

Design idea N°2
imagiNATION



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This book can represent a bridge between older and younger generation. In fact, it creates sharing times in which grandparents and grandkids, for example, can easily interact with each other. The book tells a multicultural novel. Users can frame a page and then appears an object or a character of the novel, in augmented reality with translation of the text added.

We created a story to insert into the book, which is a tale about multiculturalism with gender fluid elements. This is the story, read it!

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“Once upon a time there was Andrea, who loved making adventurous trips around the world. As usual, the traveller had bought a snowball from Moscow to add to its vast collection. The distinguishing feature of every ball was the presence of subjects with traditional characteristics. Just got home, the new snowball was placed on the shelf along with all the others. During the night all the souvenirs came to life and welcomed their new Russian friend, making her feel “at home.” The souvenirs, curious about that new culture, asked her many questions about its history. On the other hand, the newcomer, fascinated by the great variety of nationalities, was also eager to know the origins of the others. The snowball from Moscow immediately felt part of this new family, although there were many different nationalities.”



FIRST DRAFT

Dimensions:

Format: Depliant banner with 4 doors

Length: 20 cm

width: 20 cm



SECOND DRAFT

Dimensions:
Format: Magazine
Length: 17 cm
width: 23 cm



**For any questions
feel free to ask us!**

