#)

 From 7:10pm to 8pm

 Seven for a secret : never to be told



## LUCA SCARLINI

Luca Scarlini is a writer and a storyteller: he works as curator for exhibitions on fields between Arts and Performances, creating stories and tales for museums and historical buildings.

After a degree in Florence (History of Theatre) continued his studies in England; playwright, essayist translator, art administrator and editorial consultant for many publishing houses, writes and teaches about XXth Century Playwriting,

relationships between literature and music, writing regularly for publications of Teatro regio (Torino), Amici della Musica of Perugia and Ravenna Festival.

He has written a wide numbers of books on the theme "Museum/arts and storytelling": Siviero contro Hitler. La battaglia per l'arte (Skira); Il Caravaggio rubato. Mito e cronaca di un furto (Sellerio); Ladri di immagine (edizioni Ambiente).

[lucascarlini.it](http://lucascarlini.it)



## MUSEUM STORYTELLING AT GALLERIE D'ITALIA

The storytelling inside **Gallerie d'Italia** plays with seven **story makings**: one for each work of art.

Half an hour to tell stories, without chronological order, about works by Gignous, Milesi,

Morbelli, Sartorio, Boccioni, Carutti di Cantogno and Zandomeneghi.

Stories in the paintings, lives of the artists and a trip in the XIXth Century collection of Gallerie d'Italia.

### PAINTINGS

#### Sogno e realtà

*Angelo Morbelli*

#### Dopo la festa

*Augusto Carutti di Cantogno*

#### Lezione di canto

*Federico Zandomeneghi*

#### Sartorio, Risveglio e Sagra

*Filippo Sartorio*

#### La gelosa

*Giuseppe Milesi*

#### Veduta del lago Maggiore

*Lorenzo Gignous*

#### Le tre donne

*Umberto Boccioni*

# STORIES & STORIES

*Una narrazione è una descrizione di azioni che richiede per ogni azione descritta un agente, una intenzione dell'agente, uno stato o mondo possibile, un mutamento con la sua causa e il proposito che lo determina.*

**UMBERTO ECO**

*Il narrare è una realizzazione linguistica mediata, avente lo scopo di comunicare a uno o più interlocutori una serie di avvenimenti, così da far partecipare gli interlocutori a tale conoscenza, estendendo il loro contesto pragmatico.*

**CESARE SEGRE**

*I racconti e la narrativa non sono descrizione ma giudizi fantastici sulla realtà.*

**CESARE PAVESE**

*Che cosa è il racconto? Forse una galassia di segni in irreversibile, mostruosa espansione dal giorno lontanissimi, nei primordi dell'avventura umana, in cui qualcuno (un Narratore singolo o collettivo, non importa) cercò di fermare nelle parole o in altre forme un evento memorabile, degno di essere sottratto alla crudele entropia del transeunte.*

**ANGELO MARCHESI**

*Un libro (io credo) è qualcosa con un principio e una fine (anche se non è un romanzo in senso stretto), è uno spazio in cui il lettore deve entrare, girare, magari perdersi, ma a un certo punto trovare un'uscita, o magari parecchie uscite, la possibilità di aprirsi una strada per venirne fuori.*

**ITALO CALVINO**

*The central element of romance is a love story, and the exciting adventures are normally foreplay leading up to sexual union.*

*Hence romance appears to be designed mainly to encourage irregular or excessive sexual activity.*

*This may be masturbation, which is the usual model in the minds of those who speak with contempt of 'escape' reading, or it may be a form of voyeurism.*

*Thanks to Gino Roncaglia*

*Most denunciations of popular romance on such grounds, we notice, assume that the pornographic and the erotic are the same thing: this overlooks the important principle that it is the function of pornography to stun and numb the reader, and the function of erotic writing to wake him up.*

**NORTHROP FRYE**



AN EVENT BY

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INTANTO LEGGO

HOSTED BY

 **INTESA SANPAOLO**  
**PRIVATE BANKING**

 **NOTE**

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THANKS TO

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Fondazione Arnoldo e Alberto Mondadori



**if:book**

PRODUCTION

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PROGETTAZIONE: *Marco Ferrario, Annalisa Angelini, Serena Danna*

COMUNICAZIONE E LOGISTICA: *Silvia Introzzi*

GRAPHIC DESIGNER: *Giovanni Arnone*

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