



POLITECNICO
MILANO 1863

#STORYCHALLENGE

A digital platform for the literary exploration of the city

POLITECNICO DI MILANO

School of Design

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A mi madre y a mi padre, ustedes siempre han sido mi mayor ejemplo de dedicación, entrega y constancia. Gracias por darme su apoyo incondicional y por todo lo que han hecho para que yo pudiera estar aquí hoy. Esto es por y para ustedes. Los amo.

A Marco, senza il tuo supporto, pazienza e compagnia, questo non sarebbe stato possibile. Grazie per credere in me, essermi sempre vicino e darmi le forze per andari avanti.

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abstract

The current landscape of storytelling is a constant transition between digital and analogue tools, which breaks the traditional notion of print books as dominant mean of story sharing. This projects aims to provide a platform for travelers to live, create and tell their own stories of Milan via multi media content.

By researching and analyzing current dynamics, use of diverse technologies and trends in the digital world, it was clear that a seamless product able to provide guidance and inspiration for travelers in the city was necessary for them to comfortably create content from their experience.

With the proposal of a transmedial system that goes from reality to the digital sphere and vice versa, this project shows how niches, specifically travelers and literature lovers, have evolved and tangled themselves with the complex storytelling dynamics, and with this in mind, intents to tap into the collaborative content creation trend that has been growing in the digital world.

KEYWORDS

Storytelling
User Generated Content
Travel journal
Transmedial System
Social Media
Digital
Analogue

Il panorama attuale dello storytelling è un passaggio costante tra strumenti digitali e analogici, che rompe la nozione tradizionale dei libri di stampa come mezzo dominante della condivisione delle storie. Questo progetto si propone di fornire una piattaforma per i viaggiatori di vivere, creare e raccontare le loro storie di Milan tramite contenuti multimediali.

Con la ricerca e l'analisi delle dinamiche attuali, l'uso di diverse tecnologie e tendenze del mondo digitale, era chiaro che un prodotto seamless in grado di fornire una guida e ispirazione per i viaggiatori è necessario per motivare la loro comoda creazione dei contenuti.

Con la proposta di un sistema di transmediale che va dalla realtà alla sfera digitale e viceversa, questo progetto dimostra come nicchie, specificamente viaggiatori e amanti della letteratura, si sono evoluti e aggrovigliati con le dinamiche di narrazione complessi. Con questo in mente, il progetto proporre un tentativo seguendo il trend di creazione di contenuti di collaborazione che sta crescendo nel mondo digitale.

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introduction

Some people are always on the move, willing to experience the world, take a glimpse through the curtains of the unknown and share their stories, no matter if they're about a place that's near or far. #StoryChallenge is for them.

This project was born after the development of a previous platform named Milan Flâneur. This past endeavour was a transmedial system that mapped Milan according to the famous book “La Traversata di Milano” by local author Maurizio Cucchi. With three touch points -website, app and print book- Milan Flâneur was targeted at local writers and lovers of literature that would be able to discover the hidden stories uncovered by Cucchi in his book, getting to see Milan through a different perspective.

In one of the conclusive chats held with the author, he voiced a concern that would become the cornerstone for #StoryChallenge. “It’s great that

people can go back and live the city through the Traversata; but the really important thing is that new generations start writing about Milan, that they create their own stories and put them out there. No one is writing about the city anymore, people have to start doing it again". It was true, even though his book proved to be a great foundation, it was old news. Before his work was published, Cucchi spent his days as a young reporter walking around town looking for secrets that the city kept for curious wanderers to discover. It was exactly this image of a young explorer looking for inspiration to write his stories that became the canvas for #StoryChallenge.

Millions of people travel to Milan every year, they come to the city, live new and amazing experiences, and leave with a head full of stories, but how do they share them? In this so called Digital Era information has acquired different dynamics that are no longer limited to the printed word. Still, travelers are some of the most prolific storytellers, and their outlets have turned to the digital sphere, gravitating to the Web 2.0 and Social Media, as studies cited in following chapters show. Everyone that has visited a touristic spot has witnessed the new information dynamics travelers have, they can be seen walking around, cell phone or a camera in hand, snapping away and then stopping for a minute to share their thoughts with pictures and short sentences.

These people are in fact creating content about the city, they're just doing it in a non-traditional way. It is imperative for media and information services to embrace this new dynamic and create products and services that work around users' costumes and integrate to them in a natural way, or else, the future of storytelling will be compromised.

In the following chapters, the concept for the #StoryChallenge is developed around these new dynamics as a platform for travelers to tell their stories. Its touch points are specifically chosen for them to be able to share experiences embracing their ways, and extending an invitation to get inspiration still using La Traversata di Milano as the foundation for their journey.

01

milano flâneur



THE AUTHOR: MAURIZIO CUCCHI

Maurizio Cucchi is an Italian writer and poet born on September 20th, 1945 in Milan. He wrote his bachelor's on Nelo Risi and Andrea Zanzotto, Italian poets from the 1920's. He started working as a sports writer from 1960 to 1971, an activity that he picked up again eventually and continues to do sporadically for several newspapers like "Italia Oggi", "Corriere dello Sport" and "Rigore". He also was a middle school teacher from 1972 to 1981 and directed the magazine "Poesia" from 1989 to 1991.

He became well known to the critics and public with his first collection of poems "Il Disperso" in 1976. Later, in 1983 he won the Viareggio-Rèpaci Prize with "Glenn" (1982), the Montale Prize in 1993 for "Poesia della fonte" ("Poetry of the fountain", 1993) and the Bagutta Prize in 2014 for "Malaspina" ("Badspine", 2013).

Among his books of poetry we can also find “Le Meraviglie dell’acqua” (“The Water Wonderland”, 1980), “Il Figurante” (choice of verse from 1971 to 1985), “Donna del gioco” (“Lady of the game”, 1987), “La luce del distacco” (“The light of the detachment”, for the theater, 1990), “L’ultimo viaggio di Glenn” (“Glenn’s last trip”, 1999), “Per un secondo o un secolo” (“For a second or a century, 2003), “Jeanne d’Arc e il us doppio” (“Jeanne d’Arc and her double”, 2008), “Vite pulviscolari” (“Fine Lives”, 2009). Furthermore, his poems have been included in several anthologies.

For years he has been working as consultant editor, literary critic and translator of great writers such as Stendhal, Lamartine, Flaubert, Villiers de Isle-Adam, Prévert, Mallarme, Malherbe, Balzac and Jean Renoir. He also edited the works of Edgar Allan Poe, CS Lewis, Georges Brassens, Federico García Lorca, Constantine P. Cavafy, Nazim Hikmet; and presented works by Alessandro Manzoni, Yukio Mishima, Bacchelli, Cesare Zavattini, Lorenzo de ‘Medici, Antonio Porta, William Riley Burnett, Edgar Lee Masters, Nelo Risi, Giampiero Blacks, among others.

He edited the Dictionary of Italian poetry (1983 and 1990), translated an anthology of Lombard Tales in 1986 and, with Stefano Giovanardi, chose the Italian texts for the anthology of Italian Poets of the late XX century (I Meridiani, 1998), as well as collaborated to the collection and almanac Mondadori of “Lo specchio” (“The mirror”).

In 2005, again for Mondadori, he published his first novel, “Il male è nelle cose” (“The evil is in things”), followed by his second work of fiction in 2007, “La Traversata di Milano” (“The crossing of Milan”) and in 2011 by “La Maschera retratata” (“The portrait mask”). His last novel, “L’indifferenza dell’assassino” (“The Killer’s indifference”, 2012) was published by Guanda.

“Milan is
the ideal
city to go
for a walk...
is the ideal
space for the
Flâneur.”

- Maurizio Cucchi

LA TRAVERSATA DI MILANO

“Milan is the ideal city to go for a walk. It doesn't attack you, does not tease or harass you, with the ostentation of its wonders, it is extremely reserved, and it's the ideal space for the flâneur”.

- Maurizio Cucchi

The cliché has it that Milan is a city not beautiful but grey, and not fit for people to live in, only made for the 9 to 5 schedule of office workers. It's a superficial judgment is often shared, unfortunately by the Milanese. But that's not what Maurizio Cucchi says. He was born in Milan and the city was where he has set his verses with which he shows that the Lombard state capital is a friendly city, comfortable and beautiful.

La Traversata di Milano is almost a travel book, set in a simple perimeter of a metropolis. A journey between past and present, the book is capable of describing monuments along with popular legends and great figures like Stendhal, Carlo Porta, Gadda, Montale, etc. Maurizio Cucchi makes homage to his city and confirms his deep love to Milan, underlining the fact that it is full of memories, stories and ghost that deserve to be remembered.

Cucchi's narrative doesn't find limits in his own experience but it also gives a voice to the writers that have found in the city a source of inspiration, from Stendhal to Gadda, to Carlo Maria Maggi, Vittorio Sereni and so many more.

From the first word, the author shows both the greatness and the secrets of the city through its streets and squares. He doesn't focus on the most

known or glorious monuments, he takes the reader for a walk to an unknown Milan by describing the places he knows and has grown with: parks, hidden alleys, the suburbs of the old city, and so much more. He shows HIS Milan.

The places of La Traversata di Milano

“What interests me is the micro story or the story of an infinite anonymous everyday life, of anonymous people.”

- Maurizio Cucchi

In “La Traversata di Milano” Cucchi guides his reader through the streets of the city, and for every street, square and intersection he has a story to tell. After an intensive analysis of the book, we found 175 places that the writer describes or tells story about.

Chapter 1

Vittorio Veneto Street

Alfonso Cossa Street

Naviglio

Romagna Street

Luigi Vanvitelli Street

Loreto Square

Spadari Street

Orefici Street

Cordusio Square

Scuole Palatine Palace

Mercanti Square

Palazzo della Ragione

Duomo's Square

Santa Margherita Street

Brera

Giuseppe Verdi Street

La Scala Theatre

Italia's Galleries

Corso Europa

Pasquirolo

(28, Corso Vittorio Emanuele II)

Corso Vittorio Emanuele II

Craca Di Carlo Guffanti Pisapia

Tatozzi *(2, Omenoni's Street)*

Belgioioso Palace
Manzoni's house
(1, Gerolamo Morone Street)
Poldi Pezzoli Museum
(12, Alessandro Manzoni Street)
Corsia del Giardino
(16, Alessandro Manzoni Street)
Alessandro Manzoni Street
Croce Rossa Street
Della Spiga Street
Senate Street
Senate Palace *(10, Senate Street)*
Marina Street
Corso di Porta Nuova
Corso Venezia
Bovara's Palace
(51, Corso Venezia)
Cappuccini Street
Berri Meregalli's house
(8, Cappuccini Street)
Porta Venezia
Cavour Square
Giardini Pubblici Indro
Montanelli
Melzo Street
Santa Francesca Romana Square
Lazzaro Palazzi Street
San Carlo al Lazzaretto
Panfilo Castaldi Street

Lazzaretto Street
Felice Casati Street
San Gregorio graveyard
Alessandro Tadino Street
Corso Buenos Aires
Benedetto Marcello Street
Monte Napoleone Street
Bigli Street
Petrarca's house
(At the beginning of Lanzone Street)
Petrarca's rustic villa
(29, Zoia Fratelli Street)
Parco delle Cave (Quarry park)
Pret de Ratanà's former house
Pret de Ratana's house *(Pattari Street)*
Cascina Sella Nuova
(Sella Nuova Street)
Sant'Ambrogio Church
San Sigismondo former convent
(15, Corso Magenta)
Leonardo da Milan
Santa Maria delle Grazie
Sforza Castle
Chapter 2
Monza Street
Gorla
Rovigno Street

Tofane Street
Mykonos greek tavern
Finzi Villa
Prospero Finzi Street
Ponte Vecchio
Little Gorla's Martyrs Monument
Pozzi Street
Loreto Square
Porpora Street
San Materno Square
Santa Maria Bianca della
Misericordia Church
Workshop Teodosio
Sire Raul Square
Tolmezzo's Street
Le Rottole
Porpora Street
Lambrate Railway Station
Rimembranze di Lambrate Street
Conte Rosso Street
San Martino in Lambrate Church
Vigoni Villa
Anna & Leo's restaurant
Colnago Luigi's house
San Carlo's chapel
Feltre Street
Lambro Park
La Pianta restaurant
Litta Modignani Villa

Affori Street
Vincenzo da Seregno Street
Porta Volta
Degli Imbriani Street
Luigi Bodio Street
Giovanni Bausan Street
Giuseppe Candiani Street
Milan Bovisa Station
Luigi Mercantini Street
Famagosta Street
Miani Square
Santa Rita da Cascia Street
Giorgio Simone Ohm Square
Morimondo Street
Shipping on Ludovico Street
Olana 1894 rower
Chiaravalle's Abbey
Ravenna Street
San Dionigi Street
Porta di Mare urban park
Sant'Arialdo Street
Graziano Street
Luigi Ornato Street
Belloveso Square
Gian Battista Passerini Street
Clerici Villa
California Trattoria
Sforza Castle
Civic arena

Monluè
Mecenate Street
Fantoli Street
Idroscalo
Luna Park
Stella Mount
QT8
Gaetano Moretti Street
Santa Maria Nascente Street
San Siro Stadium
Paravia Street
Vigorelli velodrome

Chapter 3

San Siro Stadium
Porta Venezia

Selection criteria

The selection criteria was identifying the places with interesting stories, those that give a clear imaginary of the city, as well as those related to important moments in the writer's life. After analyzing all the 175 places mentioned in La Traversata di Milano and its stories, memories and characters, 20 places have been chosen in order to communicate the territory through Maurizio Cucchi's perspective.

These places have been divided in 3 categories depending on their content:

1. Places that have changed or no longer exist
2. Immersive places
- 3- Biographical places

For each place there was also a character related to it, mostly writers or historical figures.

Places that have changed or no longer exist

- Pret di Ratanà's house
- Le Rottole
- Petrarca's house
- Piccolo Teatro
- San Cristoforo sul Naviglio Church
- Monte Napoleone Street

Immersive places

- Mercanti Square
- Giardini Pubblici Indro fontanelli
- Sforza Castle
- Civic Arena
- Sant'Ambrogio Church

Biographical places

- Degli Imbriani Street
- Corso Buenos aires
- Università Cattolica del Sacro Cuore
- San Siro Stadium
- Luisa Battistotti Street
- Lazzaretto Street

MILANO FLÂNEUR

Milano Flâneur è l'unica piattaforma digitale che guida agli amanti della letteratura e la poesia a percorrere, scoprire e riscrivere Milano con la prospettiva di **Maurizio Cucchi**.
Il presente progetto, parte da un'analisi dei luoghi dell'autore, dal libro *La Traversata di Milano*, comunicare il territorio attraverso la rappresentazione dei luoghi, la mappa di Milano Flâneur diviene collettore di contenuti esperienziali e catalizzatore di comunicazione transmediale.

- 1 Castello Sforzesco**
(Piazza Castello, 20121 Milano)
- 2 Università Cattolica del Sacro Cuore**
(Largo A. Gemelli, 1, 20123 Milano, Italia)
- 3 Basilica de Sant'Ambrogio**
(Piazza Sant'Ambrogio, 15, 20123 Milano, Italia)
- 4 Casa di Petrarca**
(all'inizio di via Lanzzone)
- 5 Piccolo Teatro Strehler**
(Largo Paolo Grassi, 2, 20121 Milano, Italia)
- 6 Piazza dei Mercanti**
(Piazza dei Mercanti, 20123 Milano, Italia)
- 7 Casa del prêt di Ratanà**
(Via Pattari, 20122 Milano, Italia)
- 8 Via Monte Napoleone**
(Via Monte Napoleone, Milano, Italia)
- 9 Arena Civica Gianni Brera**
(Viale Giorgio Byron, 2, 20154 Milano)
- 10 Giardini Pubblici Indro Montanelli**
(Giardini pubblici Indro Montanelli, 20121 Milano, Italia)
- 11 Via Lazzaretto**
(Via Lazzaretto, 20124 Milano, Italia)
- 12 Corso Buenos Aires**
(Corso Buenos Aires, Milano, Italia)
- 13 Via Mauro Macchi**
(Via Mauro Macchi, Milano, Italia)
- 14 Via Luisa Battistotti Sassi**
(Via Luisa Battistotti Sassi, Milano, Italia)
- 15 Le Rottole / Orti di Via Tolmezzo**
(Via Tolmezzo 20132 Milano)
- 16 Via degli Imbriani, 19a**
(Via degli Imbriani, 19a, 20158 Milano, Italia)
- 17 Stadio San Siro**
(San Siro Milano)
- 18 St Cristoforo sul Naviglio**
(Via S. Cristoforo, 3, 20144 Milano, Italia)



16 Via degli Imbriani

15 Le Rottole Orti di Via Tolmezzo

13 Via Mauro Macchi

12 Corso Buenos Aires

11 Via Lazzaretto

10 Giardini Pubblici Indro Montanelli

9 Arena Civica Gianni Brera

1 Castello Sforzesco

Via Monte Napoleone

5 Piccolo Teatro Strehler

6 Piazza dei Mercanti

7 Casa del prêt di Ratanà

3 Basilica de Sant'Ambrogio

2 Università del Sacro Cuore

4 Casa di Petrarca

14 Via Luisa Battistotti Sassi

18 St Cristoforo sul Naviglio

D

C

B

A

1

2

3

4

5

6

FLÂNEUR

The term flâneur comes from the French and means ‘walker’

Indicates the gentleman wandering the streets, trying emotions observing the scenery, leaving space for the free and leisure exploration.

THE PROJECT

The concept of the project takes inspiration from the way in which the author walks around the streets of Milan and invites his readers to visit it to discover its hidden beauties: walking in Flâneur style.

The term Flâneur comes from the French and means ‘walker’. It indicates the gentleman wandering the streets, trying emotions observing the scenery, leaving space for the free and leisure exploration. Through the interaction of three transmedia formats, Milan Flâneur allows the city’s lovers to reach the places of the city and rediscover hidden beauties.

Whether from home or walking the streets, writers and literature lovers can get lost and find themselves with the guide of Maurizio Cucchi and “La Traversata di Milano”. The objective is meant to convey the territory through the representation of places. The map of Milano Flâneur becomes a container for interactive content and an experiential catalyst of transmedia storytelling.

The project started from the analysis of the places presented in the work of Maurizio Cucchi and intends to rewrite the territory of the city using them as the base. The map of Milano Flâneur becomes a collector of “anonymous stories” in a transmedia way.

As specified before, the project divides the places in 3 different categories:

1. Places that don't exist anymore or have changed over time
2. Immersive places
3. Places related to Cucchi's life

Depending on the category, the places are represented in different ways, using diverse types of media: 360° video, audio, before and after images, photo gallery, video interviews and text stories. The users can access the contents through 3 different touchpoints: a web-based platform, a mobile application and a paper-based journal, which can take with them during the walks through the city.

Target

The main targets of the project are:

1. Book lovers
2. Writers and poets

The first group is mainly composed by students or employees living in Milan, or tourists with an average age of 25 years onwards. This user knows Milan as a city related to literature and publishing, and knows very well that some places are also valuable for their literary importance and would like to know more stories related to that world.

The second group is composed of amateur or professional writers, residents and Milan or Maurizio Cucchi's work connoisseurs, with an age over 25 years old. Either as a hobby or profession, writing is an important part of their lives. They find inspiration in other works and writers but also in their surrounding environment. They love to know new places and people.

Formats

The project has been developed in 3 formats:

Web-based platform

The main touchpoint of the project, the website allows anyone to discover Milan and the perspective of Maurizio Cucchi without even having to leave their houses. The stories are easily available exploring the map or the user can let himself get lost in a virtual walk through the Flâneur function.

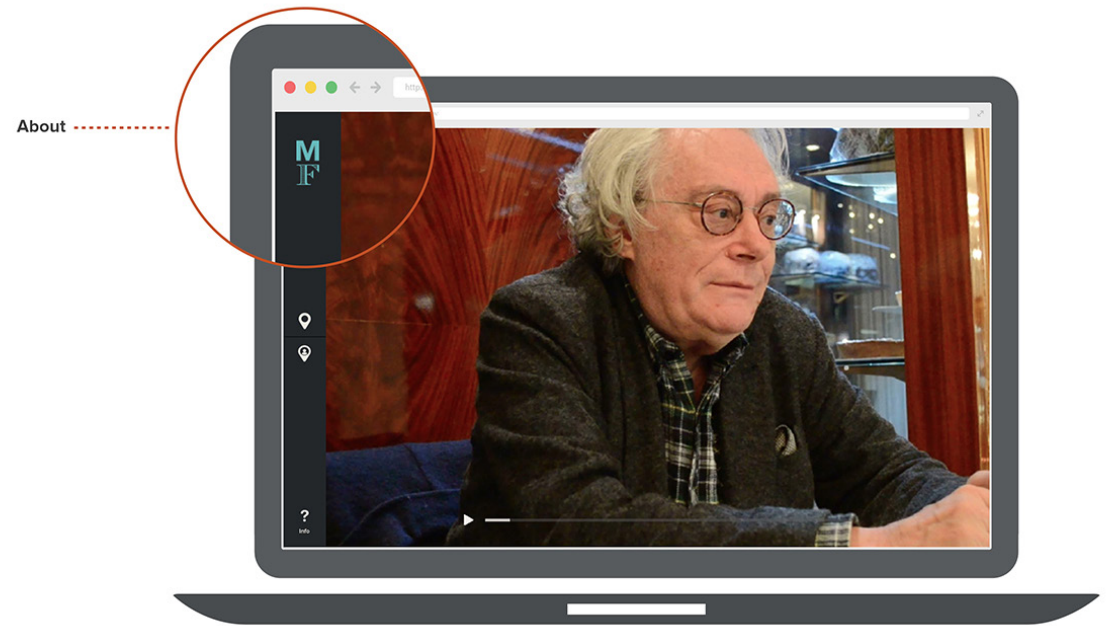
By connecting with the other devices – the mobile app and paper-based journal - the website offers a space for the poetic expression about Milan's territory and gives them a personalized map for their own work.

Features

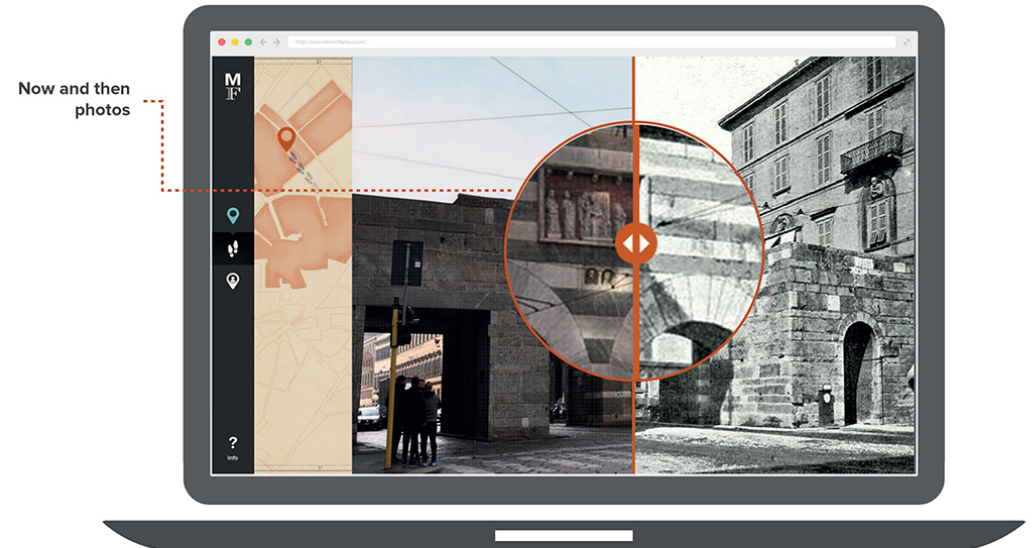
- Map with Maurizio Cucchi's places
- Multimedia contents for each place
- Author quotes
- Map with user's contents
- Immersive random exploration

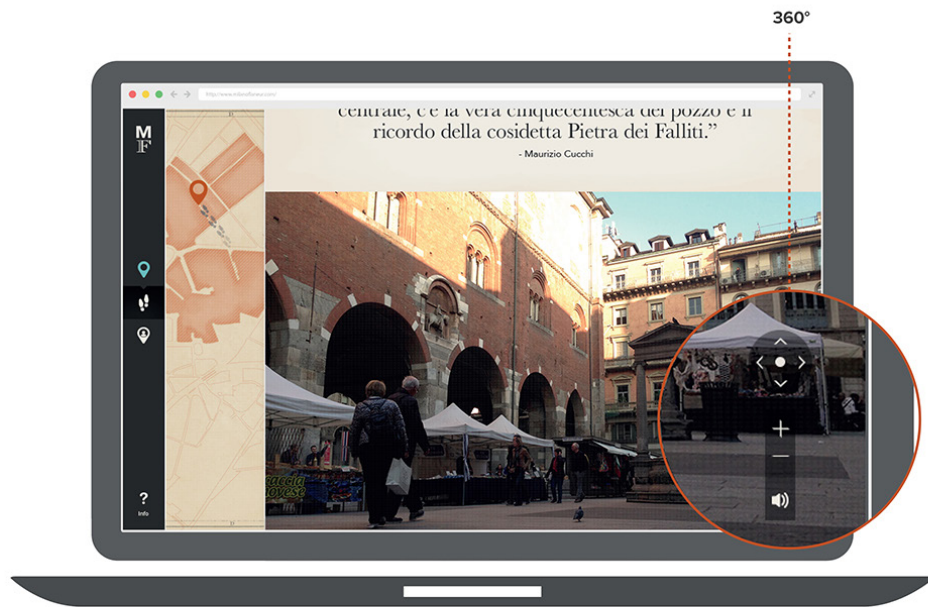
Modules

- Homepage
- About page
- Flâneur walk
- Changed place module
- Immersive places module
- Biographical place module
- User module

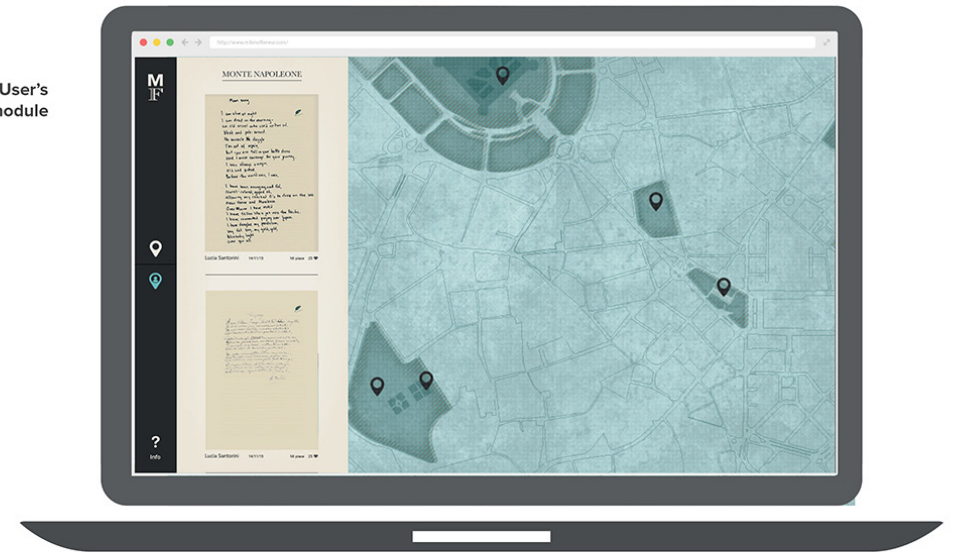


Stories





User's
module



Biographical
places



Paper-based journal

The main target of this touchpoint are those who still have a strong preference for paper-based items or are used to work with them as a tool for inspiration. This journal intends to get closer to their reality and make them feel comfortable. With the Milano Flâneur journal the users will find a bridge between Maurizio Cucchi's literature and their own literary work. It's a tool for the poetic expression, offering didactic and interactive material to play with and also as a guide to discover the places from another perspective and get inspiration from them. It can also be used while doing the audio walks with the mobile application.

Features

- Map with Maurizio Cucchi's places
- Multimedia contents for each place
- Author quotes
- Poetic exercises
- Augmented reality interactions
- Blank pages for user's drafts and notes
- Marked pages for digital scanning and sharing
- Exclusive content of author's biography

The journal will be divided in 3 volumes depending on the book's chapters and will describe different places:

Volume 1

Casa Pret di Ratanà, Monte Napoleone, Castello Sforzesco, Piazza Mercanti, Giardini Pubblici, Lazzaretto, Corso Buenos aires, Casa Petrarca.

Volume 2

Le Rottole, Arena Civica, Castello Sforzesco, Idroscalo, Villa Clerici, Via degli Imbriani, Via Luisa Battistotti.

Volume 3

San Cristoforo sul naviglio, Piccolo Teatro, Sant'Ambrogio, Lazzaretto, San Siro, Università Cattolica.

The places of each volume will be highlighted on the map at the beginning of each one so the user can locate it in the Milan's territory.

The journal is divided in two main modules.

Place module

Each place will have a cover introduction with its location on the map, title and the related stories. Each story will be developed with images and QR codes for the multimedia interaction: 360° videos, before/after photos, environmental audio, video interviews or biographical timeline of the characters.

Quotes from the author will help the user to understand his perspective and emotions about the place. Inside this module there are also postcards and bookmarks that the users can cut out. At the end of the story will be blank pages for the user's drafts and marked pages for sharing the work.

Poetic exercises module

Milano Flâneur is aware that writing is an activity which involves constant training, this is the reason why it wants to be a supportive tool for young

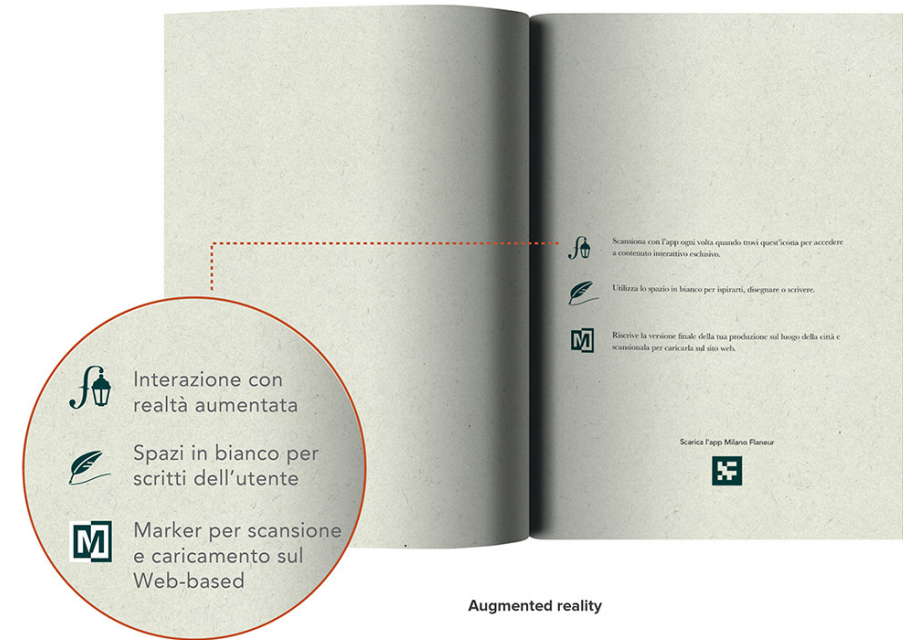
and amateur writers by offering didactic material and interactive exercises that increase their writing skills and give them the opportunity of getting inspiration to create original stories about the places of the city.

Exercises with augmented reality interaction:

- Complete the text from given words.
- Highlighting words from a Cucchi's text

Didactic material:

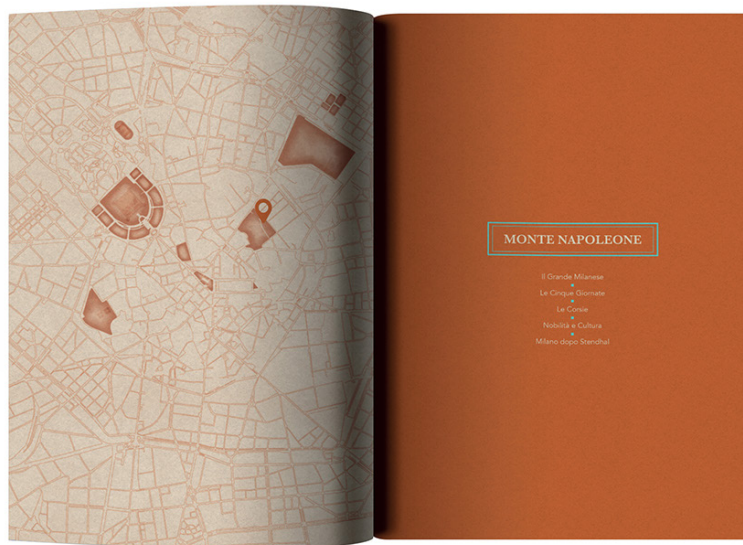
- Blank pages for drafts and random notes
- Poems to analyze as references
- Quotes to comment
- Multimedia content to get inspiration from
- Open questions to help them be more creative



Augmented reality



Augmented reality



Map



Poetic excercises

Mobile application

The main purpose of this touchpoint is to exploit the possibilities of movement that mobile technologies give to the users. The use of geolocation and the scanning function makes it easier for the user to discover the stories of Maurizio Cucchi while walking around the city in Flâneur style.

Features

- Map with Maurizio Cucchi's places
- Multimedia contents for each place
- Predetermined audio walks
- Author quotes
- User profile with literary archive
- Scanning tool for user's literary work
- Augmented reality interaction with paper-based journal
- QR code reader

The mobile app is divided in five modules:

Stories module

This module has as main content the stories of the places, the characters related to each, photo archive and before/after images, all represented from the Maurizio Cucchi's perspective.

Flâneur module

It's the module dedicated to the audio walks across the city with Maurizio Cucchi's guide. The routes are inspired in the path he follows in the book, with the same itinerary, stops and turns. Each walk talks about a specific

topic and belongs to volume of the paper-based journal, so the user can take the right one with him and write down his impressions of the places on it.

The walks can be downloaded to the app in order to use them without internet connection. Thanks to the geolocation feature, the user can see his current location on the map, get directions to arrive to the starting point of the walk and follow it in real time. During the walk, the user will get additional location-based content to interact with, such as video, before/after images, photo gallery or environmental audio, to allow him to get a real immersive experience.

Each walk has the following information:

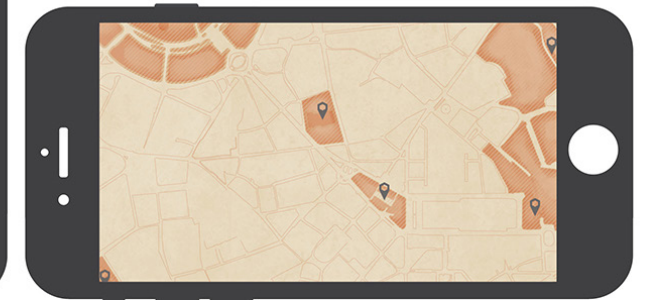
- Volume of belonging to the paper-based journal
- Distance and time duration
- Introductory text with photo gallery
- Cucchi's audio narration
- Map with highlighted route
- Pause audio guide option
- Itinerary directions
- Push-up notifications for located-based content
- Additional multimedia content about the place

Inspirational module

This section allows the user to get inspiration from quotes of “La Traversata di Milano” and Maurizio Cucchi's work, gathered by topics, such as water, nature, history, etc.



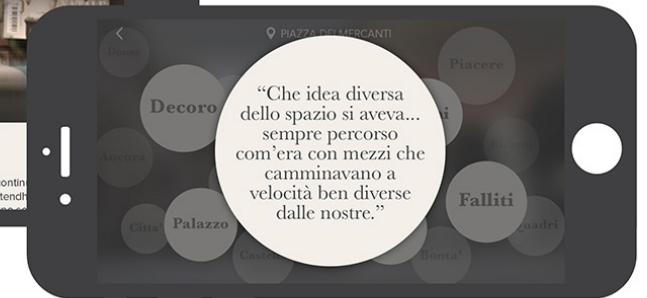
Walk mode



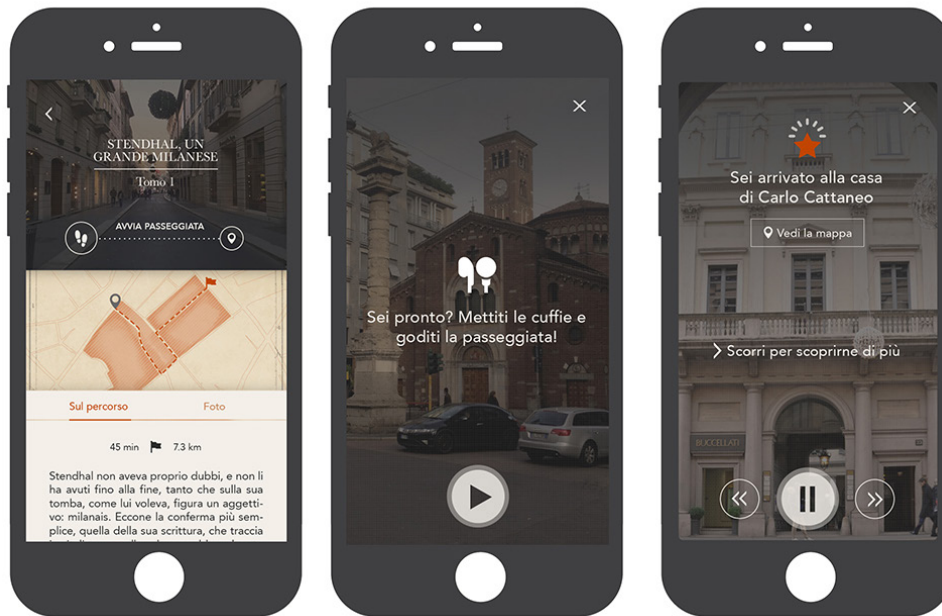
Stories mode



Place's stories



Place's quotes



Walking tour

Audioguide

Location-based content

Interactive module

Here is where the user can resort to the digital tools within the app in order to interact with the paper-based journal, giving him an immersive experience when he is not physically in the place.

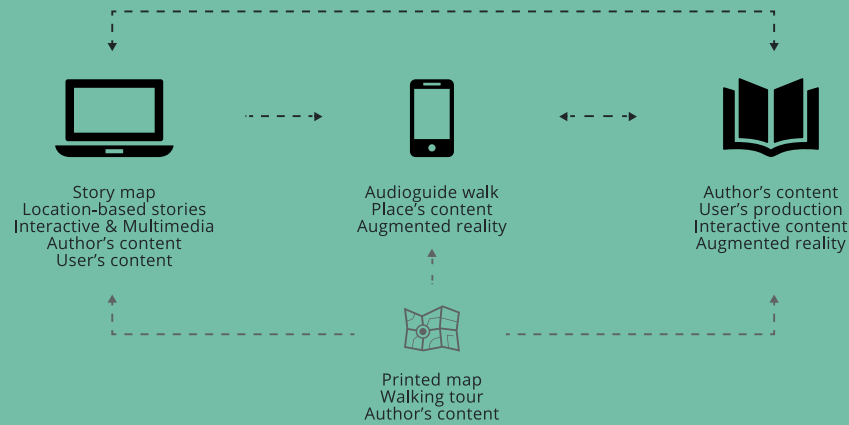
Thanks to the QR code reader, he can see 360° videos and hear environmental audios that will make him feel and live the same emotions Maurizio Cucchi writes in the book, and also read the stories of the characters related to the places. Through the augmented reality technology, the user can see beyond the texts and discover poetic exercises to practice with and improve his writing skills.

This module also has a scanning tool that will allow the user to publish his work in the web-based platform so he can share it with the Milano Flâneur community. The image scanned, will be automatically optimized, color edited and linked to a specific place thanks to the tracking code in the sheet.

User module

This area is a digital archive of the user's literary work. All the drafts and notes wrote down in the paper-based journal and scanned through the app will appear here, organized by date of creation or related place. It also has a profile section with the basic information of the user – profile photo, name, email and password – which he can modify anytime.

Transmedial system



Case 1

User: Literary tourist

Objective: Make a walk to discover the Milan through Maurizio Cucchi's perspective

1. Opens Milano Flâneur mobile app
2. Choses a walk
3. Goes to the starting point of the walk
4. Starts the audio guide
5. Walks through the city following the guide instructions
6. Discovers the places from another prospective and it's stories
7. Can write his impressions on the paper-based journal

Case 2

User: Literary lover

Objective: Get inspiration from Maurizio Cucchi's stories

1. Goes to Milano Flâneur web-based platform
2. Explores the map
3. Choses a place
4. Reads the stories and see's the multimedia content
5. Reads other writer's stories published through the mobile app.
6. Discover additional information through the augmented reality interaction with the paper-based journal

Case 3

User: Writer

Objective: Publish and share his work

1. Goes to the place he wants to write about
2. Writes drafts and notes on the paper-based journal
3. Scans text using the mobile app Milano Flâneur
4. Loads the image and the place is automatically recognized by the identification marker of the sheet
5. Waits for image to be approved
6. The work is approved and published on the Milano Flâneur website

02

traveling & storytelling



TRAVEL STORIES: BEGINNINGS AND EVOLUTION

“Great travel writing consists of equal parts curiosity, vulnerability and vocabulary. It is not a terrain for know-it-alls or the indecisive. The best of the genre can simply be an elegant natural history essay, a nicely writ sports piece, or a well-turned profile of a bar band and its music. A well-grounded sense of place is the challenge for the writer. We observe, we calculate, we inquire, we look for a link between what we already know and what we're about to learn. The finest travel writing describes what's going on when nobody's looking.”

- Tom Miller

Traveling without even moving, the feeling we all get from childhood after we open our first book, novel or comic, we let ourselves go in a world of wonders and we explore new places with our imagination. The lovers of literary tourism live the travel stories they read as an adventure that

conceals mind and heart. That's why these two activities are extremely related to each other. Traveling and reading open us to the knowledge of ourselves and the world we live in.

How many times have you visited places related to a particular novel or writer? Literature and modern cities now seem like distant concepts, yet who has wrote of these places, has visited them, knows they are the scenario where he has imagined a story. There are cities such as Florence, Rome, Venice, Paris, London, New York or Dublin whose streets are full of literary suggestions that make the city familiar even before we take a step on it's streets. Take Shakespeare for example, so many of his stories take place in the Venetian area, such as "The Two Gentlemen of Verona", "Romeo and Juliet", "The Merchant of Venice", just to mention a few.

Our literary background, whatever it might be, can be considered a good alternative and fascinating travel guide. Traveling through the places described in a book is like reading that book once again, but this time with all our senses. Very often real, existing places are mentioned, such as bars, restaurants, sights and secret corners; they not only show you another face of the city, but they are able to awaken the same emotions that the book made you feel, and not only, because now are places that have a perfume, the buildings can be touched, there are flavors to be enjoyed and so many things to look at. The books that take place in Italian cities are very special, because of their level of details and attention to the landscape in which they happen. They can even be considered as a special and quite quirky tour guide.

Italy is full of places that inspire literature, from the smallest village in a long lost province, to the great touristic cities that become theatres of

countless stories which often have left a real track and only visible to "those who know and understand". Milan especially is a territory rich in culture and 'literary places'. Whether is a well known building as the Duomo or a remote corner in the old suburbs, its streets, parks, canals and buildings help us to see the city from a new perspective. Reality is mixed with history, which merges with fiction, when, lost in the streets of Milan, one might end in the streets that tormented Colonna, the main character in Umberto Eco's book and shortest novel 'Numero Zero'.

There is also another kind of 'literary places', those related to the life or memory of a beloved writer that transform our travel into a real pilgrimage. Traveling to discover the places that have been the birthplace of famous writers, or the locations where they've lived, is another way of doing literary tourism. Thinking about the fact they've walked the same streets we're walking or visiting the same places that have been can be fascinating and a significant source of inspiration.

'Travel literature' is a label that many texts have carried throughout history, from the beginning of time we can find travels intertwined in the pages of texts as important as the Bible or The Odyssey, in the end these two books are the tales of historic travels.

Life and travels are in a certain way synonyms, because their root and source is set on movement. One cannot live and stay still, so almost any type of literature that tells a story about life itself may actually be classified as 'Travel literature'.

In order to find actual differences between texts that may be classified as other type of writing versus those that are specifically 'Travel literature' academics have singled out certain elements. The first one is that Travel

literature is based on facts, whether it's a memoir or an actual travel guide, what it tells is true and can be verified. Even if the story takes different forms due to the version of the person that tells it, and includes some fiction in it, the core of its elements is based on reality. The fact that the places and time frames it refers to are real doesn't take away any of the magic, it only adds a sense of reality that many other texts lack.

Another characteristic that should be noted is that due to the fact that it is based on reality, a descriptive tone predominates, unlike other type of texts such as novels, where narration takes the reader through the different parts of the story. "The fact that characterizes narration and that is always aimed at the outcome is sucked in by travel literature by they journey itself and the world is it's stage". (Alburquerque-García: 17) The third essential element is that there's a strong "testimonial character". The fact that stories are based on what the person is living, makes them mainly objective, or they did until late XIX century, where the travel stories took a turn to subjectivity thanks to the arrival of romanticism. Not all travel literature can be labeled as 'Travel stories', the latter has a very special element that stands out: it comes from a dialogue.

Travel stories were born both from personal experience and previous stories that one way or another influence the author. The oldest examples of written travel stories that can be found are Herodotus' "History" (V a.c) and his travels along the barbarian town's landscapes and Jenofonte's "Anabasis" (IV a.c) during the time period when he was recruited as a mercenary soldier.

Both these authors belong to the group of travelers that share real experiences and anecdotes in their writing; they are precursors of Travel stories

because of their historian and reporting-like spirit. It's safe to say that since its origins, travel stories move between the limits of literary and documentary styles.

The Middle Ages were a very prolific time for travel literature because of the discovery of new territories and colonization. One of the most important books of all times, and maximum exponent of the genre, is Marco Polo's "Book of Wonders" written in the XIV century and printed in multiple languages and editions until our days. It was during these years that many elements of Travel stories started evolving; in first place the individual vision started shining through the stories and reality prevailed over fiction. It was thanks to the new travels that geography took an important role in literature, and the fantastic descriptions were replaced by real testimonies; geography was adjusted by reality.

This new role of authority gained by the author and justified by the reality of his endeavors started developing the need for him to be the main character in the story, and thus having readers recognize him for the amazing adventures he lives, the way he lives them and most importantly, how he tells them. The main scope of Travel stories slowly turns into a "see to tell" dynamic from the author; everyone was observing and writing their findings in travel journals. The importance of this new element was for some a paradigm change that re configured the view of understanding oneself. "If in the classical ages the thought rested on the fact that to understand oneself better one should study one's insides, with the new notion brought by Travel stories people started thinking that this understanding actually came from studying others". (Alburquerque-García).

One of the first travel books giving European readers some insight into the exotic world of the Orient, was published in 1356-67. Called 'Travels', it may have been written by Sir John Mandeville, but Jean d'Outremeuse, a French historian, could also be the author. It's a highly entertaining guide for pilgrims to the Holy Land, but goes beyond, taking the reader as far as Tartary, Persia, India and Egypt, recounting more fantasy than fact, but containing geographical details to give the work some veracity. 'Travels' opened the Western European reader's appetite for the travel book as a journal of marvels: dry scientific detail was not what these readers wanted. Rather it was imagination plus information. As a result, myths of 'the fountain of youth' and of gold-dust lying around 'like ant-hills' caught their imagination, and, when the voyagers of the late XV and XVI centuries found 'new worlds' in the Americas, these myths were enlarged and expanded, as El Dorado joined the Golden Road to Samarkand and the imagination of readers was set on distant lands.

During the first half of the XVII century, two essential elements would ratify the "Travel story" genre. The first one was the Great Tour phenomenon, born in England, it supported the desire for knowledge to be acquired through traveling around Europe; and the second one was the publication of Francis Bacon's "Of Travel", also born from the Great Tour influence. By the second half of the century, travels were a nuclear element for young people's education, and hunger for knowledge of what happened outside their hometown was absolutely natural. This was ratified once more with two major texts, Rousseau's "Emilie" published in 1760 and its essay "Of Travel", and Diderot y D'Alembert "Voyage" from the Encyclopédie. These are just some pieces of evidence that show how travel stories during the Enlightenment were a tool for teaching, and the evolution of the genre became clearer: from the Middle Ages, when the tone of the text was official

and was limited to mere observation, to the Renaissance, when it took a direction towards testimony, was based on description, and the presence of the author became essential for the narrative.

It is from these elements that the recollection of stories becomes the main scope of travels, the author's figure and the traveler becomes one; the effect this causes is automatic, the readers believes and accepts as real everything that the author puts out there. It was during the XIX century that literature and journalism found a meeting point, and one of the main reasons were travel stories. After postmodernism and with the advent of globalization, travel literature has taken new facet with abundance of meta-narrative: The postmodern meta-traveler doesn't go, he returns because even when he's traveling for the first time he has so much information gathered beforehand that more than getting to know a new place, he actually recognizes it.

In fact, the new traveler doesn't only carry a journal to write his observations and take memories as souvenirs for his own education and benefit; the most evolved characteristic since the years of Rousseau and Diderot is the fact that one travels because one wants to show the world the unique experiences lived, food eaten and memories made along the way. The main scope of Travel stories as "see to tell" is stronger than ever, now we 'see' more than ever: Travel stories are not only text anymore, in fact with the development of technologies that allow images to be snapped and published in mere seconds, the new way of narration has found a graphic format.

Immediacy has won travelers over, and just as they can find any information they need about their destination online, they have entered and nested the web as creators of content, thus the new journal for their Travel

stories has found a new digital home. Web versions of the classic books and guides were just the beginning of the metamorphosis of Travel literature, the growth of personal blogs just pushed it a step further and with the new Social Media platforms, authors are not only writing their stories, but publishing and posting them as video, images, texts, gifs and many other hybrid content.

Blogs were the "first try" for users to have an individual platform to communicating with the world. They offered everyone with a connection the opportunity to have their own little piece of the internet. They started as manually updated pages that people used to share their interests with a close group of people. It wasn't exactly an easy process. But over time, sites like Blogger, Xanga and LiveJournal sprouted up and became the first blogging platforms. Before long, online diaries and journals gave way to a more prominent platform: news outlets. Newspapers and networks began using blogs as a way to get the news out faster. WordPress launched in 2003, and the platform allowed large editorial teams to manage and publish content quickly and easily.

As a first try in the ever-growing digital path, the new ways of communicating started defining some guidelines that proved the success of User Generated Content, especially visual and motion graphics. Content started being charming because it is authentic. Whether it's a blog post, an infographic, or a presentation, your creations need to be your own. There's plenty of content on the internet that gets lost in the shuffle because it doesn't ring true. Similarly, content needs to stand out and be unique. Even if it's genuine, it shouldn't look like everything else. In the last two years, with the advent of Social Media internet quadrupled in size and content creators have found new parallel paths to post their experiences online.

THE IMPACT OF SOCIAL MEDIA ON TRAVEL AND TOURISM

"The internet has brought a change in the very concept of travel as a process taking one away from the familiar into the unknown. Now the familiar is not left behind and the unknown has become familiar even before one leaves home. Unpredictability – to my generation the salt that gave traveling its savour – seems unnecessary if not downright irritating to many of the young. The sunset challenge – where to sleep? – has been banished by the ease of booking into a hostel or organised campsite with a street plan provided by the internet. Moreover, relatives and friends evidently expect regular reassurance about the traveler's precise location and welfare – and vice versa, the traveler needing to know that all is well back home..."

- Dervla Murphy

Social Media (SM) has had a huge impact on every industry across the world, and travel is no exception. The role of SM now plays a key part in the whole experience; from how travelers research and book to how they share their travel stories and memories. For the first time, consumers actively participate as creators, and don't miss out on the opportunity to report their opinion or express needs and desires.

As Kaplan and Haenlin concluded in their paper "Users of the world, unite!", Social Media is "A group of Internet-based applications that build on the ideological and technological foundations of the Web 2.0 and allow the creation and exchange of User Generated Content". Reasons why travelers want to share their story with the world can be many, sharing practices through SM appear as valuable expressions of sociability, new media

increases the possibilities for self-directed connectivity, allowing for individual empowerment (Castells, 2001) and it has been shown that constant participation in an online community has a positive impact in the sense of belonging, which may result in increased knowledge sharing. This also includes feelings of solidarity and identifying as part of a community.

In fact, sharing and finding experiences online has become so important that the term Electronic Word of Mouth or E-WOM came to life defined as "All the information and communication directed at consumers through Internet based technologies". E-WOM is considered the core for any online action or activity now a days and as the saying goes, "Word of Mouth goes World of Mouth", because of the major shift information has taken is the new digital era, when information is not taken and distributed by a few to millions, like it used to be, but it is distributed by millions to a few niche markets.

On the other hand, the ever-discussed "narcissism" that SM endorses can't be ignored when talking about users' motivations. More than for information-seeking purposes, sharing experiences through Social Networks may contribute to the staging of virtual identities in late modern societies with high levels of individualization (Beck and Beck-Gernsheim, 2002). Personal expectations may lead to largely self-centered motivations that include possibilities for gaining respect and recognition, increasing social ties, augmenting one's self esteem, enjoyment of online activity, and achieving enhanced cooperation in return (Baym, 2012).

Whether it is because they belonging to an online community, or building a digital 'persona' is the main goal for users, it's essential to understand the significance of new technologies and Social Media in their daily life,

especially for younger generations. Young adults are the most active in the digital era and crucial for the traveling industry in present days. In fact, young travelers are a significant segment for the industry compared to others, "Travel is in our blood" responded 73% of 24,500 individuals in 2007 Lonely Planet's Travelers Pulse survey.

Other studies such as the "New Horizons in Independent Youth and Student Travel" by the International Student Travel Confederation (ISTC) and the many surveys done by the World Tourism Organisation (WTO) recognize youth travels as an essential segment for the current tourism landscape. This latter organisation defines the segment: "Youth travel includes all independent trips for periods of less than one year by people aged 16-29 which are motivated, in part or in full, by a desire to experience other cultures, build life experiences and benefit from formal and informal learning opportunities outside one's usual environment".

With Social Media, this very special segment of travelers is able to share knowledge, emotions and experiences they've acquired, with a great amount of people, in only one click. Experiences that were previously kept in private or within a small circle of acquaintances have evolved to public digital multimedia platforms to the extent of real time reporting and live streaming. In this new content, the sharing of experiences includes not only knowledge related aspects such as facts about destinations, prices, attractions or weather conditions; but communicate emotions, imagination and fantasy created by the traveler's subjectivity.

Social Media platforms often provide more comprehensive information and richer social cues than those found in other types of platforms such as review sites. This is the main benefit that User Generated Content has

brought to the travel industry, the fact that users can tailor communication without losing its candid one-on-one tone, not having to sacrifice reach and involvement of other readers that share the same interests.

In the results from the study "The influence of tourist trends of Youth Tourism through Social Media and Information and Communication Technologies" for the 2nd International Conference on Integrated Information, young people expressed their usual behaviour regarding friend's and influencer's Social Media Content. Out of a group of 230 persons, 69% enjoy watching friends' profiles, especially posts about travels. When asked if they usually visit their profiles to communicate and share experiences with friends during the trip, more than 40% responded positively. Another study by PhoCusWright research has showed over 3/4 of travelers mention that their choices are influenced by travel reviews and 6/10 are affected by user's videos.

A study made in Denmark titled "Motivations for sharing tourism experiences through Social Media" went deeper into investigating what type of content travelers' shared in the Web 2.0. After surveying European travelers returning from vacation, the results showed that 31% of the travelers had already shared their content through digital platforms during their vacation, and 28% planned to use them upon arrival. Posting images and photo albums in channels such as Facebook (the main Social Media platform that allowed photo sharing at the time of the study) was the second most frequent mean of conveying holiday reports for 41% of travelers. Another result showed the emphasis on visual content compared to textual content: 42% of the respondents had shared or planned to share photos and images in social platforms for acquaintances, while only 10% planned to blog about their trip.

The youngest half of the travelers showed higher levels of identification with self centered motivations, specially those who had shared visual content during the trip, they were looking forward to sharing their impressions on the internet and wanting to contribute to websites that were useful for themselves. They also wanted to maintain social connections and friendships, they liked sharing their impressions and wanted to be more recognised for their experiences.

Tourism as sightseeing is deeply related to image-making media, and this is to some degree also the case for travelers that create audiovisual content to communicate their experience. Visual storytelling took a big step in 2010 with the launch of Instagram, but what makes it different from the other platforms that allow visual content to be shared by users? Social Media had been a part of popular culture since the early 2000s, but Instagram changed the way people posted images in real time.

Before Instagram, photo sharing services such as Flickr or other social platforms like Facebook had made posting and sharing photos more of a chore. It was easier than attaching and emailing them, but they still had to be uploaded and categorized into albums or attached to a separate post. Instagram made it easier and more popular to post single photos to share snapshots of a moment or potential memory. Unlike Flickr, Instagram was made to be used in real time. Users could take a quick picture, apply a filter, and post the image to multiple Social Networks in a fraction of the time.

The future of the tourism market seems to be full of digital spaces where travelers can exchange views, audio-visual material and User Generated Content while they travel.

TRAVEL INFLUENCERS

Nowadays, traveling the world and sharing amazing photos on Social Media is a career path for some people who have become travel bloggers, influencers and experts in globetrotting. Millions of people around the world are following these people's account to get inspiration about their next trip, introduce them to new places and how to make the most of it while they're there. Instagram is well known for providing inspiration for travel, thanks to the key role of photography in the posts and the quality of it. There are more than 150 travel influencers with thousands and even millions of followers. Here some study cases:

@muradosmann

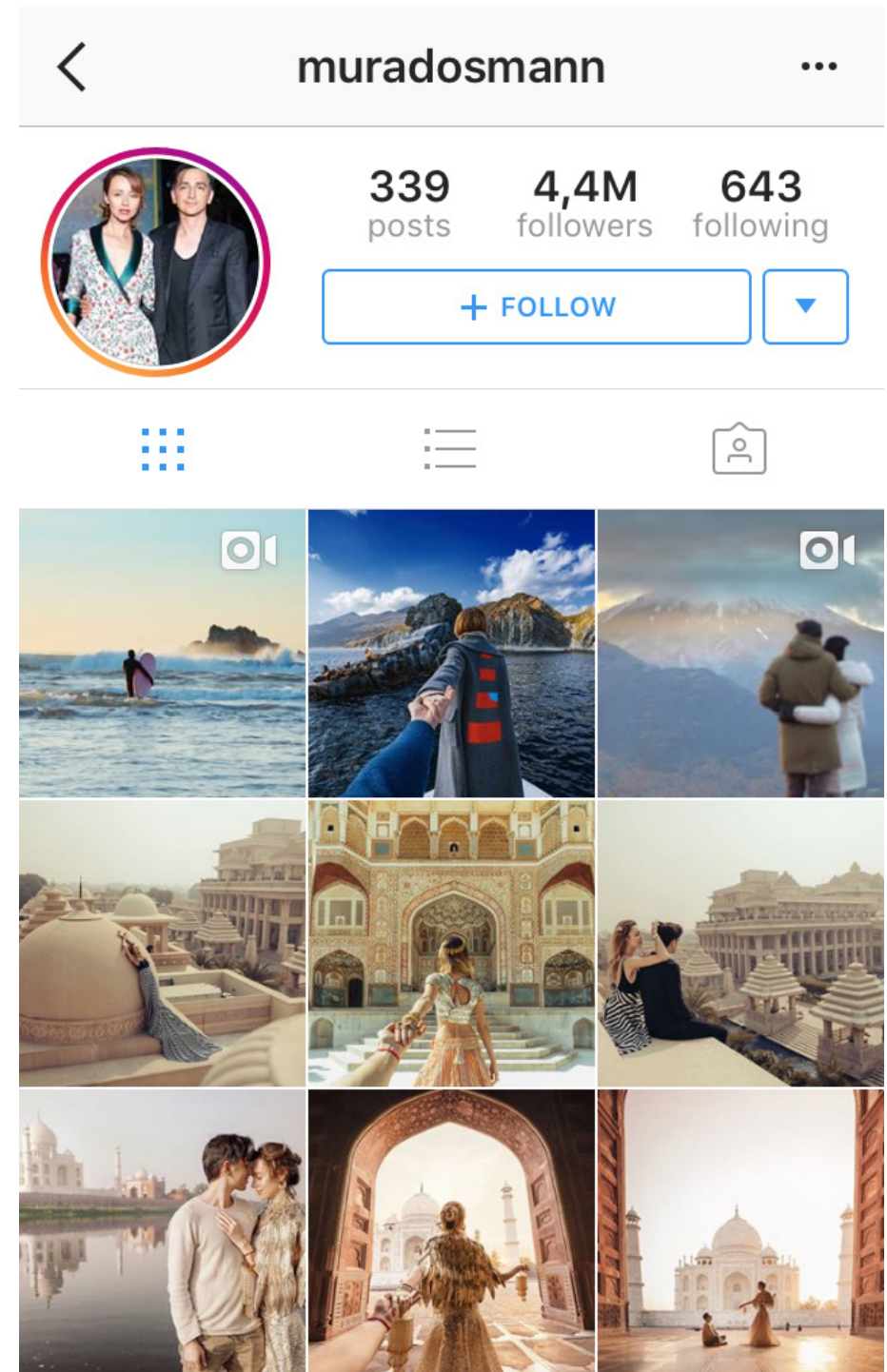
<https://www.instagram.com/muradosmann/>
325 Posts – 4,4 M Followers – 633 Following

Murad Osmann, a Russian photographer who has conquered the Instagram's world with his series of images titled "Follow me to" in which follows his wife Natalia Zakharova in the most iconic places of the world. This couple went viral in 2012 with their first photo made in Barcelona, Spain.


@gypsea_lust

https://www.instagram.com/gypsea_lust/
822 Posts – 715K Followers – 85 Following

Lauren Bullen, a 23 year-old self-taught travel photographer from Northern NSW Australia who has a deep passion for traveling and creating imagery. Now she permanently travels around the world with his partner, also travel photographer Jack Morris (@doyoutravel) creating unique content.

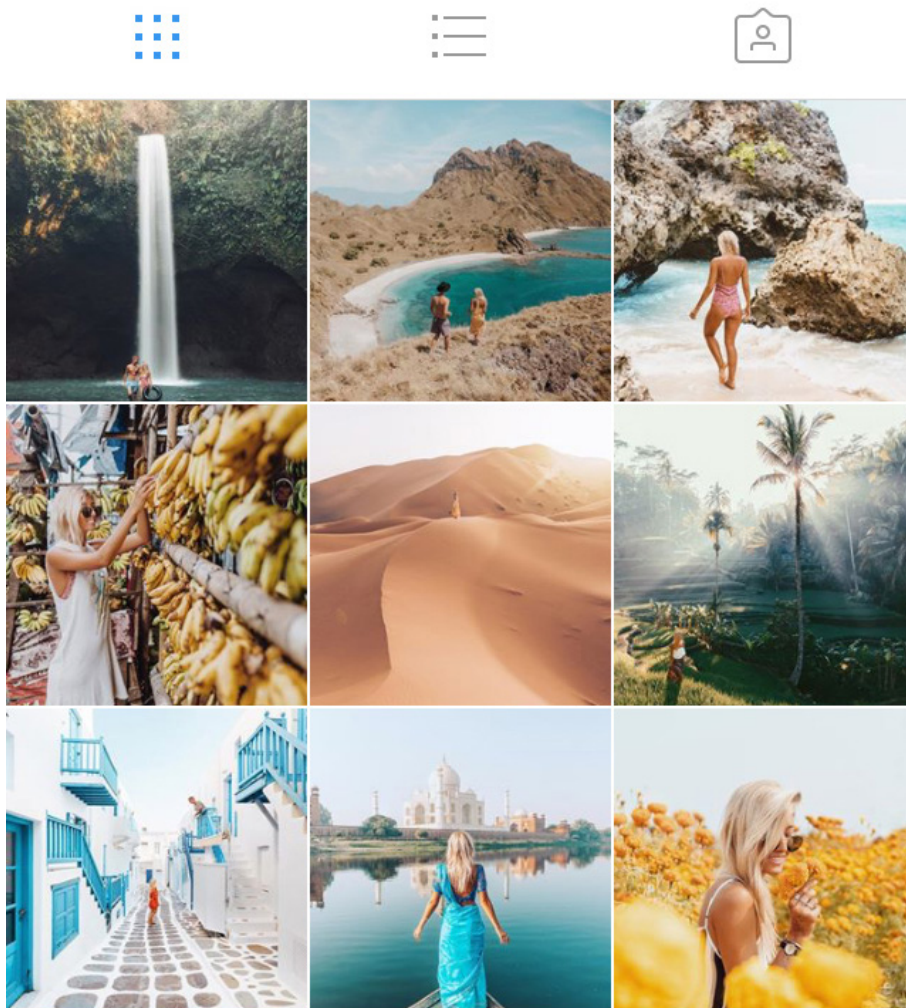


< **gypsea_lust** ...



822 posts **715K** followers **85** following

[+ FOLLOW](#) ▼



@samhorine

<https://www.instagram.com/samhorine/>

3,949 Posts – 515K Followers – 575 Following

Based in New York, Sam Horine is a true explorer. His focus is on those places society forgot about long ago, like abandoned factories back alleys with graffiti walls.

@hellowee

<https://www.instagram.com/hellowee/>

2,650 Posts – 120K Followers – 821 Following

Adrienne, a travel and lifestyle photographer based out of London, has an array of aesthetically-pleasing images to spice up your Instagram feed. Her perspectives are distinctive and crisp, giving life to unique destinations all over the UK & Europe.

@travelsintranslation

<https://www.instagram.com/travelsintranslation/>

686 Posts – 58,1K Followers – 1,057 Following

Beth, the brains behind this Instagram account, transports her followers to places they would never think to go through beautiful photos and compelling stories of cultures around the world.

@travel.quotes

<https://www.instagram.com/travel.quotes/>

1,568 Posts – 49,4K Followers – 5,832 Following

If people who post inspirational quotes on Facebook are dumber than average, then people who post travel quotes on Instagram are absolute geniuses, right? These guys think so.

@Tourist2Townie

<https://www.instagram.com/tourist2townie/>

629 Posts – 12,7K Followers – 522 Following

Follow Gareth as he immerses himself in local culture and adventures all around the world. He has lived in South America His photos are awe-inspiring and often fun.

@LoveDeathTravel

<https://www.instagram.com/lovedeathtravel/>

436 Posts – 6,315 Followers – 1,222 Following

His Instagram name comes from a Jim Morrison quote that says, “All of our songs are about love, death, and travel”, but, just to be clear, he only photographs love and travel. You will love this up-and-coming instagrammer for everything from his song lyric-infused descriptions to his amazing photos all over the map.

But Instagram also offers lots of writing inspiration. Here some examples:

@jeffgoins

<https://www.instagram.com/jeffgoins/>

1,905 Posts – 9,120 Followers – 2,527 Following

Jeff Goins's is the best-selling author of *The Art of Work* tells inspirational tale after tale with quotes, sayings, and words of encouragement for any endeavor.

@lastnightsreading

<https://www.instagram.com/lastnightsreading/>

511 Posts - 43,7K Followers - 289 Following

Kate Gavino creates drawings to illustrate quotes from New York City

book readings. She draws the author, a quote, and the date of the reading together for a poignant package to encourage writers.

@ehfop

<https://www.instagram.com/ehfop/>

24 Posts – 4,777 Followers – 123 Following

The Ernest Hemingway Foundation maintains this Instagram feed full of favorite quotes and notable facts about the literary icon. You can also spot images of vintage copies of some of his works, along with short video clips about some of his stories.

@nanowrimo

<https://www.instagram.com/nanowrimo/>

180 Posts – 24,7K Followers – 93 Following

By now, everyone's heard of National Novel Writing Month (NaNoWriMo). Following along with the organization's official feed is a sure way to remind yourself that there are plenty of other writers also cranking along on their projects. The successful travel blogger shares a distinct, opinionated and ultimately relatable way of seeing the world and builds an audience through that specialized lens. Travel bloggers are increasingly in demand, but more than that, the lines between them and traditional travel writers are blurring.

03

milan: a city of literature



TOURISM IN MILAN

Italy has always been labeled as one of the most beautiful countries in Europe, and thus, one of the most “touristy”. Millions of travelers come to the different cities to experience the Dolce Vita and take with them a piece of the traditional Italian culture.

Four cities that always top the traveler’s bucket lists: Rome, Milan, Venice and Florence. There are several reasons why foreigners want to visit these four cities, if Rome is the first choice for the holidays, Milan is seen as the city of tourism for business. According to the Banca di Statistiche d’Italia, a media of over 2 million travelers came to the city for business, and 49% of foreign tourists rested in the shadow of the Duomo in the year of 2014, but Milan was behind the other three for leisure purposes during this year, and previously as well. The “vacation, leisure” motivation is a large majority in Venice (85.2%) and Florence (80.3%), more than in Rome (73.3%).

“The world
is a book,
and those
who don't
travel read
only one
page.”

- Agostino d'Ippona

In a surprising turn of events, according to the Milan Chamber of Commerce for the first quarter of 2016, between 60 and 70% of Milan's hotel rooms were occupied, as the results show, the purpose of these visits was not only for business, but also for leisure activities, with growing attendance on the weekends. Among the factors of attraction: catering, fashion and design.

In 2016 there was positive start to the year for tourism in Milan exceeding top runners in Italy such as Rome, Florence and Venice, as well as international destinations such as Moscow and Beijing. Areas that were amongst the most occupied were the growing new area of Garibaldi, Centrale and surrounding Corso Buenos Aires. According to a recent article featured in La Repubblica newspaper: “Milan after the experience of Expo confirms its attractiveness in the sign of culture and fashion - explains the commissioner of Commerce Franco D'Alfonso - a half million admissions recorded in the city in the first two months of 2016, according to data registered from the tourist tax. They were 1,358 in 2014 and 1,468 in the year of Expo”.

Remo Eder, director of the Milan Chamber of Commerce also said: “It 'a particular moment to observe tourism: the data that are confirmed as positive in the latest surveys show that Milan has changed. The business tourism flows increasingly as does the leisure component. Community activities play an important role, with attention to leisure, cultural and sports activities and there is a growing presence of visitors on weekends. Expo has been a significant showcase.”

According to the Milan Chamber of Commerce: “The image of the quality of life of the city has made its way in the perception of the different countries, aided by new more immediate media tools. The international

advantage in areas such as catering, fashion and design is an important pull factor, a positive trend, thus making Milan choice for events and at the same time strengthens the compelling value of hospitality.”

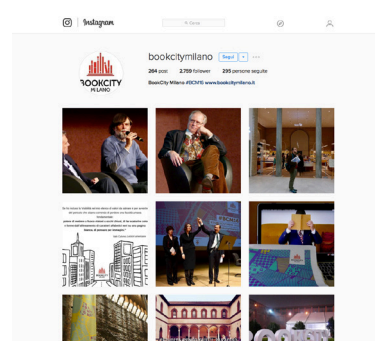
The occupation of Milan hotels for the first quarter of the year was over 65% and exceeds Rome which stands at 55.6%, 56.5% to Florence and Venice to 53.4%. In regard to Europe, Milan ranks after Amsterdam, Hamburg, Berlin, Frankfurt and London, but beyond cities like Paris, Vienna and Monaco and even better than Moscow and Beijing.

A LITERARY CITY

In Italy, for the last couple of years, more than 23 million people over the age of aged 6 report having read at least one book in the 12 months before the interview for other than academic or professional reasons. The female population shows a greater propensity to read: a total of 48% of females and only 34.5% of males have read at least one book during the year. The propensity for reading is highly conditioned family environment: read books 66.9% of children between 6 and 14 years with both parents readers, against 32.7% of those with parents who do not read books.

In the South of the country the reading continues to be far less widespread than in the rest of the country: less than one in three people in the South and Islands has read at least one book (the share of readers is 29.4% and 31.1% of the population). Instead, reading is more common in the center of the metropolitan area: the share of readers is 50.8%, but drops to 37.2% in those with less than 2,000 inhabitants.

Milan is the city of the books, literature and writers, in fact, it's one of the cities in which the population consumes more books than the average. The 53,9% of Milan citizens read books. Every year there are a lot of events that involve these themes, and that covers under the hashtag #turismoletterario that represents the season of festivals and awards, such as “Writers, Gli scrittori si raccontano” with 50 international guests and 20 meetings in three days, in a spectacular restructured urban location. But the main festival is Bookcity Milan.



CASE STUDIES

Bookcity Milano, an event of records

www.bookcitymilano.it

The greatest literature festival in the city: four days of meetings, readings, debates, poetry slam, events (over 600) and appointments with 1.250 writers all around the world and over 130 thousands participants, confirms the role of Milan as capital of literature and publishing. During the festival, participants ask questions at the end of the presentations, photograph them for Social Networks - where the hashtag of the festival has been among the most followed -, gets in line for autographs, and so much more. The result was a book festival which involved 182 locations in all districts, two hundred publishing houses, 20 thousand students from 950 classes, with more than a hundred read poems, 1,500 photographs, 700,000 paper-based software distributed free of charge, plus thousands of posters, flyers and tweets.

But fiction and poetry are not alone, in Bookcity there is also space for science, psychology, religion, philosophy and spirituality, history, economy, work and all the great themes that characterize our age, always interpreted through the filter of the books and for those who writes books, publishes them, reads them. "Also this year Milan was revived as the beautiful home that has seen books and reading as protagonists, the desire of knowledge and the intellectual curiosity of its citizens", remind the organizers of Bookcity Milan.

Their website is the main channel to get all the information about the initiative, from the story of the project, sponsors and partners, to all the

events and conferences organized for the festival. There is a section where users can find a digital version of previous festival programs and download them in a PDF format.

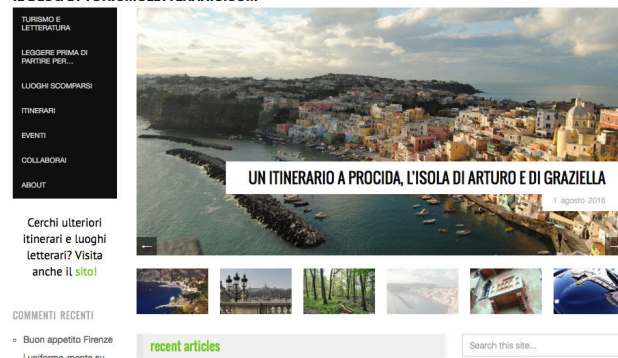
The section to see the current program is divided in 5 categories: All events, themes, protagonists, places and news; so users can explore the content by date or favorite author. Once they have chosen an event, they can see more information about it, such as the description, participants, place and time of the event with a map and the categories it belongs to. From here, users can share the event in their social media or add it to their calendar.

Bookcity also uses the Social Media channel to share content about the events and news of the festival. With over 27 thousand likes, Facebook is their main touchpoint to reach a younger target like students, coming next the other social networks as Twitter with 13,400 followers and 3,000 on Instagram.

“ [...] the
desire of
knowledge
and the
intellectual
curiosity of
its citizens.”



IL BLOG DI TURISMOLETTERARIO.COM



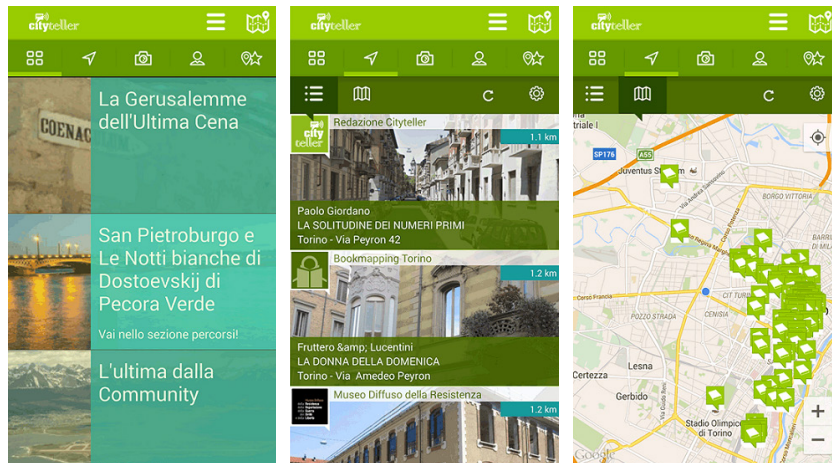
Turismo Letterario

www.turismoletterario.com

Turismo letterario is a website that gathers literature itineraries in different cities around the world, which can be filtered by theme, city or writer. The idea was born on December 2012 but officially goes online in November 2013. The purpose of the site is not only rediscover the Italian literary places, but also all the European and international cities rich of literary content. From well-known places to remote corners the site offers a new perspective to see cities like Vienna, Berlino, Livorno, Lecce, Lisbona, Monaco di Baviera, Praga, New York or Londra.

Some of the writers you can find in the itinerary are: William Butler Yeats, Jonathan Swift, Anne Brontë, Eugenio Montale, Joseph Roth, Antonio Gramsci, Vittorio Alfieri, Rocco Scotellaro, Niccolò Machiavelli, Ernest Hemingway, Alexandre Dumas, among others. The project is complemented with a blog, which expands the themes by seeing itineraries related to music, film and comics, proposing not only reading or places to visit, but also musical ideas to listen during the trip that, in some way, can be representative of the music culture of the place of destination. The purpose is to make famous events related to writers and literary works.

Each itinerary has a serie of places to go to following the steps of the author, with a description, history of the place and its connection to the writer. There is also a Google map marked with the itinerary so the user can download it and make it by himself. The sheet also gives an estimated duration of the tour, costs and further information about the writer. They also have accounts in Facebook and Twitter to publicate interesting content about writers and news of the world of literature.



Cityteller

www.cityteller.it

A social platform dedicated to share and geolocate the places that are the protagonists of the books. It's a tool to see and discover the territory by the stories of great writers. It can also be used to share the stories of the books a person has read and loves by indicating the places where they take place. The main purpose is to help users map the world with their beloved books.

The heart of the project is the map, which uses the User Generated Content technology to fill it with quotes and stories uploaded by users. The content can be filtered by writer, publishing house, city or keyword. Through a mobile app, users can take a picture, write their favorite quote and it will be automatically displayed on the map.

The application is divided in five sections. The first one is the feed with the main quotes and places published by other users, the second one works with the help of geolocation so users can find locations near them with literary content. Then there is the camera feature that lets them take a picture and post it with a quote related to the place.

Cityteller has social media accounts on Facebook, Instagram and Twitter, where they share news and content related to the world of literature and books.

pedi pagina



Piedi pagina

www.facebook.com/piedipagina/

A Facebook community of literature lovers that organize events and free walking tours around the city, for discover the Milan of book, the publishing capital, and visit the unknown places related to literature. Alfonso, a spokesman of the group told the web magazine *Milano.mentelocale.it* that: “The walks are articulated through different stages, also involving cultural centers, like libraries and literary cafes, and also include a part performance art, animated by actors and musicians”.

“Piedipagina” is an association of literature lovers that organize events and walking tours around the city, with the purpose of discover the Milan of books and visit the unknown places related to literature. Their goal is to provide a free service to the citizens to make known places known and unknown city, depending on the chosen theme, which can be linked to an author or a particular occasion.

Alfonso, a spokesman of the group told the web magazine *Milano.mentelocale.it* that: “The walks are articulated through different stages, also involving cultural centers, like libraries and literary cafes, and also include a part performance art, animated by actors and musicians”.

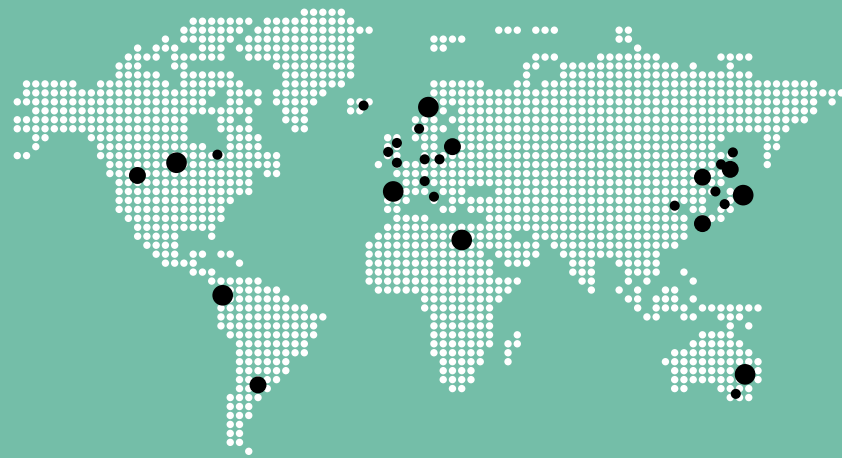
Their main channel is the Facebook fanpage, where they do all the communication and share their events and next walks so people can book and save a place in the tour.

They also have an instagram account which serves to share the walk's photos and other events.

OTHER LITERARY CITIES

UNESCO Creative Cities Network

The UNESCO Creative Cities Network (UCCN) was created in 2004 to promote cooperation with and among cities that have identified creativity as a strategic factor for sustainable urban development. It's currently formed by 116 cities of 54 countries covering seven creative fields: Crafts & Art, Design, Film, Gastronomy, Literature, Music and Media Arts. These cities work together towards a common objective: placing creativity and cultural industries at the heart of their development plans at the local level and cooperating actively at the international level.



Inside the Literature category, there are 20 cities:

- Edinburgh, Scotland - 2004
- Melbourne, Victoria, Australia - 2008
- Iowa City, Iowa, United States - 2008
- Dublin, Ireland - 2010
- Reykjavik, Iceland - 2011
- Norwich, England - 2012
- Kraków, Poland - 2013
- Dunedin, New Zealand - 2014
- Prague, Czech Republic - 2014
- Heidelberg, Germany - 2014
- Granada, Spain - 2014
- Ulyanovsk, Russia - 2015
- Baghdad, Iraq - 2015
- Tartu, Estonia - 2015
- Lviv, Ukraine - 2015
- Ljubljana, Slovenia - 2015
- Barcelona, Spain - 2015
- Nottingham, England - 2015
- Óbidos, Portugal - 2015
- Montevideo, Uruguay - 2015

04

the #storychallenge project



PROBLEM STATEMENT

With the Milano Flâneur project the main objective was to motivate the local literary community to write about Milan, following the footsteps of Maurizio Cucchi. Afterwards, during a chat with the author, he expressed his biggest concern: people are not writing about Milan anymore. So part of the problematic that had to be solved with a new project was finding a way of extending the invitation to write about the city to a wider target, so that people from all over the world could also share their stories and thoughts about Milan. Knowing that people normally won't go out of their way to create new content, it was imperative to make the process as natural and easy as possible. Through platforms that people already were comfortable with and used on a daily basis: Social Media; and in a language that is more natural and intuitive: Photography. Like this, the #StoryChallenge Milan was born.

SURVEY AND INTERVIEW

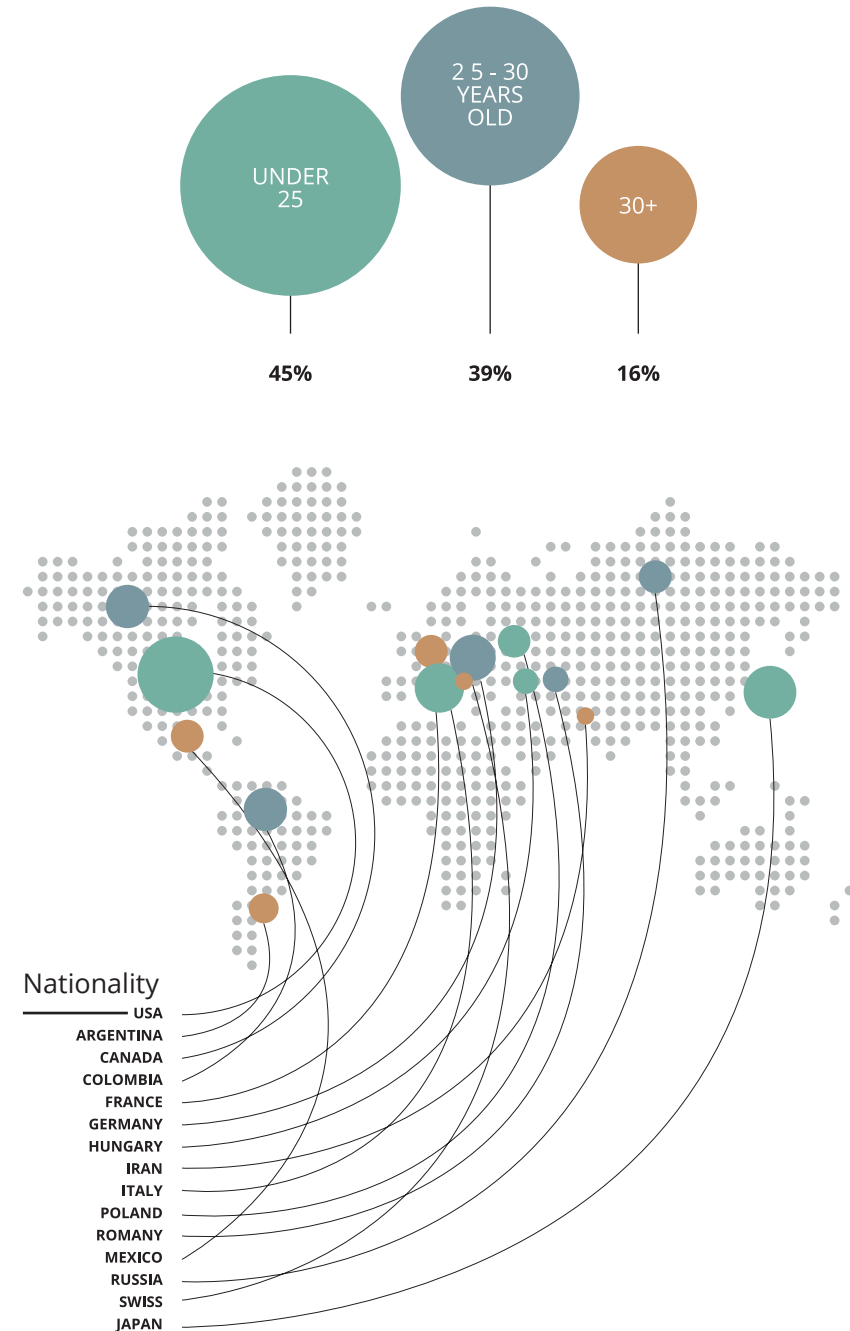
The current travel landscape is very peculiar, people are more self-reliant than ever and have access to online resources that affect every step of the way, from before they decide to travel to weeks after they arrive back home.

In order to understand the steps of this process and make #StoryChallenge as intuitive and easy for the users as possible, a survey was published online and distributed amongst the project's target: young travel and literature lovers from all over the world, but specially from Italy, where the first city of the challenge is located. With more than 100 responses, this survey evidenced the actual costumes of travelers and proved to be very useful for the whole process.

TRAVELING AND SHARING EXPERIENCES

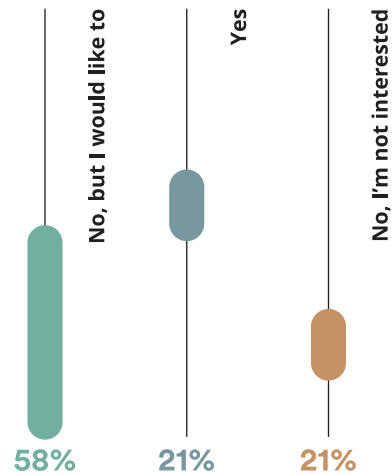
Discovering new places is always exciting... new people, food, music and sensations inspire the most amazing stories. This survey will help us understand how travelers show and share these experiences with the world.

Age

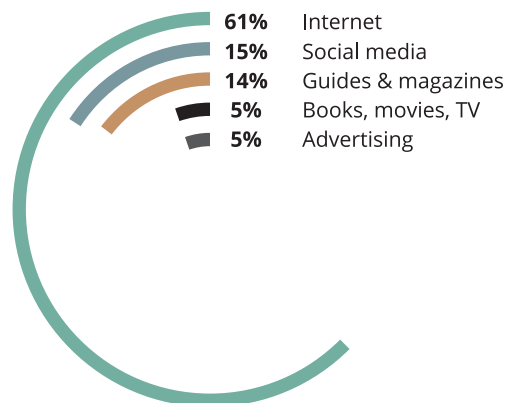


BEFORE THE TRAVEL

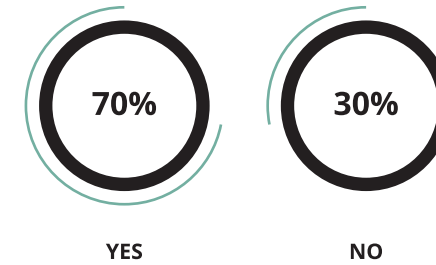
Do you belong to a community of travel lovers?



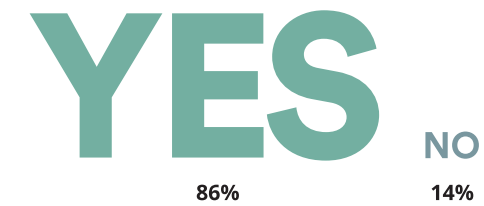
Where do you get information about your future destination?



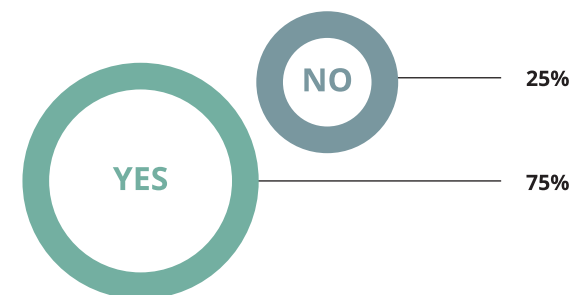
Do your friend's and influencer's pictures on social media affect your decision when you travel?



Do you like to see post about your destination taken by other travelers before you leave?



Would you like to visit a location because you read about it in a narrative book or because of a writer?



DURING THE TRAVEL

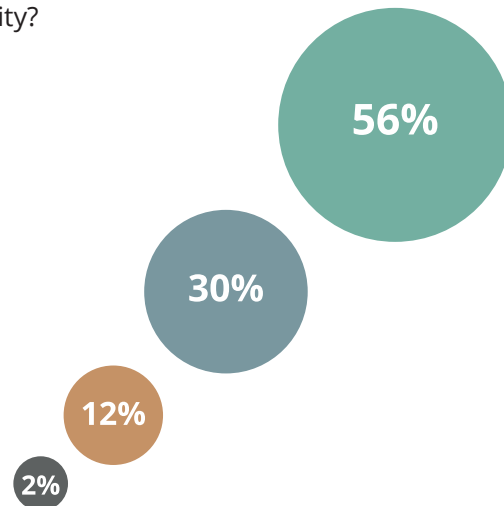
How do you explore the city?

Research beforehand and then go around by myself

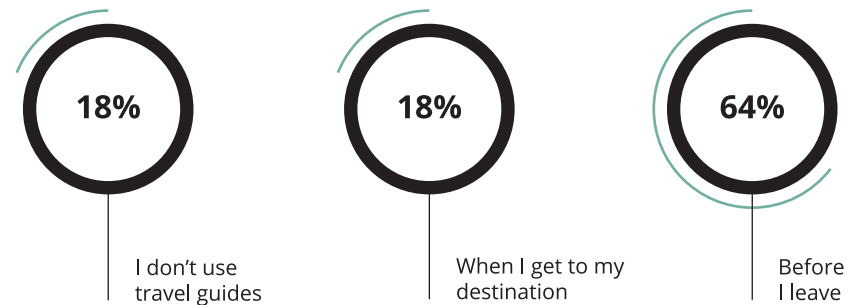
Use travel guides

Go around with no agenda

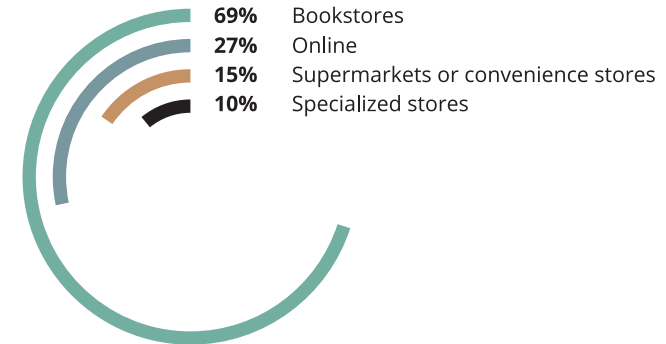
Paid tours



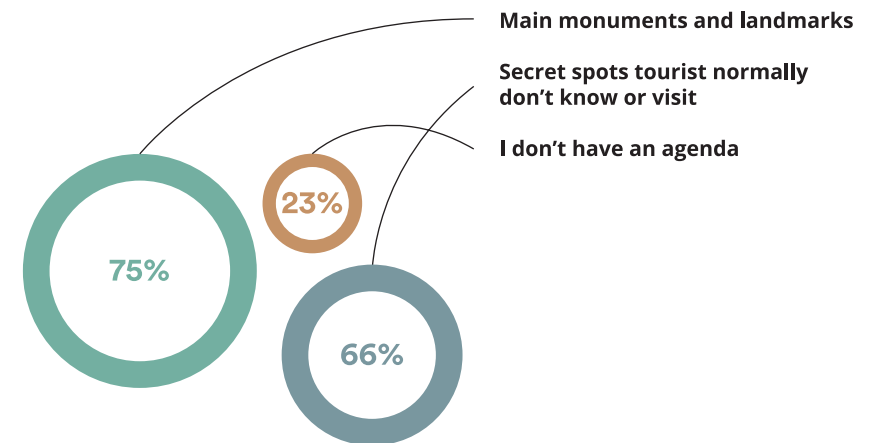
If you get a travel guide, when do you buy it?



If you get a travel guide, where do you buy it?



What type of places do you visit?



Do you post pictures of your trip on social media?



What social media platform do you use the most to post pictures when you're traveling?



56%
Instagram

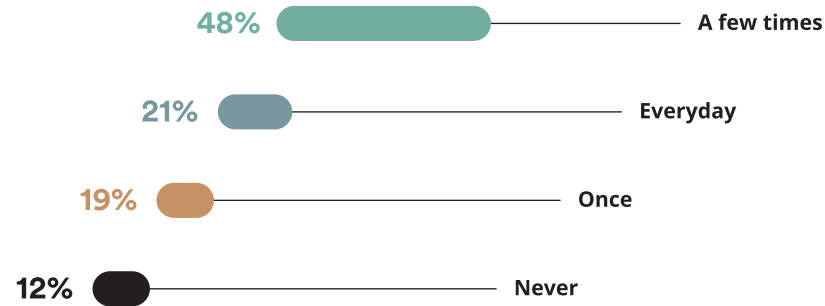


38%
Facebook

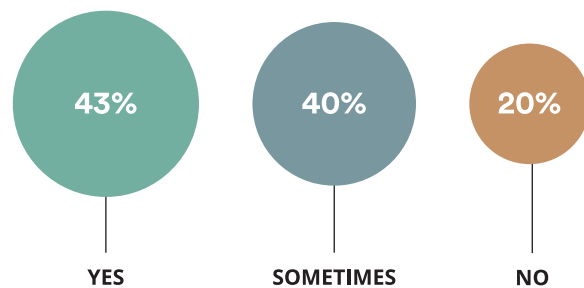


6%
Other

How often do you post on social media while you travel?

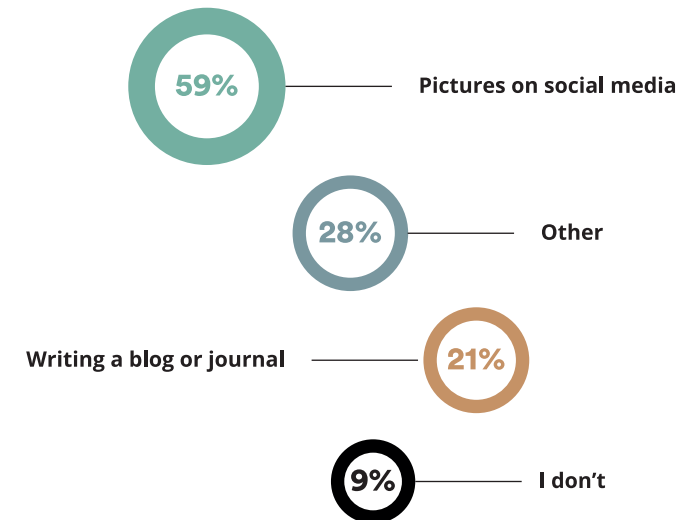


Do you write text or a caption for your posted pictures on social media?



AFTER THE TRAVEL

How do you keep your memories of the trip?



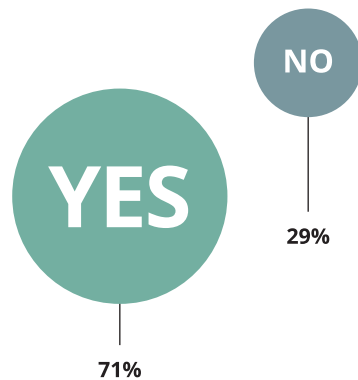
Would you ever use a travel journal to recollect your experiences?



Would you participate in challenges and activities while you travel?



Would you like your posts to be featured in a website about the destination you visited?



Following the same path, personal one-to-one interviews were also carried out and showed results that helped the project define an appropriate target.

Interview

Laura Tomasso
27 years old
Graduate student
Italian

How old are you and where do you come from?

I'm 27 and I'm Italian, from Rome.

How often do you travel?

I recently graduated from my Master's degree, so I had a bit of time to travel around. I'd say that I make one short trip per month, usually inside Italy; and two longer trips per year, on the holidays.

Do you belong to a travel community?

No, but I'd love to. I always have stories to tell to my friends and it would be great to share them with other like-minded people.

Do you follow any travel content on your Social Networks?

I follow tons of travelers on Social Network, specially on Instagram. I love seeing the pictures that my friends post when they travel, but specially like the almost professional pictures that some photo bloggers take. Most of the places they show seem wonderful and I've added them to my bucket list because they look amazing.

How do you find info on your destination?

I like to travel to places that have been recommended to me or that really catch my eye, so I start by talking to people I know have been there. After that I definitely research online and start writing down what I would like to see the most.

What happens when you get to your destination?

I prefer going around by foot, I normally take a walking tour to get to know some of the main monuments and important places of the city, but after that I'll look for other non conventional places. I like visiting local bookstores and getting a book guide that has a specific theme, so if it's a city famous for the cinema, I'd look for that, the same for literature, fashion or music.

How do you keep memories of your trip?

I take SO many pictures, my phone is key to keeping my memories intact. I also carry a small notebook with me so I can write useful stuff, that way I'm sure to remember everything when I post something on Social Media or show my friends, because I don't want to mess up and lose credibility from my friends about how much I research on my trip.

Would you take challenges or activities while you're traveling to have unique experiences in the cities?

Yeah, for sure, as long as it helps me explore the city, I'm up for it. I won't go out of my way to follow some crazy instructions, but sometimes it's good to get some original guidance to inspire you. Also, meeting like minded people while you travel is not as easy as you would think, so having an activity in common would definitely help.

TARGET

The project is created for people who like to travel, explore and share their experiences with others in order to keep the secret stories of Milan alive. Amongst these people there are quite a few shared interests such as traveling, literature, photography and Social Media. As the world moves forward with technology, the new ways of writing experiences and stories are not limited to the written word, and less so the real transmission, instead, new formats that tend to images and photography have been preferred by the modern storytellers.

Having these elements in mind, it was decided that a specific survey would help the project have a target with solid basis, the prospective users couldn't be a product of personal experience or generalization, but instead they would be based on real people from all over the world, and emphasizing in Italy. With the results of the survey, it was easier to determine the real target of the project.

Archetypes

Archetype: Traveler

Having a wandering heart by nature, the Traveler is driven by the desire to be free to find out who he is through exploring the world. Although his formal occupation is not related to the travel industry, he knows traveling is the mean to experiencing a better, more authentic, more fulfilling life.

He sees it as a journey, seeking new things to escape from boredom that routine brings. On his free time you'll find him searching for new spots to

visit, and using his Social Networks to browse potential destinations by soaking in inspiration from friends and influencers.

City devotee

For some people out there, nothing beats the feeling of being at home, and for the City devotee, home means his hometown. This person has lived and experienced the city like no one else, having special anecdotes from his life all around town. You can find him roaming around the streets in his free time looking for unknown things in a local context. Although he enjoys investing time and money in new experiences, he left his backpacking days behind and would rather stay in a local context.

In his free time he enjoys exploring the city and sharing his experiences with other locals and visitors with the desire of inspiring others to see the city as he sees it.

Literature lover

Anyone can say they love reading, but a real Literature lover goes beyond that. He sees books as a source of knowledge, and when he travels, his main goal is experiencing new places and people the way literature presents them. He lives in the literary world not only as an observer, but also likes to write and looks for opportunities to be involved with the industry as much as possible. Knowing how the creative process works, he wants to be inspired by influencers, lets himself be guided by the experiences that authors show.

When he travels he avoids the typical sights and wants to live the literary side of the city and prefers cities that are a scenery of literature and publishing to be surrounded by like minded people.

Personas

Persona: Anna

Age: 26

Gender: Female

Occupation: Level entry job

Income: Middle income

Education: Bachelor's Degree

Motto: "I haven't been everywhere, but it's on my list" - Susan Sontag

Introvert who surrounds herself with a close group of people but also enjoys time alone. Also wants to find more people that share her interests.

User of Social Media: Has an established online presence.

Interest and Activities: Traveling, Photography, Reading, Cooking and going out to new restaurants.



Persona: Rob

Age: 34

Gender: Male

Occupation: Lawyer

Income: High income

Education: Graduate Degree

Motto: "It is my home. It is my city. I love it here." - Eric Block

Extrovert who enjoys time with family and friends, and likes to talk to strangers in order to "teach" new comers about the city.

User of Social Media: Doesn't post a lot but enjoys other seeing people's content.

Interest and Activities: Reading, Writing, Cooking and going out to new restaurants, Time with family and friends.



Persona: Martha

Age: 30

Gender: Female

Occupation: Teacher

Income: Medium Income

Education: Graduate Degree

Motto: "Literature is the art of discovering something extraordinary about ordinary people, and saying with ordinary words something extraordinary." - Boris Pasternak

Introvert who enjoys spending time with people who share same interests. Likes to engage in discussions and is always open to learn new things.

User of Social Media: Doesn't post a lot and has very select filters regarding content.

Interest and Activities: Reading, Writing, Time with friends and acquaintances.





Customer Journey

The journey has been created based on the results of the survey made to the potential users of the project. Is divided in the five main stages of the traveling process: Inspiration, Planing, Booking, Experience and Sharing.

Each stage describes what users do an research, the main touchpoints to get the information, the progress of their feeling while making the decisions. This graphic helps to detect the stressful points during the process that harm the experience of the traveler creating an opportunity of improvement in the product to offer.

After analyse the opportunities and needs of the users in all the stages of their travel process, have been stabilished the objectives in each one in order to improve the traveler experience.

Without #StoryChallenge

In the inspiration stage, the 76% of users go online to find it, mostly on websites or social media.

The other 24% find it in guides or magazines, books, movies or tv shows.

During the planning stage, they do a research about the destination, looking for the main monuments and landmarks, secret spots, costs of accomodation, transport and tours. They use to check the reviews and comments of other travelers about the place.

Once they have decided, proceed to the booking stage, paying flight tickets, hotel reservations, tours and tickets for the main attractions.

While experiencing the trip they prefer to go around and explore the city with no agenda, with the help of a travel guide or any mobile application that can be used offline. Only the 2% of the users go with a paid tour.

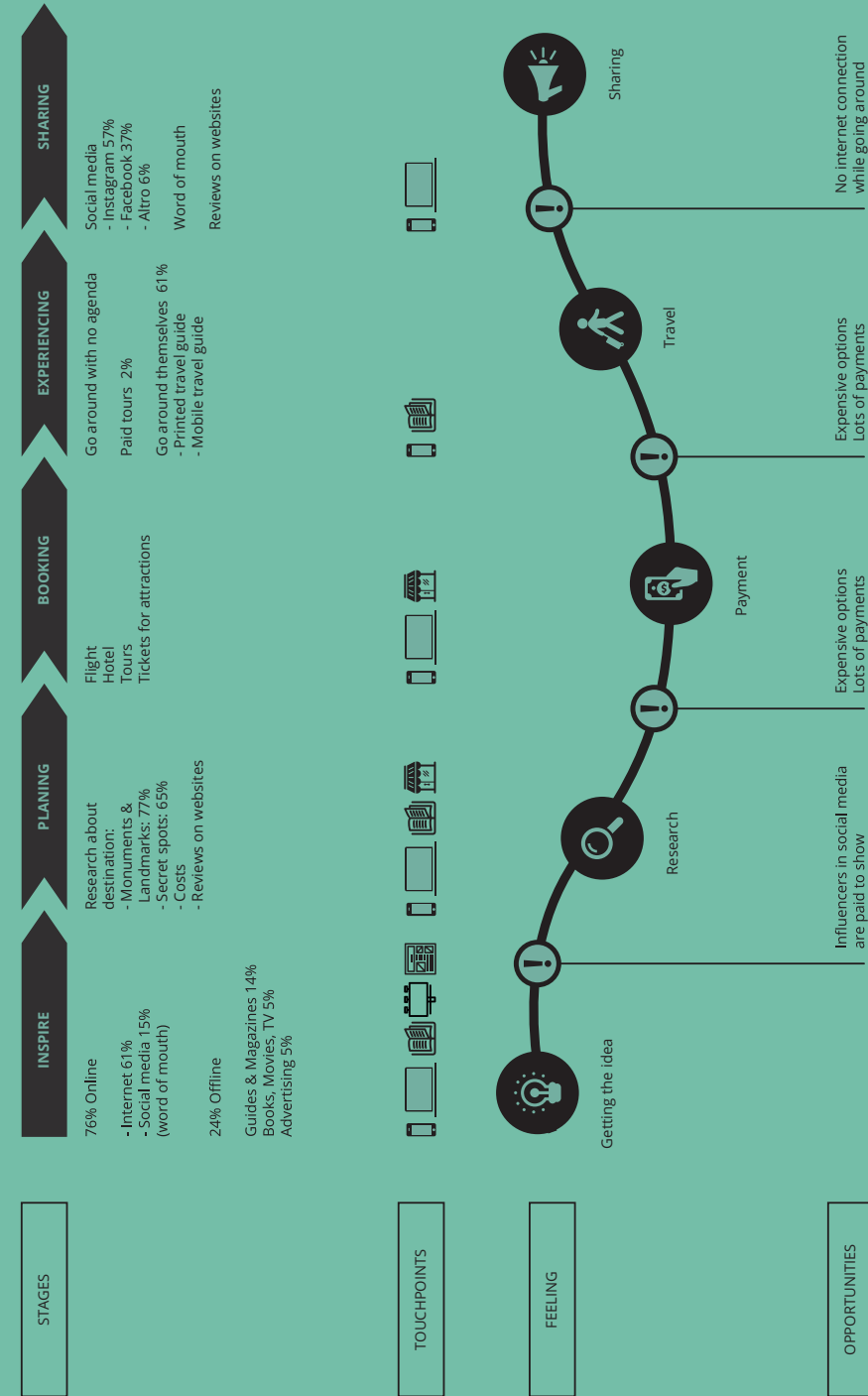
After the trip, users like to share their photos and experiences in social media, mainly through the Instagram platform. They also like to write a review or comments to help other travelers.

The main stressful point found ont the current journey of travelers are:

Influencers in social media are paid to show, so they are not sure to trust them or not.

When booking they do a lot of expensive payments and don't find fair options to organize their trip as they want to.

While going around the city they don't have internet connection to find information o locate themselves, they have to wait until go back to the hotel o find a caffè with wifi.



With #StoryChallenge

Stage: Inspire

Objective: **Be a source of inspiration.** So users can find inspiration for his next travel through the photos of other travelers.

Touchpoints: Desktop and mobile

Stage: Planing

Objective: **Be a travel guide.** In this way, traveler can easily find the main attractions and secret spots of the city to plan his trip.

Touchpoints: Desktop and mobile

Stage: Booking

Objective: **Be a low cost option to explore the city.** By giving them the opportunity to buy or reserve the economic travel guide through a website.

Touchpoints: Desktop, mobile and stores

Stage: Experiencing

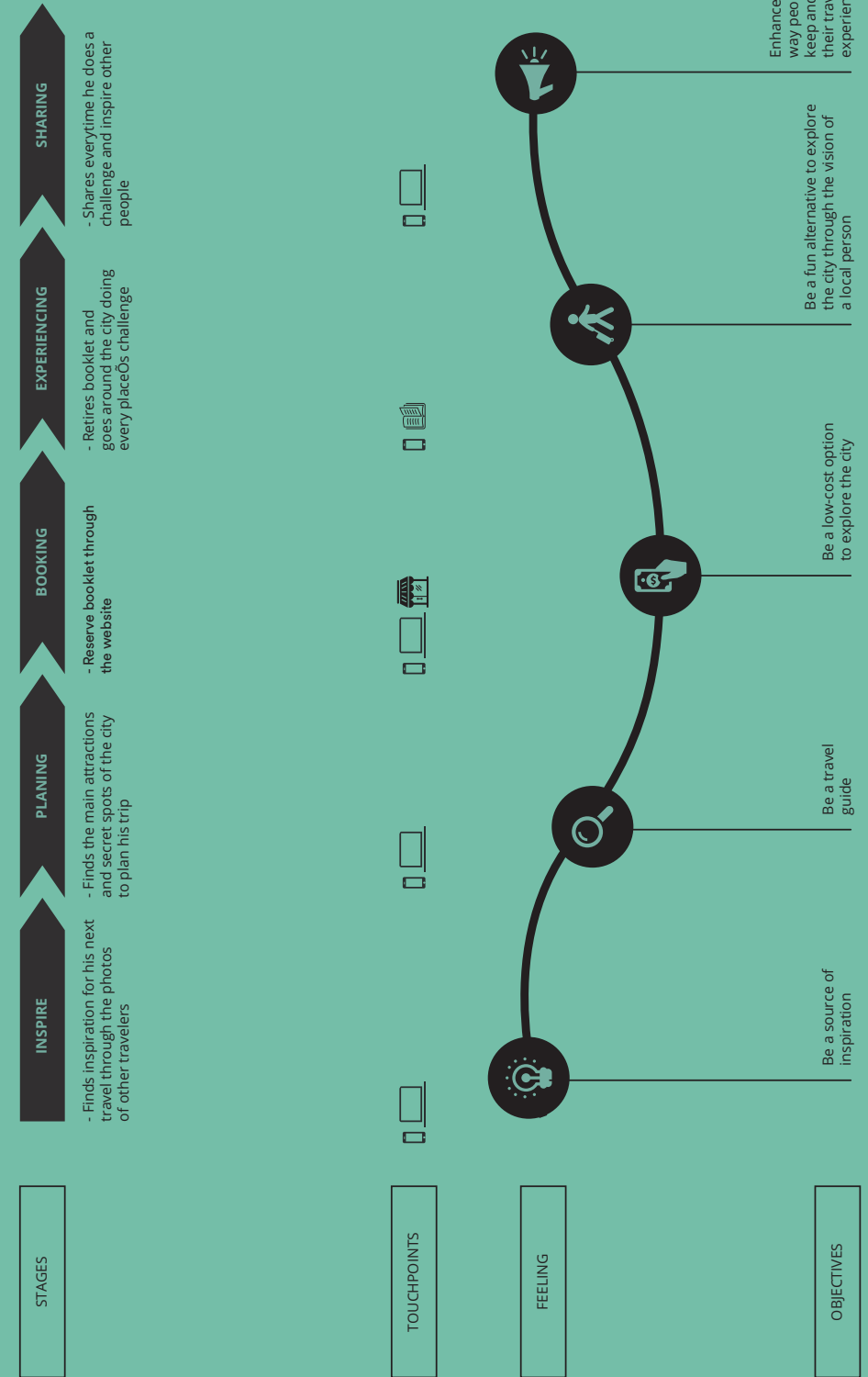
Objective: **Be a fun alternative to explore the city through the vision of a local person.** The only thing the user has to do is retire the booklet and go around the city doing the place's challenge.

Touchpoints: Desktop, mobile and stores

Stage: Sharing

Objective: **Enhance the way people keep and share their travel experiences.** The traveller can share everytime he does a challenge giving the opportunity of discover a place from another perspective and inspire other people.

Touchpoints: Desktop and mobile



FORMATS

Travelers now a day jump from the analogue to the digital world in seamless movements. It's not strange to see someone scribbling on a napkin in the local coffee shop and then snapping a picture of their casual creation to upload it to their Instagram, or buying a beautiful postcard, writing on it and sending it via Direct Message to the original receiver. The importance and resilience of analogue technologies and digital services overlap and complement each other. In an era of instant communication and ubiquitous mobile technologies, physical objects retain and gain other social meanings, providing lasting expressions of emotional links between travelers and their families and acquaintances at home (Haldrup and Larsen, 2010).

Old and new technologies shouldn't have a breach between them when put together to create a service, that's why #StoryChallenge has two touch points that aim at making it a easy to use service for modern travelers. The perception of traveling is not only encapsulated in the abstract level of experience, but it is equally shaped by the mediation of the traveler when he visits a place, and the physical objects -such as souvenirs or postcards- he encounters when doing so. Social Media provide new channels for the production and circulation of these experiences and that's why one can relate to the postcard example previously exposed.

#StoryChallenge aims to inspire content for travelers to create, let them publish it in their natural "habitat" (meaning their own personal Social Media accounts, specifically Instagram) and then let this images tell the stories of Milan through the interactive map users can find on the #StoryChallenge webpage and that groups the content by geolocation.

According to the survey conducted to determine the touchpoints that travelers use now a days and that would result as the most obvious ones to get them talking and sharing their content, the three elements that had to be inserted in the equation to complement the natural habit of posting on Social Media are:

Print Journal

Motivate and guide users towards the creation of content in the places of Maurizio Cucchi's Traversata di Milan. Followed by posting these stories through Instagram, the Social Media platform they use the most to share photographs.

- 30% use a travel guide of some sort
- 61% would be willing to use a travel journal
- 17% already have a travel journal
- 21% do it by writing or blogging about it
- 75% let literature affect their travel decision

Web

It is a platform to explore and discover Milan and its stories from home. And not through advertisement or a prefabricated branding strategy, but through the content generated by the users in the challenge. Also, the users that participate in the challenge will instantly belong to a community of people that share their same interest and will cherish their stories of the city when they're published in the interactive map of the website.

- 57% research before their trip and go around by themselves
- 59% from the internet

57% want to belong to a community of traveler lovers
 22% do belong already
 70% would like their content to be featured in an online travel community or platform

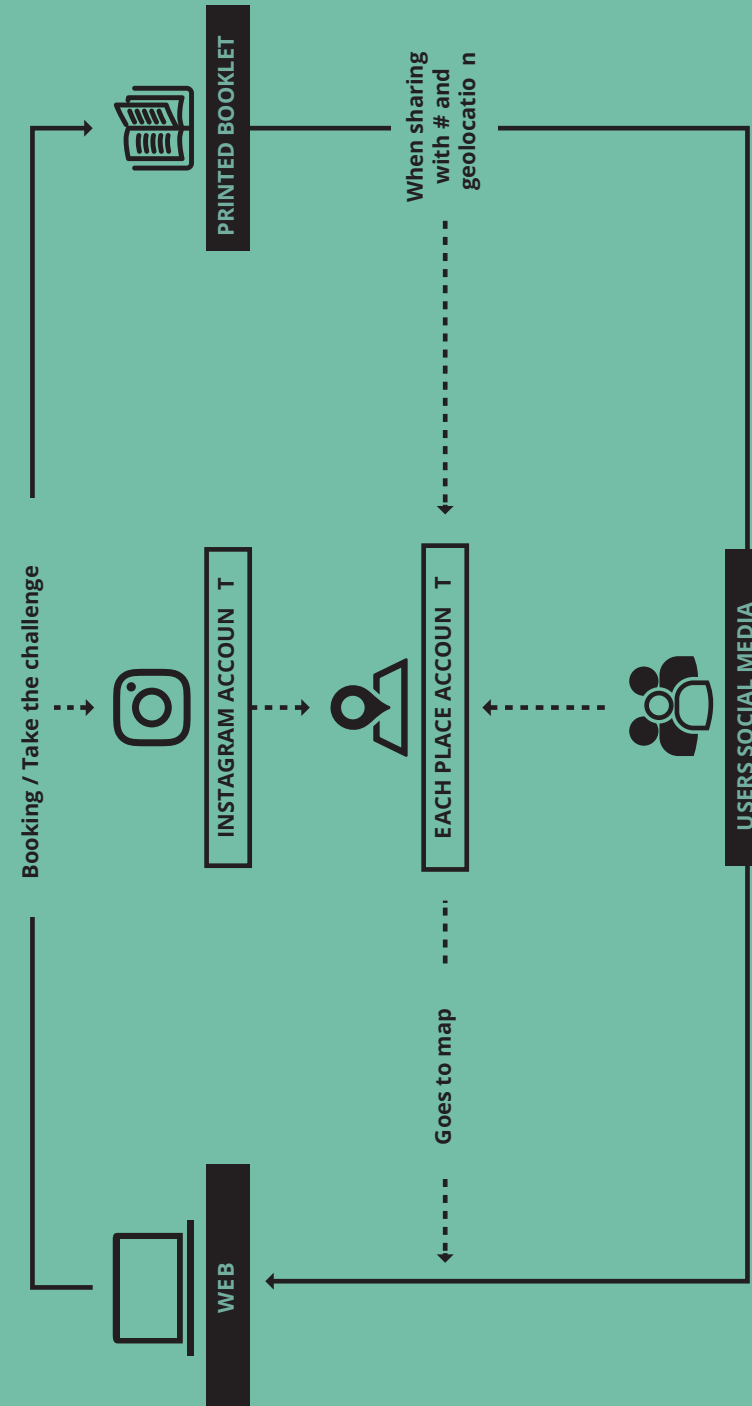
Instagram account

Even though the content will be posted directly on the users' personal Instagram account, this Social Media platform will also have a #StoryChallenge profile that will create original content and also repost the existing content from participating users. The scope of this account is inspiring both existing and new IG users to travel to Milan and of course join the challenge, speaking to them directly from the platform.

70 % let Social Media content influence their travel decision
 16% from word of mouth
 86% like seeing posts from travel destinations
 77% post pictures on Social Media

TRANSMEDIAL SYSTEM

In order to create an immersive experience for the user, all the formats have been thought to work across multiple platforms and formats using current digital technologies and the “natural” communication channel from the present: Social Media, to unite the digital and the analogue worlds, to create a poetic imagery of Milan, generated by the same users who visit or live the city.



TECHNOLOGIES

Today's digital experiences has change thanks to vast range of new technologies that has the power to change how we do everything.

The technologies used in the development of the project have been chosen in order to facilitate and create a natural environment for the users while exploring the city and sharing their content on social media.

User Generated Content

User-generated content (UGC) is defined as media created by the users of a product or service. It's a complex phenomenon enabled by the rise of Social Media and smartphones. Social Media sites are the platforms where over two billion of users worldwide share their content and smartphones have allowed them to create that content (with cameras and keyboards) and post it to Social Media at almost any time.

Another factor that have contributed to the taken off UGC are:

- Increased bandwidth so anyone with a broadband connection can easily load larger files.
- Better tools for posting any type of content including images, videos, podcasts and documents allowed by Web 2.0
- Image and video capture improvements and digital distribution.
- Cheaper and easier internet connectivity

Half of the world's population has internet access: over three billion people. There are over two billion active SM users globally: 2/3 of the people online use Social Media. Over 2.1 billion people have an smartphone and

by 2017 is estimated to increase to 2.6 billion (over a third of the world's population).

The result is an unprecedented ability to create and interact with content all day, every day for the over 76% of internet users across the 40 countries surveyed who, according to the Pew Research Center, use social networking sites.

Overall, User Generated Content is creating a medium where masses can interact and has become an incredibly powerful force across the web. Artists, writers, musicians and other content creators now have a low-cost publishing mechanism for their work.

There are different types of User Generated Content that can be used in a social hub:

- Blog / Article comments
- Social Media comments:
- Facebook status updates
- Twitter mentions
- Google+ reviews
- Instagram mentions
- Videos
- Photo / Images
- Forum posts
- Review sites:
- TripAdvisor
- Yelp
- Capterra
- AlternativeTo
- Product specific content
- Creately diagrams
- LEGO iPhone cases
- Threadless T-shirts
- Blog post
- Articles in other blogs

Geolocation

This is the technology at the heart of the new trend in Social Networks: “Where are you?” that allows users to share with their friends their current location, find places recommended by other people or check in their favorite places. By definition, geolocation is the identification of the real-world geographic location of an object by the generation of a set of geographic coordinates and is closely related to the use of positioning systems. Geolocation apps running in mobile devices - such as smartphones - provide an accurate experience because the relevant data changes as the user’s location changes.

Nowadays, smartphones have a GPS chip inside that uses satellite data to calculate the user’s exact position. When this signal is not available geo location apps can use information from cell towers to triangulate the approximate position, a method that has improved in recent years.

ONLINE STATEMENT

#StoryChallenge Milan is a transmedial platform based on user-generated content for travelers and locals that want to explore and share their experiences, in a time where decisions are mainly based on Social Media content.

FUTURE DEVELOPMENTS

As an initial version of the project, the touch points and general dynamics were meant to be very natural and intuitive for travelers. Thinking about a scenario where the project is developed and has a great reception among travelers’ worldwide, new versions of the challenge would include other elements and touch points that would enhance user experience.

Other cities

Even if the project was born from a problematic that milanese author Maurizio Cucchi stated when talking about his work on the Traversata di Milan, there are many literary cities that deserve to be explored and re-told by a younger, vibrant generation of storytellers.

After careful consideration, based on the purpose of the project, target and dynamics, some of the cities that would be great candidates to develop #StoryChallenge are:

Barcelona, Spain

Over the course of its history, Barcelona has inspired writers the whole world over, who have immortalised the city in their works. Our literary heritage is rich and diverse and continues to grow every day. It’s a publishing capital in two languages, as Barcelona is both the largest centre of publishing in the Spanish language in the world and the capital of the Catalan language. Literature has spread far and wide, taking countless avenues throughout the city and reaching the public in all kinds of venues and events, from libraries to the activities in festivals and community events in local cultural centres.

Some books inspired in the city:

Homage to Catalonia by George Orwell

For Whom The Bell Tolls by Ernest Hemingway

Prague, Czech Republic

Capital of the Czech Republic and home to approximately 1.24 million people, Prague lies roughly in the heart of Europe. In terms of trade and culture, this has placed Prague in an often interesting position. Prague lies at intersecting trade routes, and has for centuries been steeped in rich cultural influences, and is home to some impressive literary heavyweights, including Franz Kafka, Max Bod, writer and friend of Kafka, and Rainer Maria Rilke, the internationally acclaimed German-language poet.

The satirist Jaroslav Hašek described Prague in sardonic detail in many of his stories, and Milan Kundera, author of *The Unbearable Lightness of Being* and currently living in exile in France, studied and lectured at the Academy of Performing Arts in Prague.

Prague's festivals celebrate the city's rich heritage and the diverse cultures which make the city such an exciting place. The International Book Fair and Literary Festival Book World Prague runs about 400 exhibitions and attracts around 40 000 visitors.

Some books inspired in the city:

The Unbearable Lightness of Being and *The Book of Laughter and Forgetting* by Milan Kundera

The Trial and *The Metamorphosis* by Franz Kafka

Edinburgh, Scotland

Edinburgh plays host to some of the world's leading arts festivals, including the Annual Book Festival, which attracts around 4 million people every year, and is the largest literature festival in the world. Every August, over two and a half weeks, over 800 writers from across the world come together in the heaving program.

The city is also hometown to some great names such as JK Rowling, author of the hugely popular Harry Potter series, crime writer Ian Rankin and Alexander McCall Smith, author of the Number One Ladies' Detective Agency series. Other than these world-famous contemporary authors, the city is home to many historic literary legends. Sir Arthur Conan Doyle, creator of Sherlock Holmes, was a resident, as was Sir Walter Scott, the author of *Ivanhoe* and *Rob Roy*; Robert Louis Stevenson, who wrote *Jekyll and Hyde* and *Treasure Island*, was a son of the city, and Robert Burns, Scotland's national bard, also lived and wrote there.

The first circulating library was founded in Edinburgh in 1725 by Allan Ramsay, poet, playwright, publisher, and wig-maker. There are now dozens of libraries across the city, at the hearts of communities and the heart of Edinburgh.

Some books inspired in the city:

The Strange Case of Dr. Jekyll and Mr. Hyde by Robert Louis Stevenson

Trainspotting by Irvine Welsh

Complicity by Iain Banks

Totem

As a direct intervention inside the city, totems would be used to physically mark places from La Traversata di Milano. These totems would have the #StoryChallenge logo for participant to identify them, information about the location and how to participate in the activities. The totem would be a fourth touchpoint that would affect the physical reality of participants and also work as an entry point for new users.

Current users would find a physical support for their actions and path in the city, and new users would be curious about the totem itself and would find out about the challenge's existence. It would create a Word of mouth movement around old and new users. Also, when developed in different cities, users that have already seen the totem in other locations would recognize the activity and identify the destination they're in as somewhere where the challenge actually exists.

Partnerships

Travelers still use traditional means to go around town, and the Lonely Planet Destination guides and maps are a crowd favorite. To complement travelers experience when they're using the guides, the #StoryChallenge booklet will be attached as a supplement. Normally sold in bookstores, the guides are accessible to all people and are divided by cities. As the challenge is only partially a guide, it would not threaten the informative Lonely Planet's nature, instead it would inspire travelers through the activities and complement their knowledge of the city with a new angle and thus, new information.

For #StoryChallenge, it would be a great platform to reach more new users within the buyers, and also get credibility by being associated with a prestigious and stable brand in the travel industry.

CONCEPT

With #StoryChallenge, travelers that visit the city will be able to share their stories in a simple and inspiring way.

Why a challenge?

- It is a Social Media trend
- It motivates people
- It is easy and intuitive
- It helps focus content towards a goal
- It is viral
- 57% of surveyed people are willing to participate in challenges and activities while they travel

The #StoryChallenge instructions

As the challenge is meant to inspire and help travelers tell their stories in a simple way, the challenges are mere suggestions and instructions are kept to the minimal so people can develop them how they want to and when they want to. The main scope is that the traveler shares a picture showing his experience by posting it on Instagram and becoming part of the challenge.

- 1- Take a photo with the little sign in your favorite corner of Montenapoleone street.
- 2 - Describe the Milan style.
- 3- Talk to a local person and ask them about the story of the cinque Giornate.
- 4- Draw or write how you think the Montenapoleone streets looked like last century.
- 5 - Take a picture with the old city and the new city.

Challenges from the web

For a couple of years now, there's a trend that has taken over Social Media all around the world: the participation of users in diverse challenges that go viral. These initiatives show the willingness of users to participate in group activities based in online platforms, promoting the sense of belonging to a digital community of like-minded people; and at the same time, give the users ideas about new and creative content they can upload to their platforms and personalize with their preferences.

The success of challenges is also based on the fact that users can interact with the "real world" and proceed in their daily life at the same time that they're participating in an online activity only by adding a hashtag or tagging a brand or organization. And the best of all is that they can show their results in platforms they're already familiar with: Their own Social Media channels.

CASE STUDIES

With challenges, inspiration is provided to help followers come up with creative ideas and share photos on certain Social Media channels, for example Instagram. This is great for users that want to participate in the digital dynamics in a group of like minded people, and it also fills up the account with precious content along the way. It is a fun way to engage followers, and people are often thrilled by the response and amount of people that engage with the activity.

KEYWORDS

Viral
Creative
Activities
Participation
Sharing
Real spaces
Experiences
Intervention

100 Happy Days

www.100happydays.com

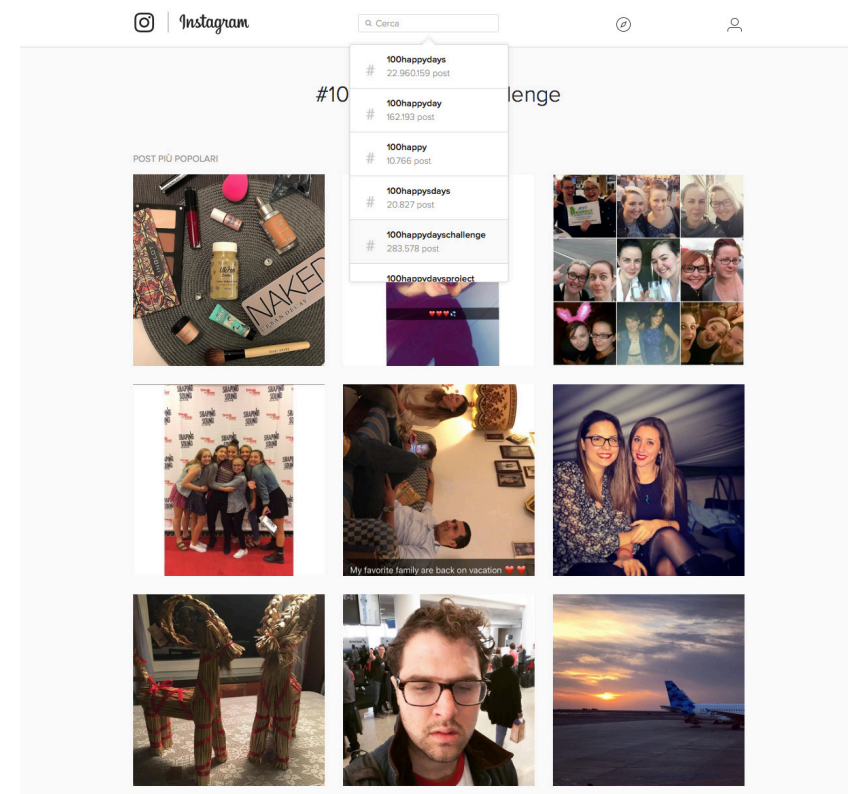
Can you be happy for 100 days in a row? That was the question that this Non-profit organization put out to the Internet users everywhere when introducing this challenge that took the world by storm with more than 225.000 happy moments published online only in 2016.

The mechanics of the challenge are rather simple, users have to submit a picture of what made them happy everyday. As the web page advertises “It can be anything from a meet-up with a friend to a very tasty cake in the nearby coffee place, from a feeling of being at home after a hard day to a favor you did to a stranger.”

With bright colors and a quirky design, the webpage shows updated results of the challenge and it’s hashtag. The results of the challenge is not only measured numerically, but also in qualitative stances, and creators assure has changed lives:

According to them, people successfully completing the challenge claimed to:

- Start noticing what makes them happy every day.
- Be in a better mood every day.
- Start receiving more compliments from other people.
- Realize how lucky they are to have the life they have.
- Become more optimistic.
- Fall in love during the challenge.



ASL Ice bucket challenge

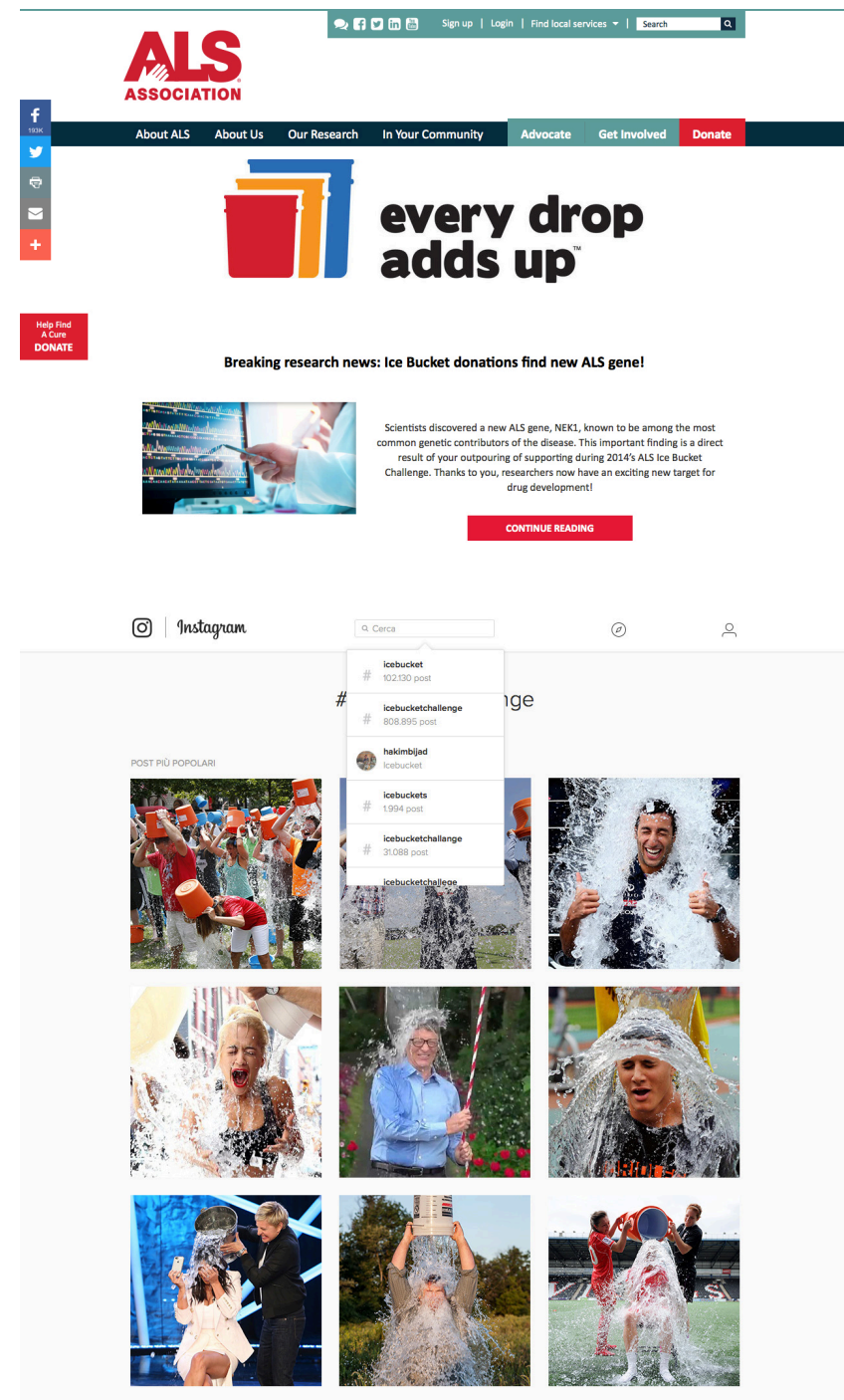
www.alsa.org/fight-als/ice-bucket-challenge

In August 2014, three young men living with ALS inspired the world to dump buckets of ice water on their heads to fight the disease that is progressively taking their lives. Thanks to the donations from the challenge, Scientists discovered a new ALS gene, NEK1, known to be among the most common genetic contributors of the disease. Many have looked into this extremely viral challenge and singled out some elements that contributed to its success.

Personalization: The great thing about the Ice Bucket Challenge was that each participant was able to personalize his or her video of the experience, this also the campaign to last for so long. When launching a social campaign or challenge, customization and personalization should be top priorities, this ultimately encourages more participation and makes involvement more fun and meaningful.

Fun and easy: The web is flooded with comical videos and images of those who have accepted the challenge and people like to laugh, so keeping members of the audience entertained with a video or photo that they would enjoy viewing is essential.

Influencers: While success is ultimately rooted in the ability to reach the masses, getting involvement from celebrities and influencers was crucial to success. In the case of the Ice Bucket Challenge, participants included celebrities like Bill Gates, Jennifer Lopez, Oprah, Jimmy Fallon, Justin Timberlake, and Taylor Swift. This is something the new Challenged App addresses by providing an “exciting ecosystem for fans and friends to engage with the hottest celebrities and brands around.”



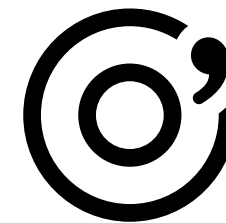
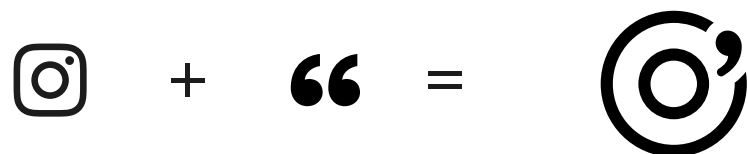
BRANDING

After having a clear onliness statement and a target there are some characteristics #StoryChallenge adopted, even though it is meant to attract a younger and wider audience, the poetic characteristics of the project had to be evident in the brand image. This of course including the name, logo, and design scheme associated with the platform. Inspiration from Milano Flâneur was also taken in account, being one of the bases of the new project.

The logo was thought as the sum of two main elements: the fact that the challenge was based on photography and more specifically on Instagram pictures, and the literary character of the content that will be created. So, the logo is the result of having both in account and understanding the necessity of making an easy-to-remember element.

The color palette is also meant to reveal the unique characteristics of each city that the project will cover, so there are basic colors that will be complemented with each location's own hues. This special colors are chosen depending on the book or author, and his view of the city; for example for Milan it was Cucchi that said the city is blue and green, because of the water of the Navigli.

Regarding the typography, the duality of young and poetic elements is also evident. Thus, all the platforms include both a serif and a sans serif font.



#STORYCHALLENGE

Logotype typeface

Circular STD

AaBbCc 12345

Primary fonts

Cormorant Garamond

AaBbCc 12345

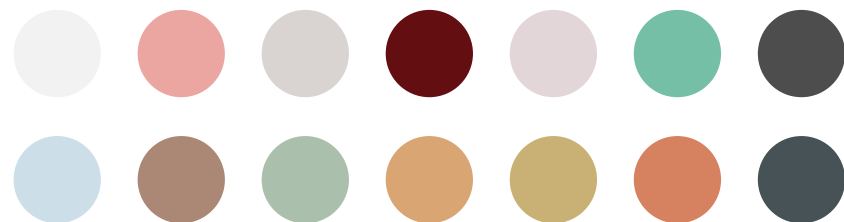
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Open Sans

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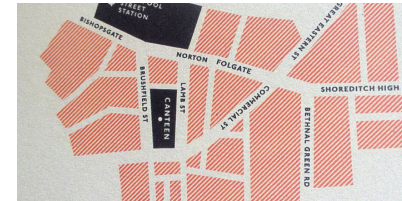
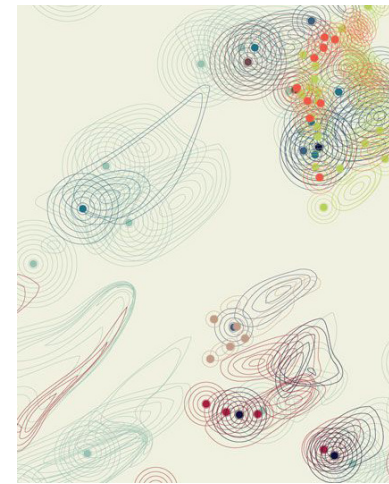
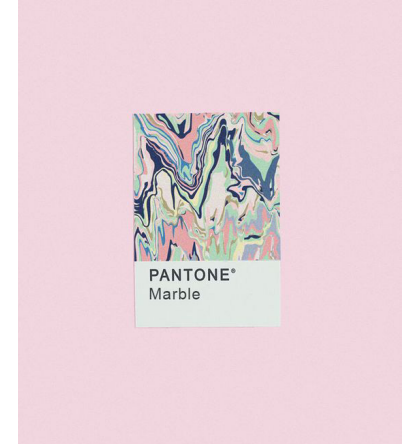
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Color palette



140

THE #STORYCHALLENGE PROJECT



Milan, Italy

“A city”, as Alberto Savinio has wrote, that “rests on the water, and this is one of the main reasons for its perennial freshness.”

Maurizio Cucchi “La Traversata di Milano”, 2007



Edinburgh, Scotland

The city was home of intellectual luminaries, described as “a hotbed of genius” by the eighteenth-century novelist Tobias Smollett.



Barcelona, Spain

“An archive of courtesy, shelter of foreigners, hospital of the poor, country of the brave, revenge of the offended and grateful correspondence of firm friendships, and in place and in unique beauty..”

Miguel de Cervantes Saavedra “Don Quixote”, 1605



Prague, Czech Republic

Lawrence Wechsberg, the author of Prague: The Mystical City opens his book, “Prague is a feminine city. Not a glamorous young woman, like Paris, but maticcka (little mother) to her troubadours.”



05

format



WEB-BASED PLATFORM

Nowadays we live in a digital mobile and social world, where content is currency. User Generated Content engages consumers because of its social nature and in the last 10-15 years has become a big part of our lives.

Things like an Instagram photo, Snapchat video or Facebook post that contain a mention of a product or service serves dual purposes: It is both brand marketing and word-of-mouth advertising, it symbolizes brand commitment and customer loyalty. It supports your bottom line.

An example is Doritos, their user-created Super Bowl commercials, which have gone as far as winning the top spot on USA Today's Ad Meter, or Tourism Australia's "Best Jobs In The World" contest, received over 40,000 video entries and coverage in hundreds of news articles.

CASE STUDIES

Hello World

<http://social.helloworld.com.au>

Hello world is the leading integrated travel group in Australia. It wanted to inspire people to plan their next trip, so the website is a huge collector of photos shared by people of different places all over the world. The website is the centerpiece of an integrated campaign created not only for brand awareness but also to turn “lookers” into “bookers” by increasing the purchases as well. Working with a PR agency and a media agency, helloworld hatched a plan to stage the world’s first Instagram relay.

They selected 80 Instagram influencers to guide the social campaign by uploading 12 photos in 12 hours each one showcasing a day in the life in the most beautiful travel destinations. Travelers around the world were encouraged to join in as well by submitting their own photos, either on Social Networks using hashtag #helloworldRelay or via direct upload. They wanted to demonstrate their global reach and deep expertise in every location around the world. The microsite features an interactive map with all the photos published in Instagram with the hashtag #helloworldRelay, so the visitors can find the travel tips and content by location.

The relay picked up momentum throughout the day, eventually generating 16,515 Instagram posts, 5,391 Tweets, and 1,077 Facebook interactions across more than 80 countries over 36 hours. 29 Instameets were also hosted globally—including on a double-decker bus in Hobart, on paddleboards in Lord Howe Island, on an underground river in Palawan, and at the top of Blackcomb Mountain in Whistler, Canada.



The screenshot shows the Hello World website microsite. At the top, the text reads "Say hello to your next holiday" and "Discover the best the world has to offer with our inspiration travel map. Be inspired by thousands of travel treasures gathered by instagrammers and travellers on the #helloworldRELAY." A yellow speech bubble contains the text "GOODBYE ORDINARY, HELLO WORLD". Below this, a dark box says "Our experts love to travel the world as much as you do, so wherever you decide to go, let us create the perfect holiday for you. Visit us in-store or online today." The main section is titled "FEATURED PHOTOS" and displays four photo thumbnails with social media handles: @wischidhahah, @james3, @kateyoung5, and @May.yee.kie. Below the photos is a world map with green circles indicating travel locations. At the bottom, there are three social media posts: one from @VISITCENTRALAU, one from @KANGAROOISLAND, and one from @TRAVELSEWHERE. A call-to-action box on the left says "CLICK ON THE GREEN CIRCLES ON THE MAP TO DISCOVER UNIQUE TRAVEL TIPS" and includes the #helloworldRELAY hashtag.

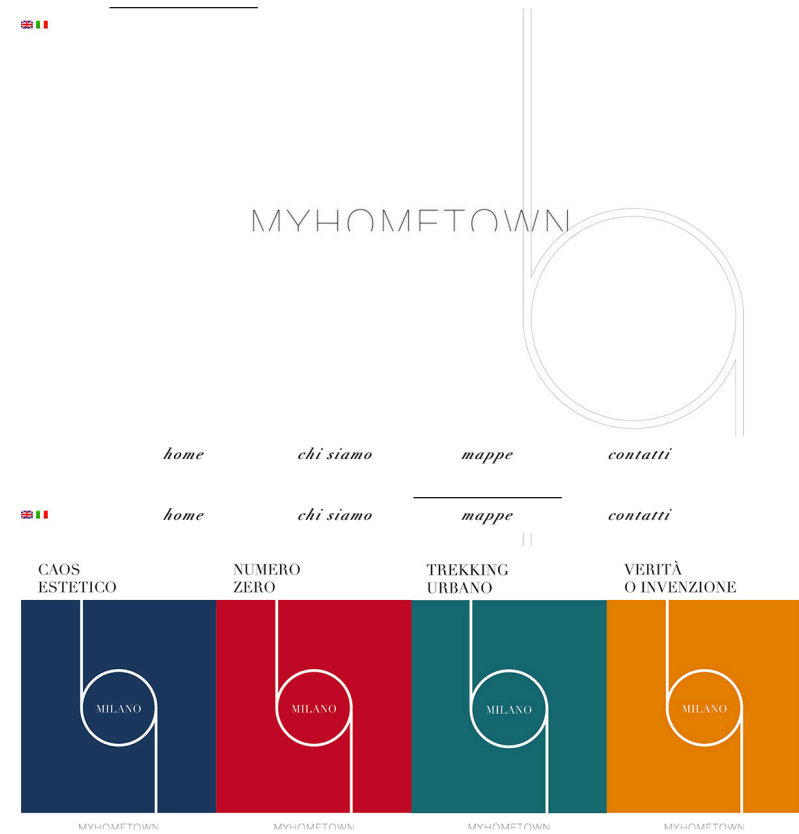
Once a mere tool for location purposes, with time maps have become so much more and at the same time have lost their initial scope. With new technologies, print maps are no longer the number one tool for travelers to find their way around a new city. In fact, finding a map might prove harder than one might think. As a result, and how it normally happens with “old” technologies, maps have become a nostalgic object, that is no longer meant to be in your pocket at all times, but instead it also helps as a summarized type of journal that allows users to write, mark and locate special venues during their trip.

My Hometown

www.myhometown.it

Myhometown features stories about Milan, unexplored parts of its history, as well as facts or fictions. It is about getting a closer look of the city through new forms of knowledge and exploring its urban, social and productive dimension. Myhometown does this in two ways: on the one hand, it searches and offers journeys around the city (on foot, by bicycle, or motorbike – but go slowly please!) in the form of narratives and maps.

On the other hand, it provides a web platform in which promotes an exchange of unique experiences in the city via Facebook.

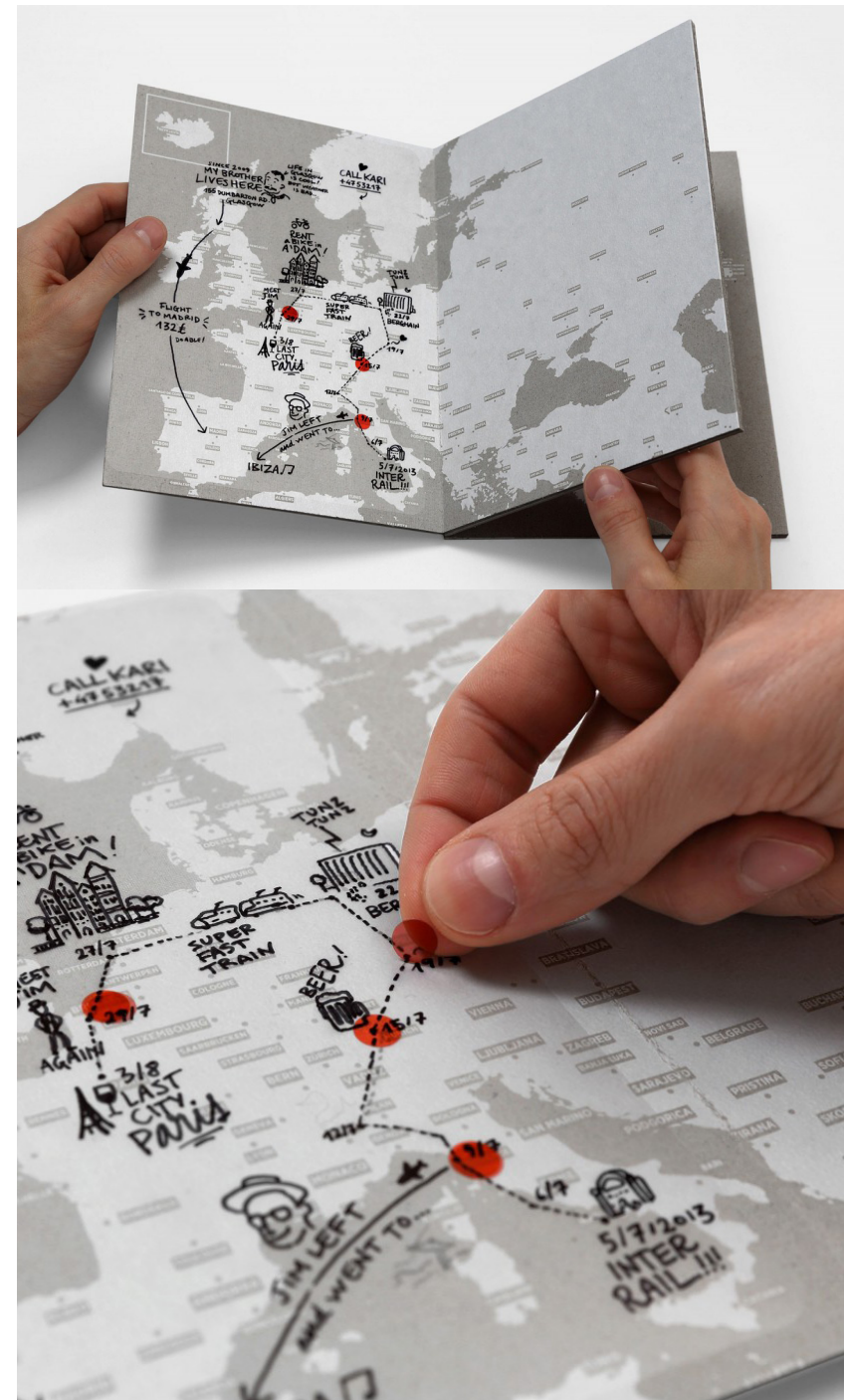


Transparent city by Palomar

www.palomarweb.com/product-category/transparent_maps/

Transparent City is a collection of city map booklets designed to help you create the users' own individual story of the cities they explore, love and live in. It comes with a unique feature, a set of mobile transparent sticky sheets and dots on which notes, itineraries and memories may be recorded with pencils, pens, markers. Transparent City is the urban geography of which users are the authors.

The map source is designed as a background where traveling around the World can be narrated and sketched. The transparent sheets may be applied anywhere on the map and with a pen or pencil places can be singled out. Users can have fun enriching this personal travel diary with sketches and drawings.



FORMAT DESCRIPTION

#StoryChallenge is a web-based social hub, that showcases all the stories about Milan that Social Media users generate while visiting the places of La Traversata di Milan. The format is designed in a Card-style layout and uses UGC and geolocation technologies in order to display the information as accurate and simplest way as possible to enhance the user experience and facilitate its interaction. The goal: change the perspective of Milan through a visual and poetic movement, to re-discover its hidden beauties.

The aim is to inspire people all over the world, but mostly, locals and people living in Milan, to share the hidden beauties or memories of their cities, learn to love them and appreciate them as Maurizio Cucchi does.

Visitors, tourists and locals are encouraged to join the conversation using the hashtag #StoryChallenge. An interactive map of Milan filters the content so the users can browse the stories and photos by place.

Type of User Generated Content to take information from:

- Instagram mentions through Hashtag
- Photos / Images

UI Pattern

The format has been chosen in order to showcase the content generated by the users in a simple and intuitive way, taking advantage of the models and interactions they are already used to while navigating the main Social Networks: the UI pattern known as Cards.

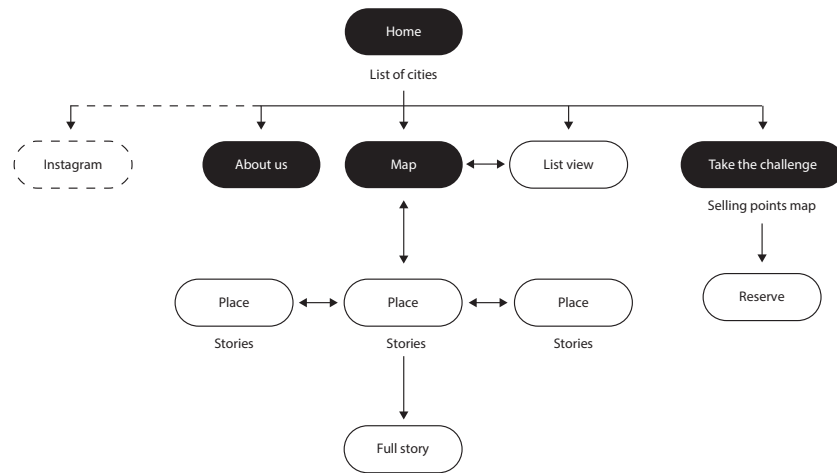
A Card is a chunk of information where images and text are joined together – headline, main text, call-to-action buttons - in rectangular components, creating a collective and cohesive block. Cards layouts came to the forefront of web design when Facebook and Twitter adopted card-driven interfaces for their desktop and mobile websites, and have been growing in popularity for the past few years thanks to the image-sharing social network Pinterest.

From retail to home sales to Social Networks, all the information is shown in this container-style design that allows to organize large amounts of content while enticing users to engage with each item. One of the biggest reasons Cards became popular in web design is their compatibility with responsive frameworks by adjusting easily to new screen dimensions thanks to their rectangular aesthetics that adapts to portrait or landscape orientations without disrupting the flow of the overall layout.

Another pros of using Cards are:

- Their responsive nature makes them easy and intuitive
- Are excellent for aggregated content from multiple sources
- Content blocks allow users to easily scan the whole layout to select and engaged with the information they are interested in.
- Easy to share on Social Media
- Can work with any kind of aesthetic, from flat to skeuomorphism

NAVIGATION MAP



Wireframes

Wireframing is an important step in any website design process. It primarily allows to define the information hierarchy of the design, making it easier to plan the layout according to the best usability process for the user.

For this project, the wireframes have been very important to determinate the type of content to show to the users and how to offer them and intuitive and immersive experience.



MODULES

Landing page

This is the first module that users get to when they enter the #StoryChallenge webpage. As a first action, they will have the option to choose amongst the various cities in which the challenge is currently taking place.

The options are displayed in a full screen slider with a drag effect, that allows the users to find the city they're looking for easily, but also to browse other options in case they're exploring.

The main feature of this module is the parallax scrolling. This phenomenon of Parallax scrolling website design is growing in popularity across the internet, bringing the user experience to a new interactive level of online viewing. With web designers and developers constantly exploring new ways to make their web presence more appealing to their sites' visitors through engaging visuals and functionality, parallax scrolling has taken hold as the new frontier of user experience.

Parallax scrolling is an interesting technique, where, as you scroll, the background images translate slower than the content in the foreground, creating the illusion of 3D depth.

City selection



Drag and parallax animation

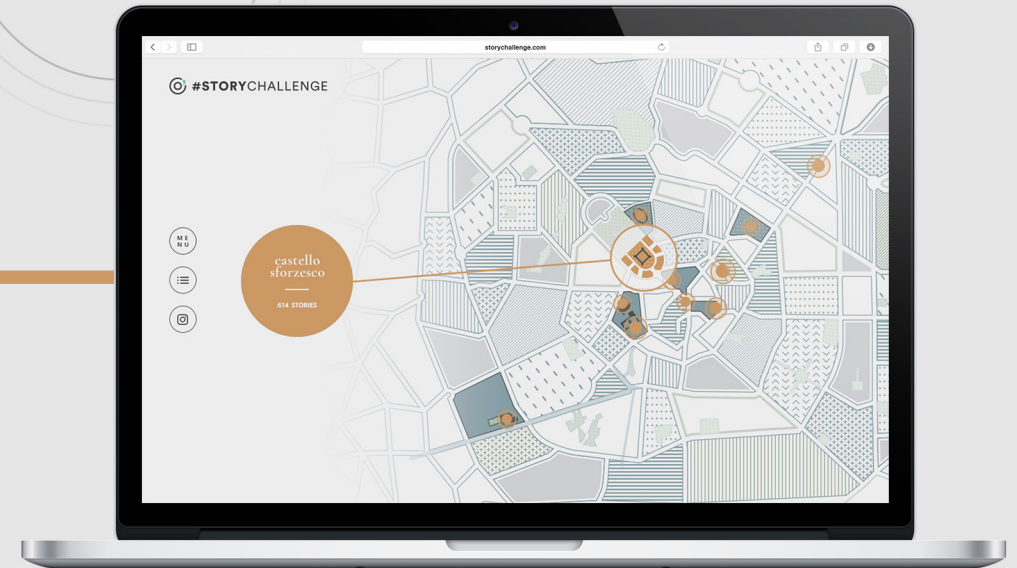
MAP

The map has two main scopes, number one is to allow the users to get to know the places and locations of the city they're planning to visit; and the second one is for people who may not be traveling in the near future to get to know a city from afar.

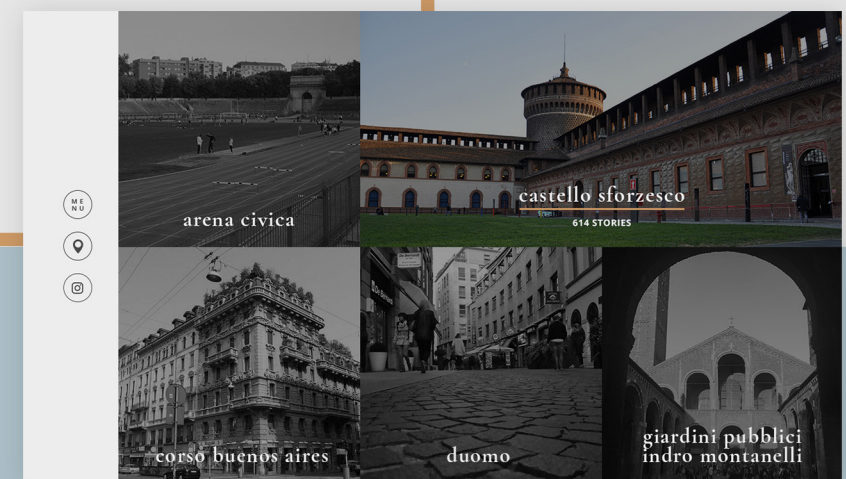
Because travelers are the main target for the #StoryChallenge project, it's very important for them to feel like they're gaining many benefits from all the touchpoint of the platform; and thanks to the map they can do so. They find a virtual tool that guides them through the city, the literary places that they're bound to visit and most importantly, a preview of information about the location provided by other like minded people that they can trust.

Users have two options to browse the locations, one is the map, and for those who prefer a more illustrative research, the other is the grid of locations that are displayed with picture and name.

EXPLORE THE MAP
AND SELECT A PLACE
TO DISCOVER
THE STORIES



Map view



List view

UGC Stories

This module begins with a literary quote by the writer as a introduction of the place. This with the aim to change the very first perspective of the user when exploring a place.

By scrolling down the page, all the content generated by the users will be display in a parallax animation, showing the photos and a preview of the story written by the them. Each story can be viewed in full screen by clicking on it and this will open in a lightbox.

At the end of the stories, the user will have the option to continue exploring that place by loading more content or change place by clicking on the next and previous arrows in order to continue the exploration in a natural and intuitive way.



Take the challenge

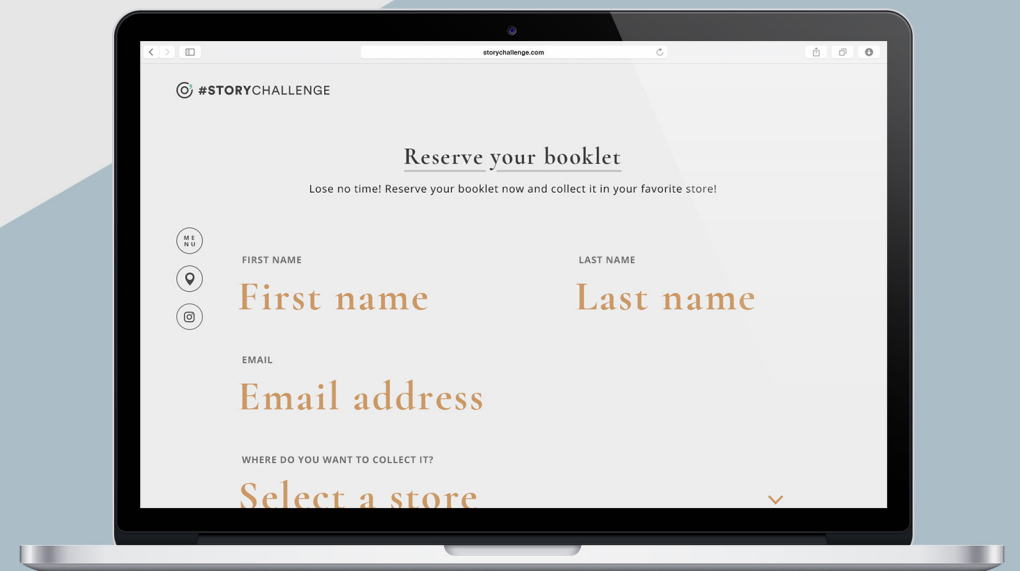
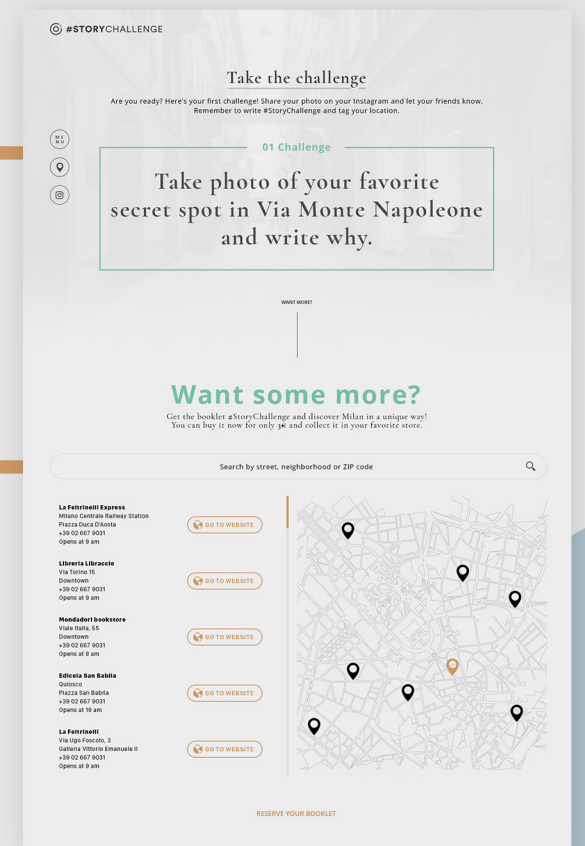
Users are given all the information they need about the platform and how they can participate. They'll also find a first challenge that is meant to motivate them and show them how fun the activities are.

It is the main information provider about how they'll find the journal (that has the actual instructions for the other challenges), so they can choose the location that will be more convenient for them to pick it up in the city. They can also see a list of sales points with names and addresses, an interactive map locating them in the city, and a direct link to their individual webpage.

Reserve your booklet

By giving the option to reserve the booklet online before their arrival, the challenge reaches travelers in the time frame where they're planning and booking, thus making it a convenient experience, around which they can plan their trip. With a survey, they fill out basic information and specify the dates of their trip. This will also work as a database for #StoryChallenge and may be used in the future as CRM.

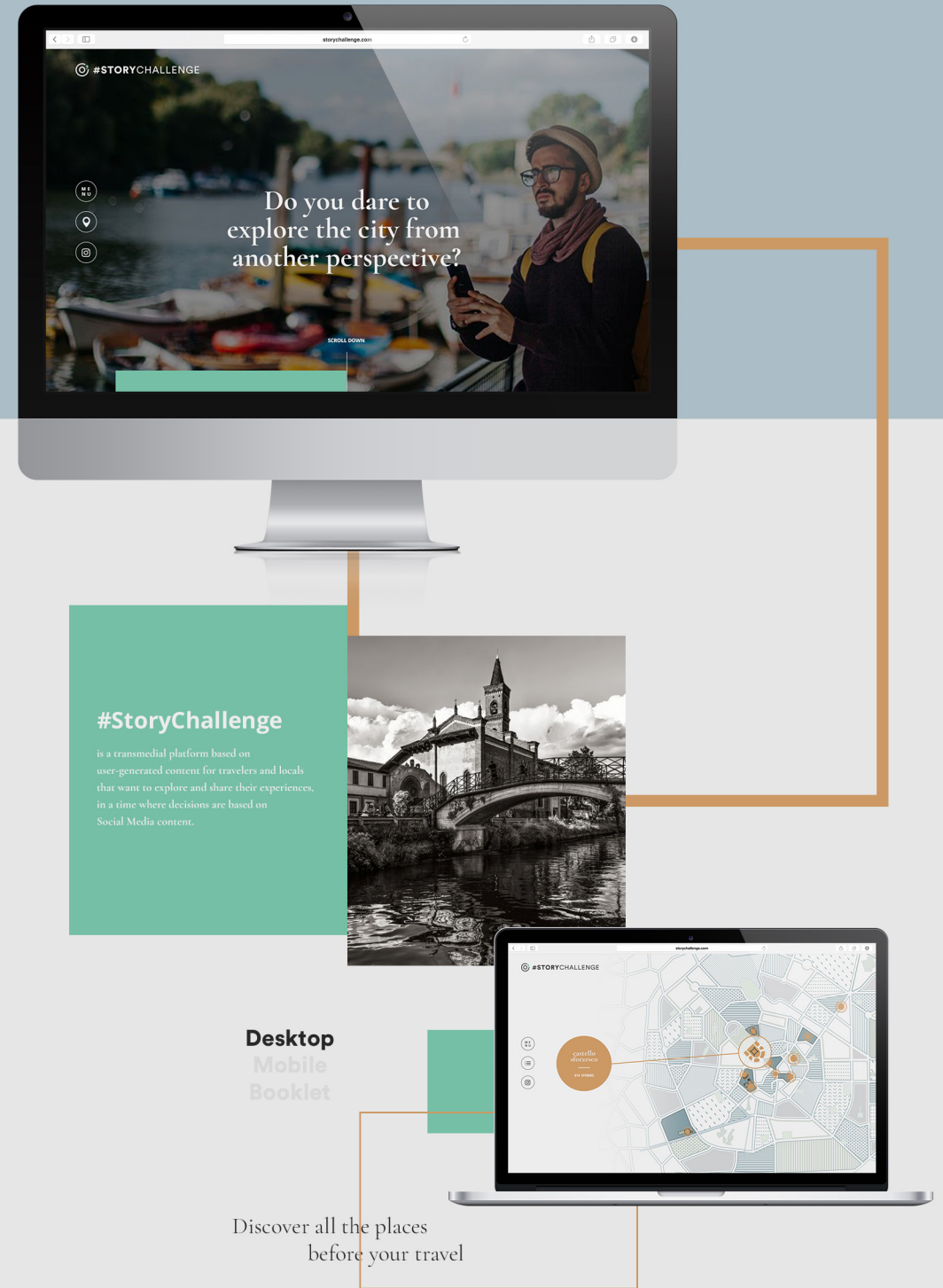
- Challenge of the day
- Store locator



About us

A literary exploration of the city is a relatively new option for travelers, and the concept of mixing it with the calls to action that are characteristic of a challenge is even more unique.

Knowing this, it is essential for users to find and understand all the information available to feel motivated and join #StoryChallenge. In this informative module, they'll get to know the project from its basis, with an easy-to-understand explanation of the concept, and an introduction to the diverse touch points that make up the system and how to use them.

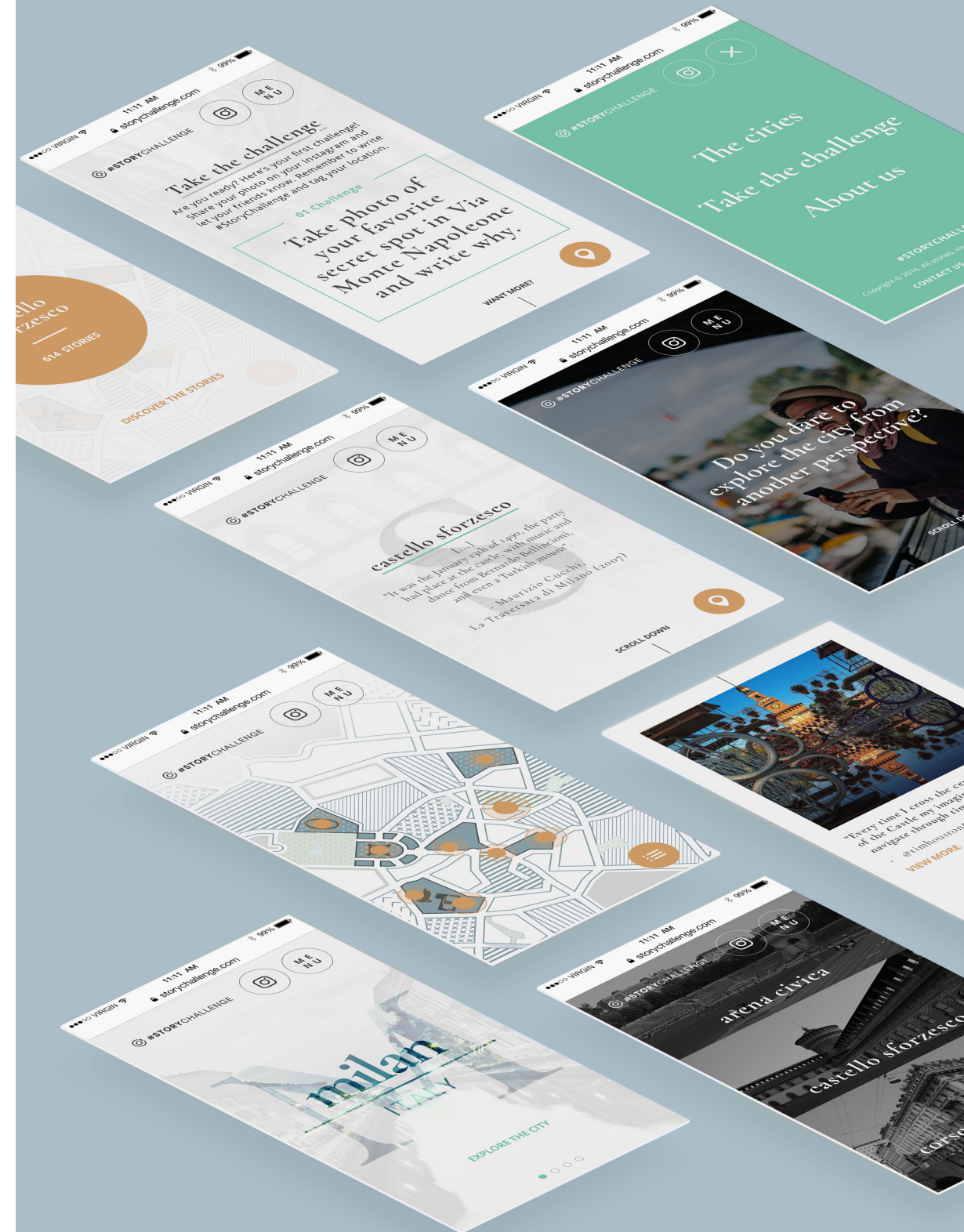


Responsive design

All the website was thought for been responsive.

Responsive Web Design (RWD) indicates that a web site is crafted to use Cascading Style Sheets 3 media queries, an extension of the @media rule, with fluid proportion-based grids, to adapt the layout to the viewing environment, and probably also flexible images. As a result, users across a broad range of devices and browsers will have access to a single source of content, laid out so as to be easy to read and navigate with a minimum of resizing, panning and scrolling.

Responsive design is the future and everyday terrific steps are being made because much can be done with responsive design. The entire process of how responsive design is planned takes the smallest viewable screen first and works its way back to a full screen display.





transmedial system



PAPER-BASED JOURNAL

“There is, of course, always the personal satisfaction of writing down one’s own experiences so they may be saved, caught and pinned under glass, hoarded against the winter of forgetfulness. Time has been cheated a little, at least, in one’s own life, and a personal, trivial immortality of an old self assured.”

- Anne Morrow Lindbergh (North to the Orient)

Ever since the classic authors started taking notes of their daily life, journals have become an essential tool to gather thoughts and experiences in a more concrete way. For many, it is a creative necessity, for others, a place for exploration, and for some an art form in and of itself. For those who value new fresh ideas, it has always been a tool for when the memory fails, or the details of a certain situation want to be preserved; in the end, writing about what one sees derives from preserving everything observed.

Opening a journal means going in a completely different universe, a personal, subjective, unique internal place that shines through the paper of that little book. The examples are many: Mark Twain's journal, where he toys with names for the main character of a new novel; Charlotte Bronte's immense diary entries and Jack Kerouac's small pad with descriptions of people he met and places he visited. Thomas Edison wrote to-do lists on his journal, and Frida Kahlo's had colorful drawings and illustrations in its pages; while David Foster Wallace decorated his with happy face sticky notes.

His experiences whilst walking around Milan were the core of Maurizio Cucchi's stories for La Traversata di Milano and by having the analogue support that only a paper journal can bring, those embarking the #StoryChallenge will have a place in which they will be able to put Milan in their own words. Also, by finding different instructions specifically thought to discover the hidden gems of each of the places suggested in the map, travelers will get the inspiration they need, and will fulfill the challenge in their own personalized way, creating a unique story of Milan.

Case Study: Moleskine

The Moleskine notebook is a classic amongst journals, the heir and successor to the legendary notebook used by artists and thinkers such as Vincent van Gogh, Pablo Picasso, Ernest Hemingway, and Bruce Chatwin. A simple black rectangle with rounded corners, an elastic page-holder, and an internal expandable pocket: a nameless object with a spare perfection all its own, produced for over a century by a small French bookbinder that supplied the stationery shops of Paris, where the artistic and literary avant-gardes of the world browsed and bought them. A trusted and handy

travel companion, the notebook held invaluable sketches, notes, stories, and ideas that would one day become famous paintings or the pages of beloved books.

Lately the brand has jumped on the wagon of digital and transmedial products. Without forgetting that their strength comes from making a durable, high quality notebook, the designs have become more user-friendly and adaptable to trends. Also they've included digital initiatives and experimented with new technologies.

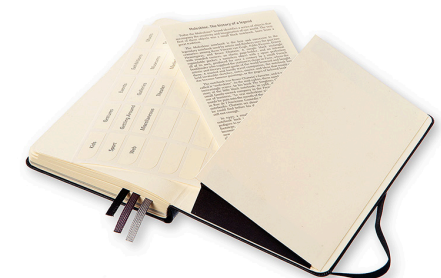
City Notebook

www.moleskine.com/collections/model/product/city-notebook-milan

Ideal for both visitors and city dwellers alike, this guidebook lets you organize places travelers don't want to forget, from restaurants and shops to bars and tourist attractions. The Key Map summarizes the overall layout of the city, including large-scale maps of the city centre, an alphabetical street index and map of the metro system. Up to 76 blank pages gives all the space needed to write, jot down useful information, and record stories, impressions and experiences.

Contents:

- Mapped by Lonely Planet, designed by Moleskine
- City map
- Detailed maps
- Transport
- Street index
- Blank pages to jot down notes
- Special themed sections
- Detachable sheets
- 12 loose transparent sheets to trace your route on without marking the map
- Hard cover, allowing for a comfortable writing experience even without a surface
- Rounded corners
- Elastic closure
- aper weight: 70 gsm
- xpandable inner pocket ideal for notes, receipts, tickets, etc.
- Three ribbon bookmarkers in greyscale
- "In case of loss" label printed on the flyleaf



- 180° lie-flat opening
- City name punched into the spine
- Reusable paperband printed with additional content on the back

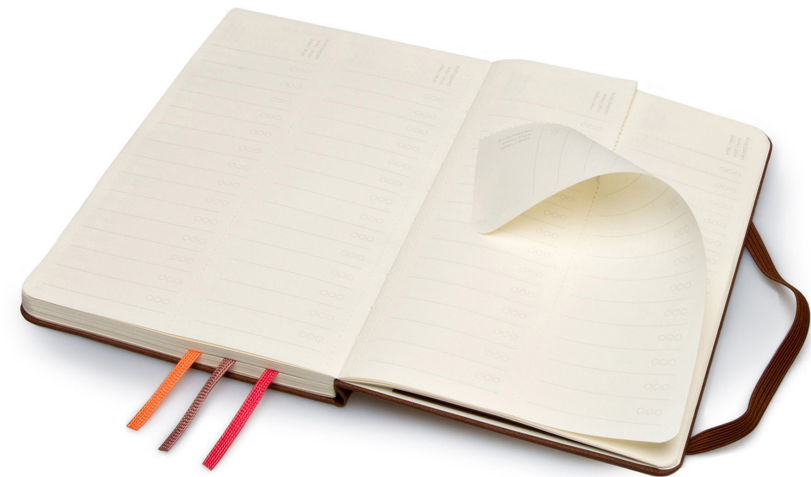
Voyageur

www.moleskine.com/microsites/voyageur

Moleskine notebooks have always been on the road, since the days when the great nineteenth-century travelers used them to capture every corner of the world in its pages. Now it's up to modern travelers to explore, observe, remember and share every moment of their wanderings. Voyageur is the paper companion that fits in perfectly with digital lifestyle in a unique format. Canvas tops add an organic touch to classic Moleskine features, but there are many ways to bring the web to the pages. It's smaller than the standard large size notebook, and a little larger than the pocket size; it's an exclusive size for comfort and ease of transport.

Inside there are removable lists, and three types of Moleskine paper (plain, striped and dotted); there are more available for free download through myMoleskine. Users can print their itinerary or content from any URL to the exact dimensions of the notebook Voyageur with the online tool MSK2 and then paste it into the pages, or fold it and put it in their back pocket.

To share content online, Voyageur is one step further in a larger collaborative project, the Moleskine world map using a gallery on Flickr, an interactive map and the label #m_iamhere on Social Networks. To participate, travelers should pose with the back of the paper label and post their selfie with the hashtag.



Livescribe

www.moleskine.com/es/news/livescribe-notebook

A new Moleskine notebook designed to be used with Livescribe smartpens and Livescribe+ app, with dotted grids on every page, it allows handwritten notes to appear in digital form with striking speed and precision.

Instructions:

A new way to take notes: Write in your notebook, and sends each stroke to your device: your ideas travel from paper to screen.

Analogue to digital: Enjoy the convenience of the digital world while enjoying the tactile pleasures of pen and paper: a whole creative experience.
Technology for manuscript recognition: Manuscripts convert into editable text that you can cut and paste into notes that you can tweet or send by SMS anytime.

Notes to link sounds recorded: The Livescribe smartpens are also able to capture sound, so that users can associate the ideas written down in the notebook with the conversation that was taking place, to hear them as often as they want.

Classic design and leading technology: Advanced features of Livescribe smartpens join the elegant creative space that is the Moleskine notebook, with its classic design details. Ivory pages, rounded corners, a ribbon bookmark and elastic closure, and a design that mimics the pattern covers.



Other Moleskine transmedial projects

My Moleskine

www.mymoleskine.moleskine.com/msk/

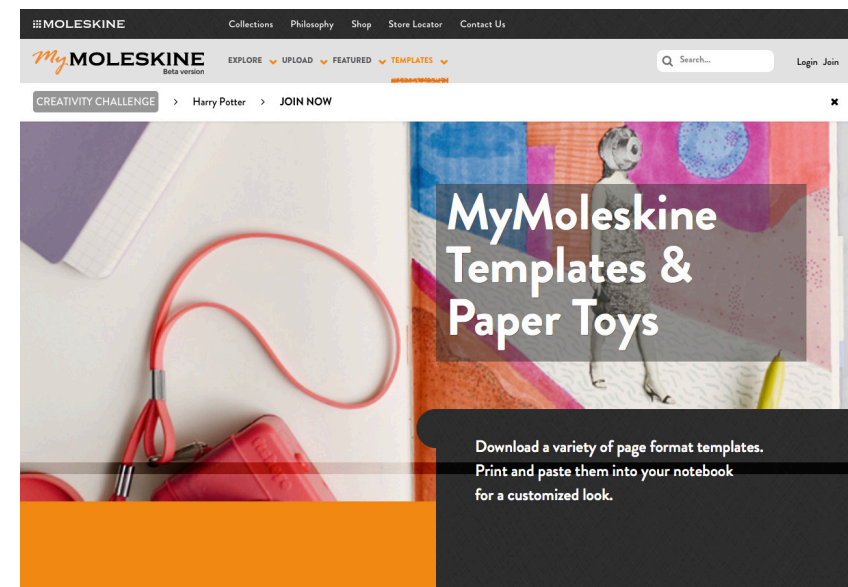
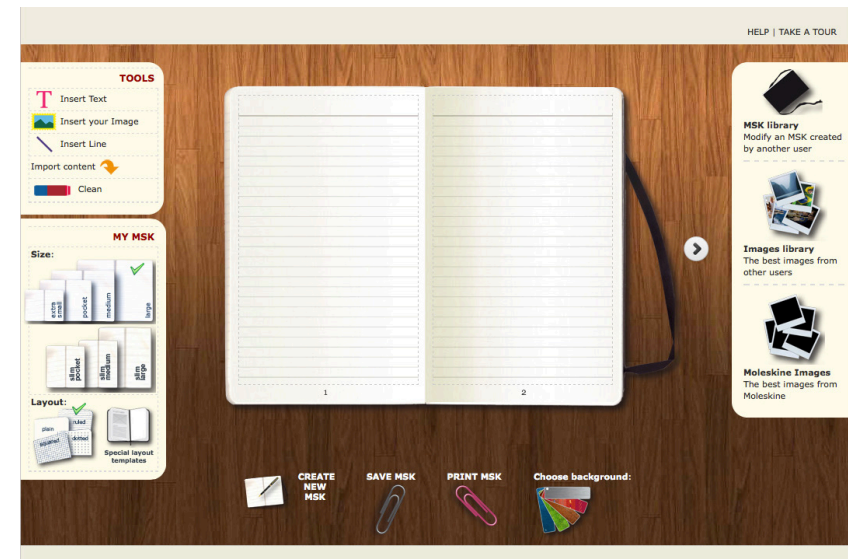
The brand has literally taken the notebook to the web. After signing up, users have a digital 10 page digital Moleskine at their disposition. In the work area they can write text, insert images, draw lines, or import content from other websites. People can add things with tools and even import images saved in their computer. Once the user saves the digital notebook, they can manage it by editing the title or the privacy settings, and later they can share it on Facebook or Twitter or change layout/format, also export it to a PDF and download it.

This initiative is mainly aimed at creating a community around the product, and with this digital platform, users can also browse creations from other users and even scroll through an image gallery from other users as well.

Add Ons

www.mymoleskine.moleskine.com/community/msk-templates/

Because of the different designs the notebooks have, and the variety of purposes they have been designed for through time, some of the books have specific layouts such as calendars, blank pages or ruled pages. By logging into their My Moleskine account, customers that already have a Moleskine notebook can download a variety of page format templates, print and paste them into the physical notebook for a customized look.



MYMOLESKINE TEMPLATES & PAPER TOYS

Ever wish your Moleskine sketchbook had just a couple of ruled pages, or that your music notebook had a plain page or two? Did you fall in love with one of our paper toys and can't resist cutting and pasting them over and over again? Would your planner benefit from a quick customized layout?

Then you have come to the right place! Download and print a huge variety of templates, page layouts, holiday calendars, paper toys and more – for free!

Creativity Challenge

www.moleskine.com/en/news/creativity-challenge

Adopting the motto “start as you mean to go on”, Moleskine has done this Challenge for several years. On a bi-weekly basis the brand sets creativity challenges to collect illustrations, handmade objects, photos, hacks and sketches responding according to a specific theme. The price: a special package of Moleskine tools.

Instructions:

- Check back here every two weeks for the theme.
- Get crafty: don't let a lack of glitter glue hold you back.
- Upload your work to the My Moleskine gallery with the right tag within two weeks.
- Vote for your favorite uploads.
- The highest rated will receive a special package of Moleskine special collections, limited editions and hard to find layouts.

Examples of the 2014 challenges:

23rd January 2014: Handwriting Day

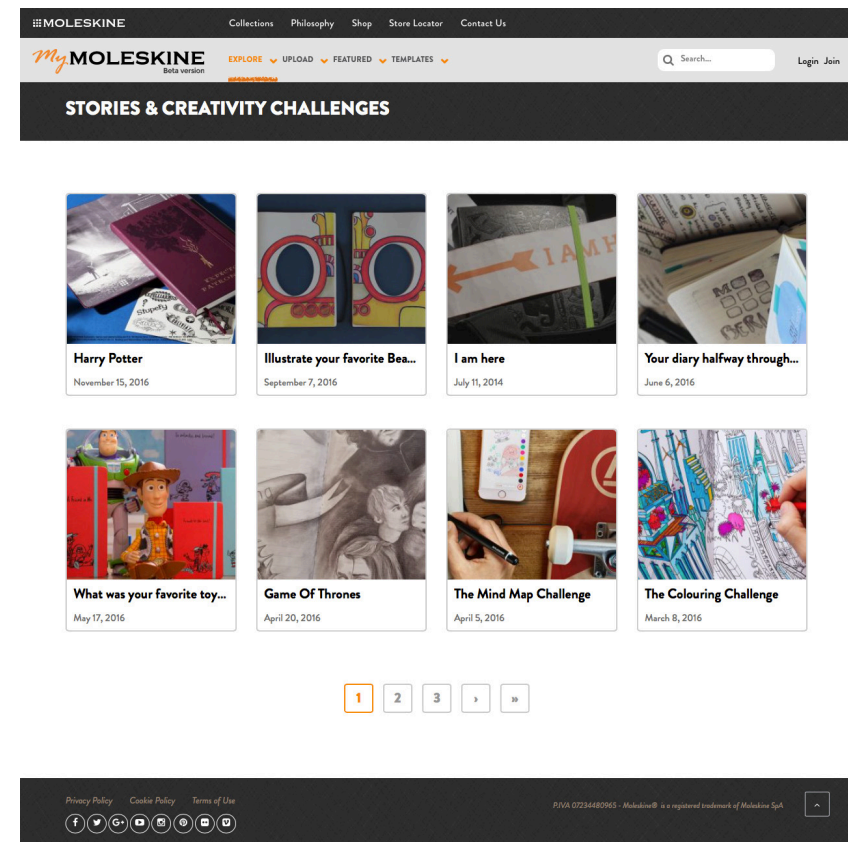
Handwrite your Social Media posts and celebrate the written word.

9th January 2014: The Simpsons

Send us a Simpsons-themed picture, eg a drawing you did or a photo of all your memorabilia, and win a Moleskine Simpsons Limited Edition notebook.

17th December 2013: Winter Wonderland

Tinsel, turkey, rolls of giftwrap, long distance phone calls, ice skating, or curled up on the sofa watching Home Alone.



Format description

The print journal for #StoryChallenge is meant to be the physical element that travelers can carry around and use to create their own stories. This is possible because its format and content respond to three main goals:

- Provide instructions for the challenge
- Guide and give information about the city
- Be a support for users' expression

The journal will be a monthly publication, and each number will have 5 to 8 challenges referring to 4 places of the city. Each month these places will change so travelers can keep on exploring. Taking in account that an average trip lasts one week, having activities for at least four days gives enough flexibility for the users. Also thought for "short distance" travelers, so people that come to Milan on a regular basis, finding different numbers of the challenge and updated information will give a more dynamic activity.

Starting with the physical characteristics of the journal, its size allows it to be easily carried around. Why is it triangular when closed? Because when the user opens it, it turns into a square that mimics Instagrams' picture format, so it's easier to photograph and post online.

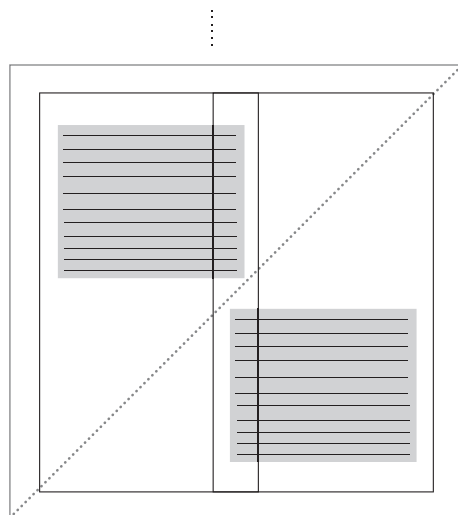
Also inspired by the classic notebooks, the paper quality is essential for the journal, so a 70 gr. white paper is used to provide an appropriate canvas for users' creations due to the fact that it holds different types of ink really well. Thinking about how easily it could be carried, hardcovers were not used, instead a 120 gr. paper that is colored differently for each number of the challenge and the city name printed in the cover .

The pages that are interactive can be differentiated just by touch. Some are covered with wax paper, that allow users to write and interact over the journal's content without "damaging" it. Also included inside, 90 gr. pre cut paper, that can be torn of the book and used as photo signs, message cards or even postcards by the user. As the map will be a useful tool for travelers going around town in the area where the challenge takes place, it is not sewn to the cover, instead it is attached with a reusable rubber band that also works as a page marker (and may come in very handy for travelers in specific situations).

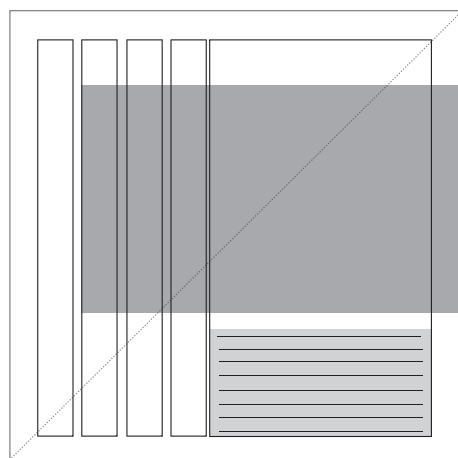
As mentioned above, all the these characteristics were determined by the content and purpose of every single page, where content is classified in different modules, that allow users to interact with the journal in an easier way.

Grid

With the grid system, there's a set structure of one column per page to align elements of text and image, that can also be divided in 4 narrow columns when other elements are included. The journal size is 15 x 15 cm with margins of 1,5 cm



Standard page
Triangle pages
Square text box
One column



Informative module
Triangle pages
Square text box
One or four columns
Bleed for images

Modules

Cover



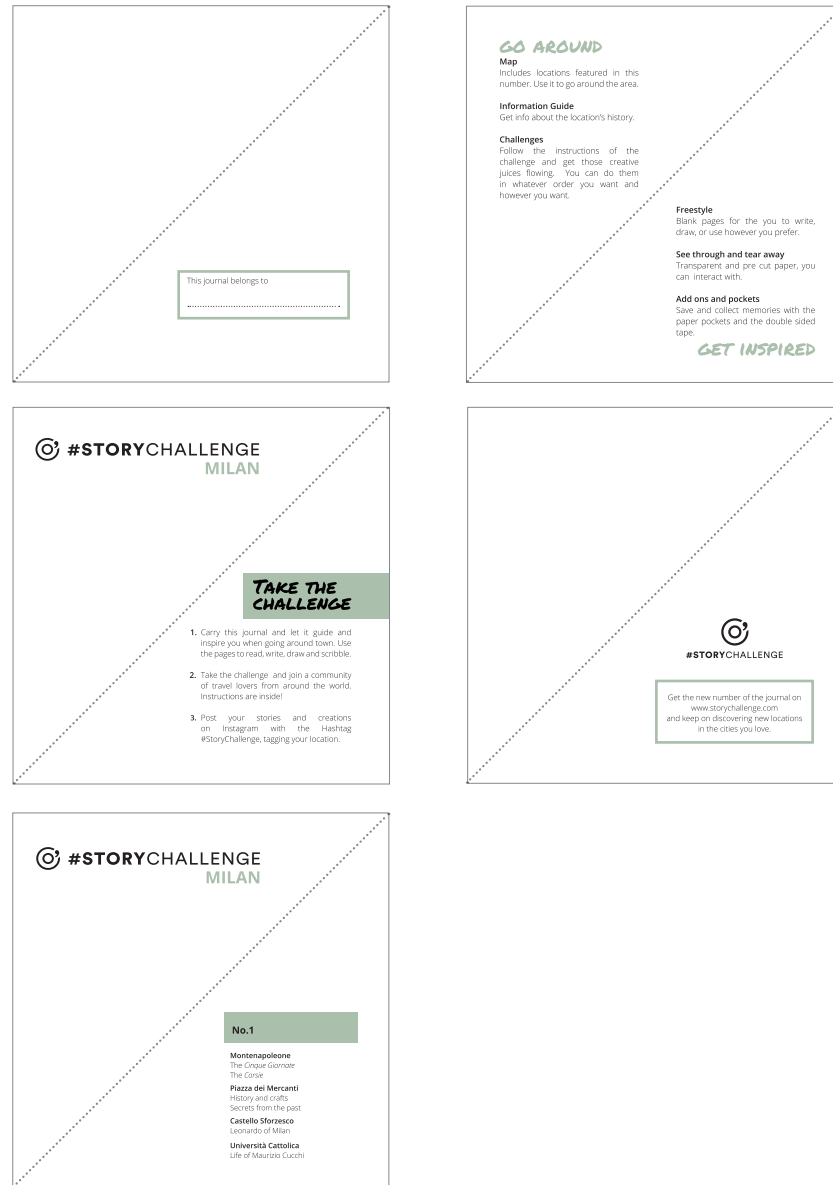
Map module

Printed map including the locations specified in the booklet. Every location is marked with a pin, has its name and address so users can navigate the city with the physical map.



Introductory module

Pages for users to personalize the journal and introductory pages that make the dynamics of the booklet clearer for them.



Informative module

Includes information about the place taken directly from the text of La Traversata di Milan. Also includes the pictures of the place according to the type of location that is shown. These pages work as the travel guide for users to know the secrets of Milan and the stories of the locations.



Challenge module

Specifies the instructions for the challenge of the specific place that is being visited. There are around 10 challenges per booklet, the module includes the number of the challenge and the written instruction.



Freestyle module

Blank, ruled and dotted pages for the users to write, draw, or use as they prefer.

Interactive modules

Scribble

Transparent paper over the map, pictures and pages with written text are available for users to scribble, write and personalize the notebook according to their experience. Specially thought to push users to work on the city itself, even if it's only a picture of a building etc.

Tear away

With pre cut paper, users can tear away certain pages to interact in the city. A printed message with which they can pose for a picture, a special shaped figure they can leave behind for someone else to find. This piece of their journal may leave a physical connection to the city.

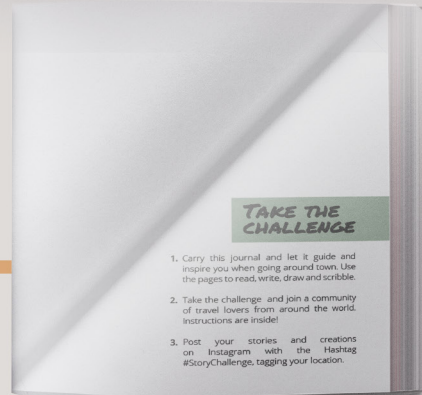
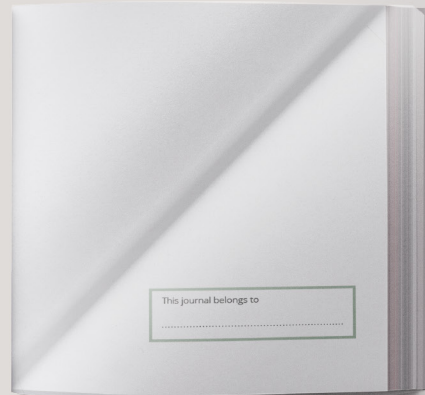
Add ons

Pages that have special frames and double sided tape on them. Users can use them to stick random elements they collect around the city that serve as souvenirs (ie. a napkin from their favourite restaurant, a coloured leaf, the entry ticket from a museum).

Pockets

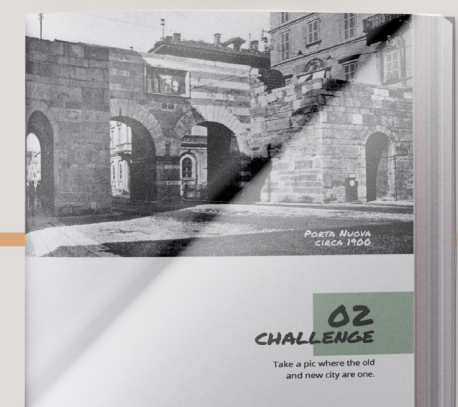
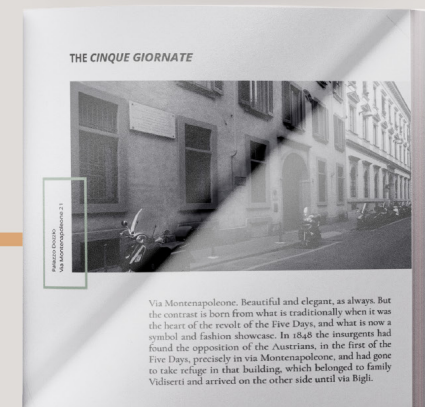
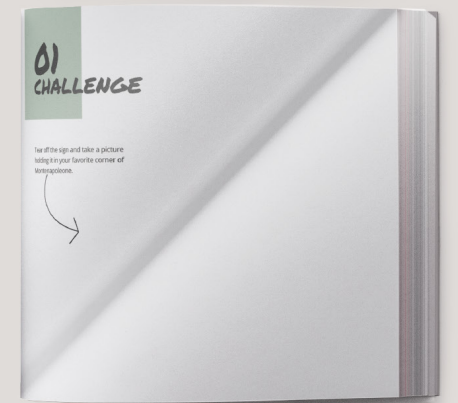
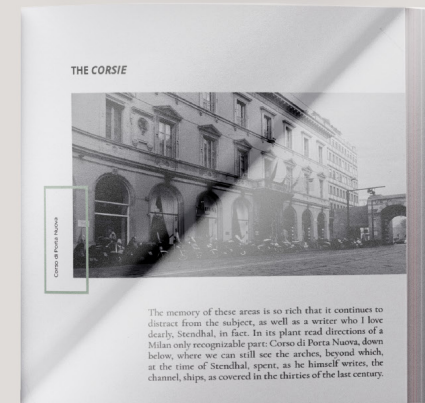
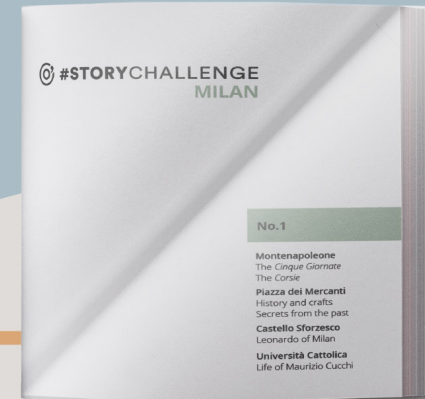
Pages that are actually pockets for users to save and collect other objects that serve as souvenir during their trip. (ie. brochures, a small menu from a restaurant, a pebble they found on the street).

Mockups



Place and modules

For every place many modules are included, and more that one location may be present in each.

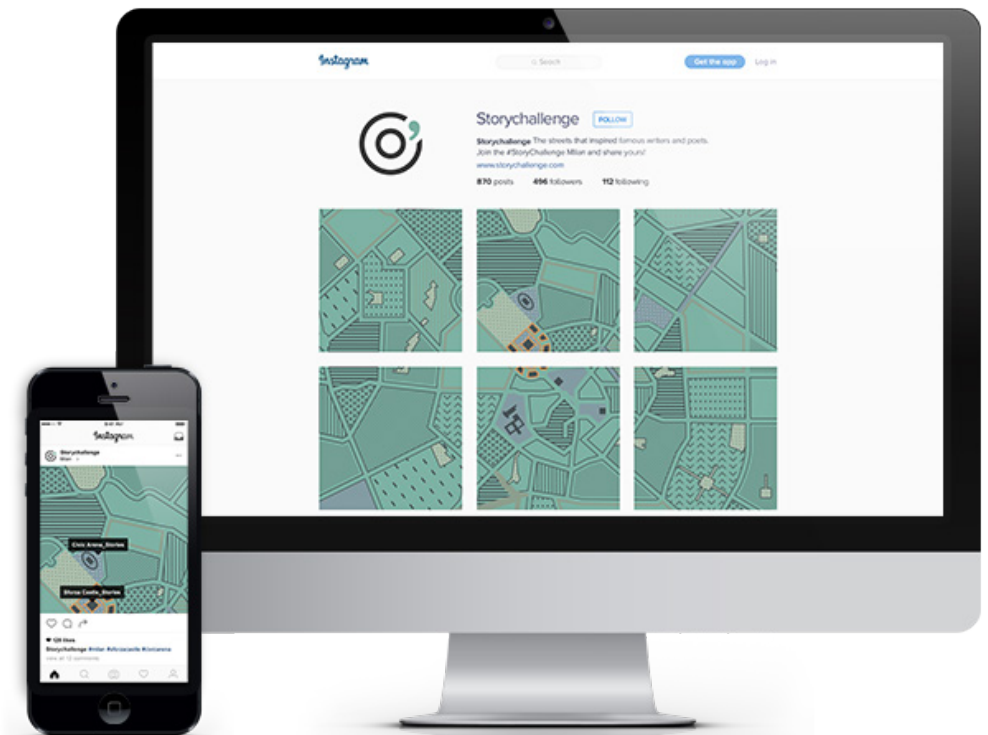




INSTAGRAM ACCOUNT

The Instagram account is meant to be a direct link on the app so users can see the content from those who are already taking the challenge. The main account is made up of a map divided in the platform's photo grid.

After entering one of the areas of the map that the user wants to explore they will tap and find a tag that will lead them to an individual profile for the featured place in the city, for example Montenapoleone area. In the individual profiles, users can find the reposted User Generated Content, original pictures and videos as well. All the content is divided by geolocation and classified with the hashtag #StoryChallenge.



07

conclusion

Based on the concern voiced by Milanese author Maurizio Cucchi, #StoryChallenge aims to provide a platform for users to live, create and share their own stories of Milan. Throughout the development of the project, the current entangled landscape of storytelling and its many elements became more evident. Starting with the evolution of travel literature, understanding how various traditional and new platforms are developed according to the motivations of the Travelers niche and the circumstances that have defined their costumes, was essential to lay the foundations of the project.

No communication or design initiative now a days can ignore the importance of the Web 2.0 and Social Media platforms, so understanding virality, digital etiquette and trends that push users to log in and post their content online is one of the most important elements that constituted

the research. Based on the results of surveys, interviews, and a structured theoretical frame, the results showed some predictable results, and some surprises that were essential for the development of a product designed to satisfy the needs of the travel niche.

The main conclusion is that the majority of people who travel are always writing about the city, maybe not with the traditional “pen and paper” but they’ve migrated towards different formats. The analogue and physical sphere is not the only way for them to save their memories anymore, they express themselves mostly through a digital persona, an online reflection of their motivations and desires.

People are now users of services and products that allow them to develop this digital persona into what they want, and thus, they tend to gravitate towards platforms that will meet them in the middle (where the analogue and the digital world meet) and they can create their content as easily as possible. Bearing this in mind, the solution had to be a system that allow users to jump from reality to the virtual world in a seamless, intuitive way, using the channels they already inhabit, in both realities. Creating a platform that doesn’t consider transmediality means ignoring the needs of users, and the project provided three touch points -website, Instagram and print journal- through which the user could enter and stay, feeling at ease, creating and showcasing individual original content.

The importance of User Generated Content also deemed essential to the development of the project, not only because credibility from original non branded products gives people peace of mind and is highly regarded amongst users, which derives from the gregarious nature of human beings and the fact that we want to belong to a community of like minded

people; but mainly because as Cucchi said, it is essential for people to keep on create and share the stories of the city. And with the use of analogue and new technologies, #StoryChallenge provides a space that makes their story, part of the city’s story and part of a community of travel lovers that are living the city as well.

This project also leaves lessons, questions and tasks that have to be looked into. Future developments of communication and interaction design services and products have to include a way in which people feel motivated to go around and intuitively tell their stories and share their content. Also, platforms that facilitate the creation of quality User Generated Content are essential, as it facilitates the flow of information in the digital sphere, not to mention that belonging to a high quality platform with rich and interesting content seems to be a win-win situations for both user and platform. Finally, the importance of traditional analogue technologies has to be acknowledged and included in all projects, not only because it helps people relate easily to their surroundings but because it motivates them to go out and enjoy the now scarce off-screen dynamics.

This project shows how niches, such as travelers and literature lovers, have evolved and tangled themselves with the complex storytelling dynamics, and with this in mind, intends to tap into the collaborative content creation trend that has been growing in the digital world. Hopefully its lessons will deem useful for future developments and creations in the field of communication and interaction design.

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