THE GREAT MANHATTAN BOOK HUNT

In an increasingly digital age, it’s clear that the value of books is decreasing. In order to get people back into caring about books, we must blend the two. Once the user fills out a short questionnaire about their literature preferences, we will provide the user with an interactive digital experience in conjunction with an interactive real life experience in order to get the user to experience new areas and new literature in Manhattan.

The user will be provided with an introduction email and a code to then input into an app, which will eventually fill in as a full map. The app will then show them an address of a bookstore in Manhattan where they can go find their first clue. Once they locate the clue, which will be tucked inside of a book that is tailored to their liking (and encouraged to purchase), then they can input a code from that clue that will direct them to the next book store. This will repeat 5 times until they have a fully completed map, 6 tiles, on their phone.

The address/clue for the last location will be for an event—a literature related one, like the moth, a poetry slam, or a book reading with a famous author.

CLUES:

1. This famous bookstore once employed musician and poet Patti Smith.
2. This East Village bookstore has a quaint garden in the back.
3. This snug neighborhood bookshop has been selling a well-curated selection of hardcovers & paperbacks since 1968.
4. You can’t miss the iconic neon pink “BOOKS” sign in front of this NOHO bookstore.
5. Offering antiquarian books, featuring rare first & signed editions, plus collectible works, this bookstore in the flatiron is truly one of a kind.
6. This tiny East Village bookstore sure measures up.