

ESC

Straight outta Bovisa

Politecnico di Milano - School of design

Complex artefact and system design studio - A.Y. 2018/2019

Professors: M. Ciancia, I. Mariani, W. Mattana

Group 8: A. Bartolucci, L. Codamo, A. Gazza, R. Negretti

E. Rossetti, R. Shen, B. Vanoli, J. Zhao

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1. INTRODUCTION

1.1
Brief

1.2
Abstract

1.1

BRIEF

The project was developed during the course *Complex Artefacts and System Design Studio* of the Master Degree in Communication Design at the Politecnico di Milano. The aim was to create an interactive narrative through the transmedial translation of a story from the book *Imaginaires Lives* written by Marcel Schwob. The narrative was supposed to be developed on different media that, thanks to their mutual interactions, should have given back the users the whole story in its complexity.

1.2

ABSTRACT

Esc is a location-based mobile game made of physical and digital media aimed to encourage university students to explore the university area, experiencing it not only as a place of study but as a lively neighbourhood with unique places to discover. The user will use an application in conjunction with a journal in order to enter the distributed narration, interacting with it through meaningful choices that will lead to different routes and endings. The application mainly uses

a geolocation system to access the various scenes, while the journal is used in such a way as to accompany the users and dive them more in the narration. Starting from the analysis of *Petronius*, written by Marcel Schwob, a system of artefacts was developed maintaining the original values, topic and main characters and creating new ones, thus expanding the narrative universe. The theme of discovering, central to the original work, is reinterpreted using the escapes as

“[...]explore the surroundings, to look around, interacting with the physical environments.”

a metaphor that lead the users to explore the surroundings and to look around, interacting with the physical environments. The constituent events will focus on the main protagonist journey, while the supplementary ones will provide users with further information that allows going deeper insight into the story world. In conclusion, the purpose of *Esc* is to lead users to discover and enhance some areas of the city with small hidden gems that are often ignored.

2.1
Petronius

2.2
Transmedia translation

2.3
The story

2.4
Characters

2. STORYWORLD

2.1

PETRONIUS

Petronius is the chosen story by the group from *Imaginary Lives* written by Marcel Schwob. The novel tells about Petronius, an ancient Roman born in a rich family, who always lived in a luxury and extravagant environment. During his youth, the friendship with his slave Syrus slowly led Petronius to get away from his native environment, discovering the vivid and poor world around him. Petronius' whole life was characterized by his passion for writing, and his new experiences with Syrus were reported in his writings, which told the adventures of ignored people. In the end, Petronius was stabbed to death by a beggar on the streets.



Marcel Schwob

2.2

TRANSMEDIA TRANSLATION

The original novel *Petronius* is turned into a glocal LBMG (Location-Based Mobile Game) where the users play as Petronio, the protagonist. Marc Schwob's story is adapted to a near-future world: the story is set in 2020 in Italy, in a world where two different realities coexist as it is in *Petronius*: the University that has straight rules, that resembles Petronius' original environment; the suburbs, that corresponds to the vivid reality that Petronius discovers. The suburbs environment is made even more pop than the real one for a double purpose: making it more engaging and attractive for the audience and creating a stronger contrast between the two realities.

The main characters, Petronius and Syrus, are maintained modifying their names in Petronio and Sirio to adapt them to the time and place in which the new story is set. The characters maintain their roles as well: Petronio is the protagonist that grows gradually thanks to Sirio, who is the ally and the bridge between Petronio's inside and outside environments. Petronius' passion for writing is translated as a medium, the wrecking journal that is useful in the course of the game. Finally, the

"[...] to discover something new, to meet new people and to make new adventures [...]"

main topic of *Petronius*, that is the desire of escaping to discover something new, to meet new people and to make new adventures, is repurposed and underlined, becoming the anchor point of the whole narrative: Petronio is a student enrolled at the University who has never gone out of his environment and develops the will

to see the outside world thanks to Sirio. To realize this desire, Petronio and Sirio start to gradually escape from the University to explore the suburbs.

2.3

THE STORY

The story is set in Bovisa (Milan, Italy) in 2020 after that an educational reform came into effect in 2002, privatizing some schools and universities for a lack of public funds due to an economic crisis that led to the cut of funds for the educational sector. Consequently, the University acquired more freedom of self-regulation, defining a system in which discipline, rigour and seriousness are the main values. The entire students' educational path is defined by this system, so they are educated to standardize and homologate their minds since their childhood. After the high school diploma, the system decides for the students in which faculty enrol depending on their academic results. The strictness of the system has the aim to maintain social order and hierarchy, so the main students' purposes are studying, passing the exams and maintaining their social position.

UNIVERSITY RULES:

1. People who were already in the system can choose if they want to remain in it or not.
2. Students have to maintain a GPA greater than or equal to 27 to continue their studies at the University.
3. The enrolled students must not go out of the campus, for no reason, until the end of the course of study. A bed in the dormitory, that is divided by gender, will be assigned.
4. It is forbidden to go around the campus after the curfew fixed at 10.00 p.m. The transgressors will be strictly punished and when they reach three warnings, they will be expelled.
5. Just an honour student from the suburb will be able to enrol in the university each year on condition that he/she sacrifices his/her own self-expression following the established rules.
6. The students will receive a uniform when they get enrolled. The students must always wear the uniform; it is essential that the students take care of their own image.
7. Students can't have love affairs until the age of 18.
8. It is severely forbidden to smoke.

TOPOS/ENVIRONMENT

The post-industrial space of the suburbs and the minimalist space of the University

CHRONOS/TIME

A near-future reality set in 2020.

ETHOS/VALUE SYSTEM

Rigour, seriousness and discipline of the University; freedom, self-expression and diversity of the suburbs.

TELOS/GOAL & OBJECTIVES

Educating and standardizing for the university; good marks for students, self-affirmation for the suburbs.

LOGOS/LANGUAGE

Formal language and uniforms for the University, informal language for the suburbs

EPOS/BACKGROUND STORY

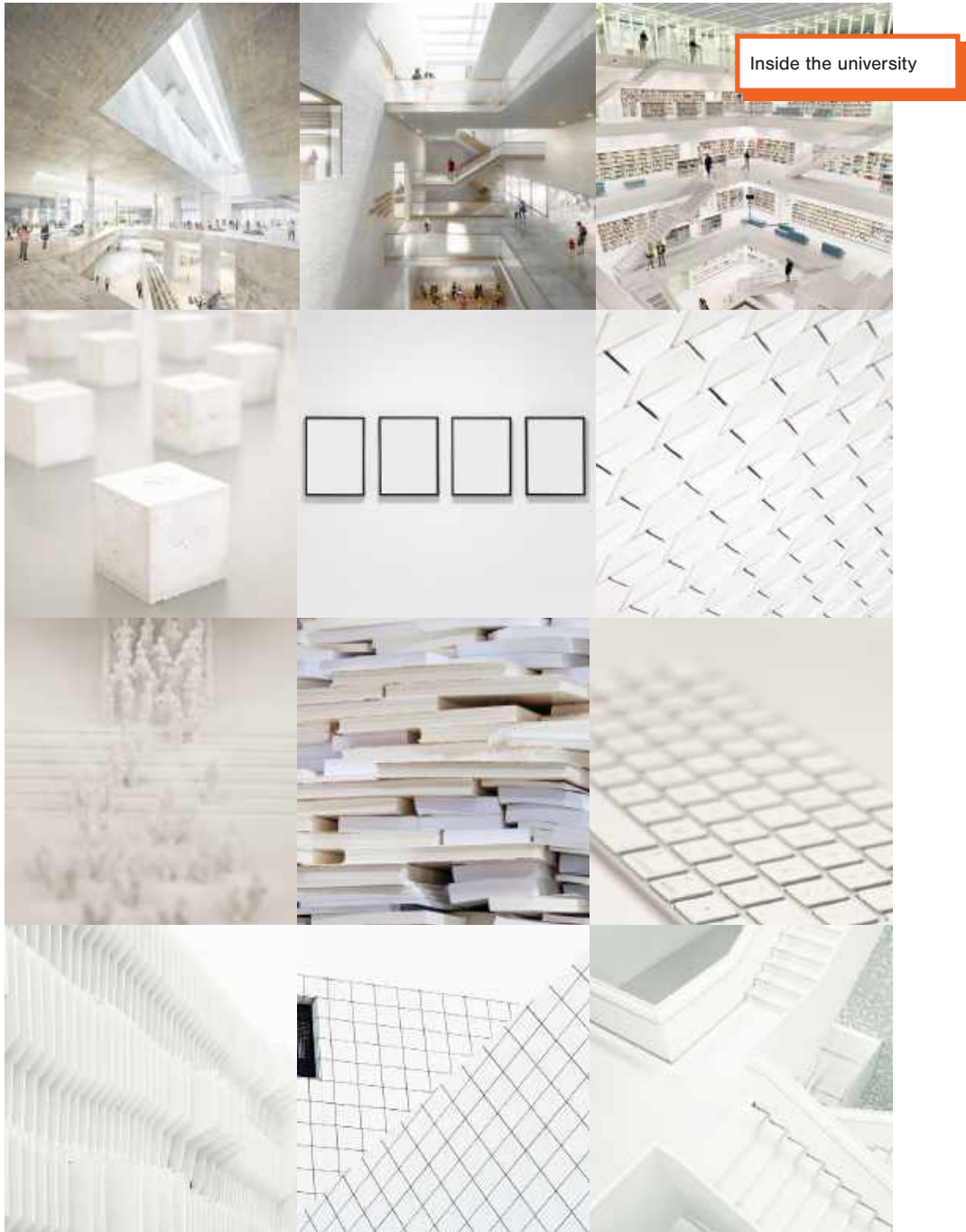
Thanks to an educational reform in 2002, universities developed their own rules of behaviour.

GENOS/SYSTEM OF RELATIONS

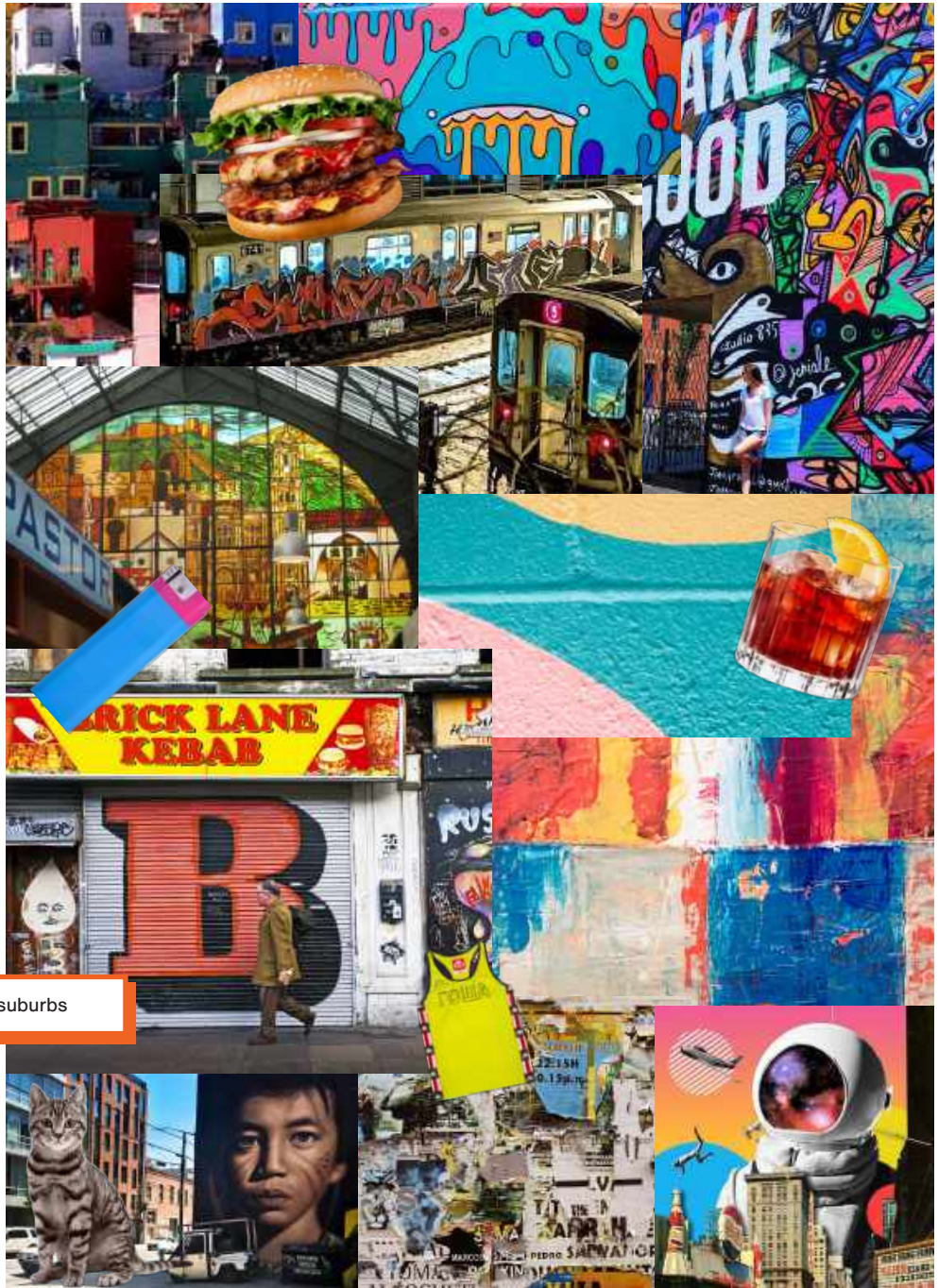
Professional and formal communication between teachers and students, no possibilities for who lives in the University to engage with people who live in the suburbs.

Students who have been admitted spend all of their time inside the campus without the chance to explore the outside world. Teachers and students use a professional, strict and formal verbal and written language to communicate. People that live in the university campus must wear a uniform as a form of group identity affirmation. The university is separated from the suburbs where self-expression, freedom, self-definition, leisure and diversity are shared and protected values. The environment in which the story is set is contemporary and it can be divided into two spaces: the post-industrial one, with colourful lights and graffiti on the walls; the minimalist one, represented by the university, with white and aseptic interiors, technological devices, and modular elements.

Storyworld canvas



Inside the university



In the suburbs

2.4

CHARACTERS

Each member of the group has developed a character (eight in total), trying to cover all the archetype roles and considering the defined storyworld. The possible relations between the different characters were thought to develop an interesting and engaging narrative. During the definition of the various events of the story, it was necessary to make some changes to the characters, making them more consistent with the world that was created.

2.4.1 PETRONIO

BACKGROUND

Petronio was born in Italy in a wealthy family: his mother Vivienne, an art student from France, and his father Ettore, a law student from an aristocratic Italian family, met during their college years in 1992; they married in 1997 and in 2001 Petronio was born. In the following years, they begun to drift apart because of their different beliefs and ways of thinking, until Vivienne decided to leave her family: she was an open-minded, free-spirited and creative woman, who couldn't bear the fact that her husband had supported and taken part in the enactment of the educational reform of 2002. For this reason, Petronio grew up with his strict and absent father, who often left him under the care of his nanny Marta, a loving and tender woman that Petronio has always considered as a mother. He has attended the reformed school system since preschool and, for this reason, he has learnt to be disciplined and rational, aligning himself with other students.

Inner world

ROLE	Hero: he will embark on a journey in the suburbs and make experiences that will change him.
NAME	Petronio René Brancadori
AGE	19 years old - 29 May 2001 - Gemini
GENDER	Male
NATIONALITY	Italian and French
PERSONALITY	Rational, organized, disciplined, fearful, insecure, cautious, introspective, good-mannered, ambivert, private, dreamy.
MENTAL AND PHYSICAL CAPABILITIES	He is intelligent, brilliant and hardworking, so he has always been considered a top student. He is observant and eagle-eyed because he is good at noticing things. He is a swimmer since he feels free in the water, but he doesn't participate in swimming competitions.
INTERESTS AND PASSIONS	He loves reading poems, photography, meditation, and his passion is writing. He likes Sachertorte, cats, aliens and poetry. He dislikes peanuts (he is allergic), bugs, dramas and loud chewing.

External world

ENVIRONMENT	Petronio has always lived with his absent father and with his caring nanny Marta because his mother left the family when he was still a little child. The other environment where Petronio lives is the one regulated by the very strict educational reform: both at home and at school, he has grown up with the external pressure of being perfect, disciplined and well-mannered.
MARITAL AND PARENTAL STATUS	He has never been in a romantic relationship because the rules of the university forbid it before the age of 18 years old. He is currently single, but he'd like to find someone with whom falling in love, even if it's not his number one priority.
SOCIAL CLASS	He is rich because his father belongs to an aristocratic family. Petronio grew up in a context where he could have anything that he desired: toys, clothes, jewels, food... He was an only child with a line of people at his service. However, he began to understand that he didn't need material things to be happy.
RELIGION AND WORLD VIEW	He is an atheist because he was raised without religion. He only knows his reality that he dislikes, so he is used to imagining many different worlds where people can freely express themselves.

APPEARANCE

He is 184 cm tall, weights 78 kg, and is quite handsome: he has an athletic body, short brown hair, green eyes, a big nice smile, soft and manicured hands. There is a difference in his appearance between the university world and the outside world. In the first one, his look reflects the discipline and the rigour imposed by the context: combed hair, shaved beard, ironed and clean clothes (uniform). In the second one, he is free to express himself: messy hair, casual clothes. In the university, he appears a bit gloomy because he is not happy. In the suburbs, he appears like a smiling and happy young man: he can finally explore the outside world without limitations and strict rules.

PERSONAL HABITS

He always takes with him a diary to write on his experiences, thoughts and feelings. He practices meditation every morning to take his mind off conflicting thoughts and to face the day, without showing others his many doubts about the context they live in. He calls his nanny Marta every day to talk about things that can distract him from his reality. He scribbles on his notebooks in class while he daydreams.

RECREATIONAL HABITS

He goes swimming in the pool of the university campus twice a week to spend some time without thoughts. He sometimes bakes his favourite cake, the Sachertorte, when he feels extremely sad.

EDUCATION

He was raised in a strict environment, both at home and at school. He has always attended the school system created and regulated by the educational reform. Now he is attending the Intercourse of Management Engineering and Digital Design, even if he wanted to cultivate his passion for literature: in fact, with the introduction of the reform, the school decides the students' school careers according to their academic performances, regardless their interests, desires and personal attitudes.

WORK EXPERIENCE

He has never worked because his family is wealthy and his father has always demanded him to be focused on his studies.

Storyline

PAST

Petronio was born in 2001 in a wealthy family, but when he was only one year old, his mother abandoned him because of some divergences with his father. For this reason, he grew up only with his absent father and his nanny Marta, whom he has always considered as a mother. He has attended the reformed school since preschool and he has never been in the suburbs because the rules and his father have never allowed it.

PRESENT

Petronio starts attending university, but he begins to doubt his life: he is unhappy and he can't play by the rules anymore. He finds the courage to rebel against this oppressive system thanks to his first real best friend and roommate Sirio, with whom he plans to escape from the university campus to see the world outside.

FUTURE

Petronio will manage to escape from the university world. Finally, he will be able to explore the outside world without strict rules and experience new things that will change himself. He will be accompanied by Sirio who will be his guide and will bring him around the city, making him know different places and people which will influence him; their future will be chosen according to their interaction with these places and people.



Moodboard

2.4.2 SIRIO

BACKGROUND

Sirio was born in the suburbs in 2001. His parents were open-minded people. They were involved in social activities and they were rarely home: that's why Sirio grew up with his grandpa, a very esteemed ceramist of the suburbs, who died in 2010. When he was six years old, he met his friend Su, a kind girl that used to work at the library. His best friend is Guido; they attended the same schools and had a lot of adventures together. When they were 12 years old, they started skateboarding and they became friends with the older guys from the suburbs, who told them many stories and transmitted them the passion for surfing. He fell in love with this sport and he started travelling to places where he could learn it. At the end of high school, he got involved harder and harder on his studies, winning some math and design competitions. In May 2020, he applied to enter the University and he was very excited when he received the official acceptance letter from the it: his thought went immediately to his grandpa that would have been so proud of him.

ROLE	Ally - Herald: he will become Petronio's friend and will accompany him in his journey in the suburbs.
NAME	Sirio Marini
AGE	19 years old - 13 November 2001 - Scorpio
GENDER	Male
NATIONALITY	Italian
PERSONALITY	Charismatic, curious, dreamer, charming, energetic, messy, absent-minded, determined, intelligent, friendly.
MENTAL AND PHYSICAL CAPABILITIES	He is intuitive and logical rather than studious and diligent, even if he is good at school and managed to enter the University at his first try. He is also very sporty and likes skateboarding and surfing.
INTERESTS AND PASSIONS	He loves street culture (skateboarding, music, art), surfing, nature, technology, design, printing techniques, and travelling.

External world

ENVIRONMENT

He was born and has always lived in the suburbs, where there are most of the places where he loves to spend his time: Gabriele's pub, palaces where he goes skateboarding with Guido and his other friends... He also travelled a lot (particularly to go surfing), so he has a lot of people and places in his heart, and it emerges from the stories he loves to tell about his adventures.

MARITAL AND PARENTAL STATUS

He's not in a relationship. He hasn't met his big love yet, but he has thought to fall in love with someone with whom he spent just a night.

SOCIAL CLASS

He comes from a typical family of the suburbs, not too poor, not too rich. His parents represent the typical inhabitants of the suburbs: open-minded, free from prejudices, promoters of self-expression. They raised him free to express and follow his several passions. He never felt judged or obliged to do things, and he was always free to make his own decisions: that's why he grew very fast.

RELIGION AND WORLD VIEW

He has not a specific credo. He looks at the world as something full of adventure, to be explored and lived fully. His biggest desire is to try, know and learn as much as he can. He always tries to establish contact with everything he gets in

touch with. His attitude leads him to respect every religion and way of thinking, also the most restrictive ones (such as the University and its strict system of rules).

APPEARANCE

He's not particularly good-looking, he's a bit messy in the way he appears and dresses, but he looks very interesting. He's got deep, big eyes. He always looks lost in his own world and thoughts. Everyone is fascinated by him, but often he's too lost in his mind to notice that. His hair is dark and wavy like there is always wind in the mid of them. He's skinny and tall, he doesn't care about what he wears (usually some oversized, patched clothes, consumed by skateboarding and faded by saltiness), but he always carries a lot of stuff, both in his hand and in his backpack. In the suburbs, he has always his skateboard on his back and his arms full of any kind of stuff or object that he has maybe just finished negotiating at the market. It can be a book, a chip of a computer or a dismissed piece of old technology or some object of dubious function.

PERSONAL HABITS

He spends all of his time outside. Sometimes he doesn't go back home for days because he's going through an adventure, because he's

sleeping in his car at the seaside, because he worked all night long on some of his absurd projects, because he fell asleep on the keyboard of his computer... When he wants to chill alone or with some friends, he spends a lot of time in his grandfather's ex-painting studio, listening to music, smoking, designing, assembling, writing codes, doing every kind of activity one can imagine. Like most of the guys of the suburbs, he spends his best night at Gabriele's pub.

RECREATIONAL HABITS

He has a lot of hobbies: skateboarding (with his friend, particularly with Guido), surfing (every time he can, he escape to go surfing during the weekends), handcrafting, drawing and illustrations are his greatest passions. He also loves camping and exploring secret and forgotten routes, far and near his town.

EDUCATION

Since primary school in the suburbs, he has gotten very good marks and he has always demonstrated a deep and sincere interest in studying. He didn't like to study what other people imposed on him, but thanks to his curious, logical and intelligent mind, he managed to overcome every school challenge without any problems. He was particularly good in math and art studies

Challenges at school stimulated him: that's why he tried to apply for the famous University. He studied in the suburb scientific high school.

WORK EXPERIENCE

Even if he's quite young, he has quite a work experience. He did a lot of jobs just for the pleasure of learning. When he was a child, he used to work with his grandad, a ceramist, in his studio. He used to spend a lot of time there combining materials to create objects, and often he lost himself in the vintage markets to find new materials or old objects to reassemble or to create something else. Like this, his passion for materials and handcrafted design objects was born. He also used to spend a lot of time with his grandfather's books about anatomy, nature and art. When his grandfather died, he took care of the space that became an "open lab" for him and his friend. In early adolescence, he discovered his passion for boards and for street culture. He started hanging out with some skateboard and surfboard makers and, thanks to his abilities, sometimes helped them in the skate shop. As a teenager, he improved his passion for art and handicraft objects, approaching the world of 3d modelling and experimental printing techniques to prototype his personal project.

Storyline

PAST

Sirio was born in 2001 in a humble family: his mom worked in a dental office and his dad was a postman. He was very attached to his grandad, who was a ceramist and unfortunately died in 2010. He made many friends, among whom Guido and Su that are still his friends. He was very curious and learnt a lot of things, such as skateboarding and surfing, his favourite sports. When he was finishing high school, he decided to apply for the University and, thanks to his dedication, his attempt was a success.

PRESENT

Sirio meets his roommate Petronio, a boy that at first sight seems shy and detached. He wants to face this new challenge with his usual spirit, but this time he starts feeling that something's wrong: nobody interact with others, and everything is regulated by stupid rules. He starts thinking that he doesn't fit in this place.

FUTURE

Sirio and his new roommate will become friend even if they are very different. This friendship is the beginning of new adventures related to some escapes that could make them in danger. Sirio will make Petronio discover places around the suburbs that he knows very well, but in the end, both of them will look at things in a different way.

Moodboard



Inner world

2.4.3 MINERVA

BACKGROUND

Minerva grew up in a quite strict environment; her family educated her to the freedom of expression, but only through recreational, socially accepted and well-viewed forms, and to the respect for the authorities. According to her parents, appearance and scholastic education were fundamental. Minerva was very well connected to both her parents and Gabriele, her elderly brother, even if they had different personalities. Their brotherhood started to decline from her last year of high school when her friendships led her to change, becoming mean, selfish and a liar. They stopped talking to each other in 2002 when the educational reform, promoted and desired by Minerva, came into force. Instead, the relationship with her parents remained the same: they consider her as the flagship of the family and they are very proud of her results at work. Since 2002, Minerva is the University headmaster: she started to impose her will on every person in the school system.

ROLE	Shadow: she limits the protagonist's freedom, preventing him from going out of the campus.
NAME	Minerva Moretti
AGE	58 years old - 4 September 1962 - Virgo
GENDER	Female
NATIONALITY	Italian
PERSONALITY	Serious, calm, cold, harsh, rational, ordered, pragmatic, obsessed by power and control, manipulative, authoritarian, devious, selfish.
MENTAL AND PHYSICAL CAPABILITIES	She is smart and has uses subterfuges to reach her goals without being busted thanks to her good self-control. Her skill and propensity to lie has led her to be perceived as the best possible leader for the school system. She has always preferred mind games to physical exercises.
INTERESTS AND PASSIONS	She loves what makes her feel powerful and in control, especially raising her parrots because she decides when they have to go out and return to their cages. She likes classical symphonies, ancient Greek, epic poems, and minimalism.

External world

ENVIRONMENT

She lives inside the campus and she never goes out. Her apartment is very minimal, aseptic, cold and extremely ordered; there is nothing: no painting, plants, animals or posters. The only decorative element is the manifesto of the university rules that she has written. Most of the time, Minerva stays in her office where there is only what she needs to work and nothing more. She often goes to the university cellar where she keeps her beloved parrots without being seen.

MARITAL AND PARENTAL STATUS

She has never been engaged and she is not married because she is a workaholic and does not care for a life as a couple.

SOCIAL CLASS

Minerva comes from a well-fixed family. She has always been part of the elite and her economic situation has never changed from her childhood.

RELIGION AND WORLD VIEW

Minerva thinks that order, rigour and discipline are all a society needs to be civil, and everything, including family and friends, can be sacrificed to maintain rules and balance. Power and control over herself and others are her mantras: she believes that only a few people, her included, are able to guide the society and they must play relevant roles in it, while the mass must be

trained without freedom of expression. She thinks that it is not necessary to have a good education and knowledge to gain power: right friendships, power plays and recommendations are the fastest and the easiest ways to obtain it.

APPEARANCE

Minerva is a handsome, charming middle-aged woman: she has never a hair out of place. She has fair skin, short grey hair and brown dead eyes; she is of average height, 1.64m, and thin, 48kg. She is always elegant and wears only three colours, black, grey and white. She never shows her emotions because she probably doesn't have any of them; her wrinkles are not caused by facial expressions and age, but by hate and search for power that had drained her skin. She always wears prescription glasses even if she does not need them because she has read that people with prescription glasses are perceived as smarter and more serious.

PERSONAL HABITS

She gets up and goes to bed early, she exercises and reads at a fixed time every day. She follows a diet balanced according to the scientific ratio. She cleans her apartment every day and, when she wakes up, she goes to the bathroom and repeats the university rules in front of the mirror.

Storyline

RECREATIONAL HABITS

Minerva likes classical music due to the rigorous rhythm of the symphonies; she plays the piano every day and plays chess alone because she wants to see if she is able to beat herself. She has some parrots that she keeps and feeds inside a cage in the university cellar; she loves them because they are exactly what she expects the mass to be, trained and under her control.

EDUCATION

She was hardworking and got good marks until high school, but when she saw that her classmates got the same marks without any effort, she understood that maybe she could do the same. After her high school diploma, she decided to follow the steps of her parents, who were doctors, then moved to psychology and finally to architecture.

WORK EXPERIENCE

Minerva has a quite limited work experience: she started to work after the high school diploma and she has always worked inside the school system. She was in charge of different jobs until 2002 when she became the headmasters of the University thanks to the educational reform.

PAST

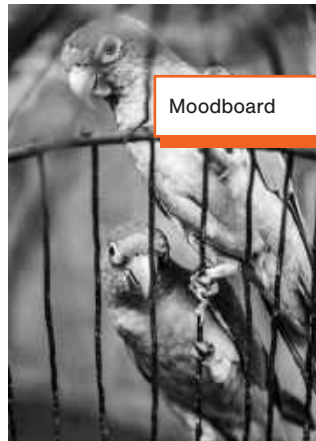
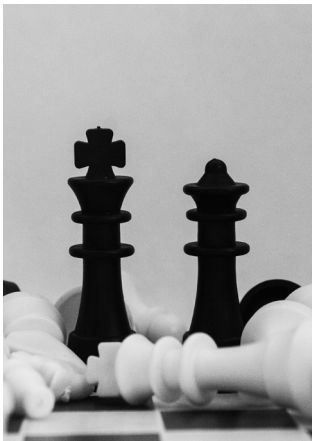
Minerva grew up in a well-fixed environment. She was hardworking until the end of high school, but her friendship with Cordelia changed her way of thinking and led her to understand that there is a faster way to reach her aims: this fact led to the end of the relation with her brother. The educational reform, which she helped to develop, entered into force in 2002 and in the same year, she became the headmaster of the university.

PRESENT

Minerva is the university headmaster. According to her, rigour, discipline and order are the main values, and she forces the students to follow them through several strict rules, preventing in this way their freedom. She has strong biases towards students that come from the suburbs despite the fact that she says nothing about it.

FUTURE

Petronio and Sirio's many escapes could have different effects for Minerva: she will have to face her secrets that she thought nobody could ever discover, and this will have strong repercussions on her private and working life, or she will discover the students, taking irreversible decisions that will have consequences on their lives and will reinforce her power.



Moodboard

2.4.4 ROBERTO

BACKGROUND

He grew up in a normal family and he lived in a small town near the University with the right care and attention. His mother worked as an Italian teacher in a high school, his father was an accountant. He has a sister three years younger than him, with whom he began to be close during his last years in high school. He has been raised with the values of respect for work, need for self-determination, seeking and pursuing one's own path with commitment, the search for personal happiness, freedom, family, and kindness. During his university years, he had the opportunity to get in touch with different people, who allowed him to learn important things and to appreciate the diversity, uniqueness and individuality. During these years, he developed an enormous passion for his field of study, acquired many skills, lived in total freedom and travelled as much as he could. He has also threw himself into the working world in which he wanted to enter, committing himself as much as possible and in the most varied projects.

Inner world

ROLE	Mentor - Shapeshifter: he helps his students to escape, but he doesn't want to lose his reputation.
NAME	Roberto Remedia
AGE	44 years old - 15 January 1976 - Capricorn
GENDER	Male
NATIONALITY	Italian
PERSONALITY	Rational, mature, composed, rigorous and absent-minded (university) - Childish, extroverted, creative, ironic and knowledgeable (suburbs).
MENTAL AND PHYSICAL CAPABILITIES	Despite his childish personality, he is able to pretend to be another person, so he can maintain his role at the University. He's not really strong even if he sometimes tries to exercise.
INTERESTS AND PASSIONS	He likes his job and art and he has a strong passion for cinema. He also likes music, and he sometimes did the DJ. He likes cats and dogs, but he is scared of rabbits and other rodents. His favourite food is chocolate chips cookies and he hates broccoli. He has a fetish for design magazines that he collects in his apartment.

External world

ENVIRONMENT	He is part of the elite that work for the University. He finds himself dealing with teachers and students who are mostly happy with the new system, even though he interacts much more with the few unhappy ones and because he comes from a social class completely different from the one of the students of the University. He is forced to live on campus; his flat is very minimal and modern, and he manages to keep it fairly tidy. It has enlivened the interiors provided by the university with posters, magazines and plants.
MARITAL AND PARENTAL STATUS	Roberto has a hidden relationship with a younger woman from the suburbs called Su (30 years old); he really loves her because he can be his real self with her. He has a good relationship with his relatives, even if he does not see them a lot. He has a sister who is three years younger than him and is one of his best friends.
SOCIAL CLASS	He is part of the elite inside the University, even if he comes from a mid-class family who believes in the values before the reform.
RELIGION AND WORLD VIEW	He grew up in a moderate Catholic family, but he never felt that sense of faith. Now he is an atheist and he just believes in self-expression

and freedom, but most at all in himself and in his career; for this reason, he has never left the University. He's quite pessimistic: he does not like the University, but he thinks the situation is not going to change in a short time, so he adapts to fit in that world, maintaining his social position.

APPEARANCE

He appears like an ordinary man in the University world, he's just a little higher than the norm. He's thin, with straight light-brown hair with a short and accurate cut and brown eyes covered by glasses with a black, square frame gained after an entire career beyond a laptop. He seems younger than his age, he only has some grey hairs. Inside the University, he is forced to wear simple, black and neat clothes; however, when he goes outside, his style is a little bit messy and urban. He loves black and other dark colours, jeans and he always wears sneakers.

PERSONAL HABITS

His life at the University is quite ordinary. His days are divided between teaching hours and his work in the research office or on commission. He has a good relationship with his colleagues, especially some who share his ideas, but he also has a good relationship with his students, who take him seriously, except for the few who know

him better. Over the years he has become a true mentor for these few, and he interacts with great freedom because he recognizes that they need to leave that world at least for a while too; even so, he never wanted to be a mentor, and most of the things he says are basically stupid or ironic. The moment he loves most about his day is the evening, when he often goes out alone or with the few colleagues more like him in the suburbs. There he usually meets his girlfriend and spends his time with his friends talking and relaxing.

RECREATIONAL HABITS

He runs off into the suburbs, which are his real world. There he spends a lot of time with his girlfriend and his friends at Gabriele's pub, where he almost only drinks Negroni Sbagliato, spritz Campari, dark beer, and gin and tonic. When he returns home in the evening before going out, or also after going out, he loves smoking some weed to get rid of the stress of his job and his double life. When he can afford it, he makes various trips around the world.

EDUCATION

Roberto completed his study career before the Educational Reform of 2002. He graduated in the Master Degree of Communication Design at the University in 2000. He had a classical studies

background in high school, even if he decided to study in a design faculty. His education was pretty different from the one in the present world: he didn't live inside the campus, he was free to experience his life, improve different skills and make a force out of his unicity.

WORK EXPERIENCE

He worked for two summers during his high school years as a waiter in a bar for the morning turn. During the third year of university, he started to work as a freelancer, doing some collaboration with external clients and the University. In the fourth year of university, he did a part-time stage for a visual agency, and during the summer he travelled to the UK for another stage. In the fifth and last year of university, he continued to collaborate with clients and school, he found another stage and he developed a thesis collaborating with an external company. After graduation, he started working as an Adjunct Professor for a new course at the University, while he opened a little design studio with a friend. Less than one year later, he gained a bank check for one of his research for the University. The Reform happened during the second year of his teaching experience, so he had to make a choice between his way of being and his career. He chose

the career, even if it was not a simple choice according to his personality, his lifestyle and his habit of freedom. Over the years, he has made a career climbing several positions, and in the present, he is an Associate Professor who follows many projects for the University. Even so, he is not entirely happy with his life because he grew up and studied in an environment with more freedom of expression, so he does not like to teach his students to be equal and disagrees with the University system. He dreams that things will come back as when he started attending the University, so when he can, he tries to secretly help his students by suggesting them a different way of living. However, he is attached to his privileges and does not regret having made a career coming from a normal family; for this reason, in the public life of the university, he tends to go along with the system, especially when he has to talk with the Headmaster.

Storyline

PAST

He grew up in a normal family who taught him fundamental values like family, work, respect, self-determination, and personal happiness. During his university years, he met people very different from him, and this allowed him to appreciate diversity, uniqueness and individuality. He developed an enormous passion for his field of study and began to work. When he had to choose whether or not to stay inside the University, he stayed in order not to throw away all the years of hard work and career.

PRESENT

He is a teacher who holds a good position at the University. It was not a simple choice that forced him to compromise. He found a balance only by continuing to go out in the suburbs and learning to hide his double life. For this reason, he prefers to deal with projects, instead of teaching students to be all equal. It has almost unintentionally become a help for all those who do not like the system and wish to escape, but he never does anything that could make him move away from the system.

FUTURE

He will help Petronio and Sirio to escape from the University, becoming for them a sort of mentor and friend, but he will try to maintain his rigorous teacher appearance: he will help them only if he is sure that he will not be discovered.

Moodboard



Inner world

2.4.5 GABRIELE

BACKGROUND

Gabriele was born in a well-fixed family where appearance and education were fundamental values. Gabriele’s family educated him to freedom of expression, but only through recreational, socially accepted and well-viewed forms, and to the respect for the authorities. According to his parents, the scholastic education was fundamental: Gabriele was raised to be always elegant in postures, gestures, and language, and well dressed. At the behest of his parents, Gabriele would have had to attend a respectable high school and university to find a job that would have allowed him to live in ease, but during adolescence, the relationship with his parents started to deteriorate. Gabriele was connected with his sister Minerva, but with time her personality changed and she betrayed their common values when the educational reform entered into force. After the high school diploma, he moved abroad to get in touch with other cultures; in particular, he lived in Spain, Thailand, Canada, and the USA.

ROLE	Mentor - Trickster: he can give help or not to Petronio according to their interaction.
NAME	Gabriele Moretti
AGE	61 years old - 18 August 1959 - Leo
GENDER	Male
NATIONALITY	Italian
PERSONALITY	Sarcastic, ironic, honest, open-minded, dynamic, energetic, impulsive, curious, creative, alert, friendly, private, diffident, messy, foul-mouthed.
MENTAL AND PHYSICAL CAPABILITIES	He is a brilliant problem solver: he always finds a way to get by a problem by using what he finds. He is intuitive and learns better by observing and making things. He can speak three languages, Italian, English and Spanish. He doesn't have any particular physical capabilities, but he can prepare a lot of different drinks quickly.
INTERESTS AND PASSIONS	He loves art, music (in particular jazz and blues), carving wood, creating small decorative objects, reading and travelling. He likes cooking and eating, producing beers, but also drinking them.

External world

ENVIRONMENT

Gabriele lives in the suburbs where he runs his pub. He decided to open it in this area because he fell in love with this place at first sight. Soon, the pub became a reference point for the citizens both for the atmosphere and the quality of the drinks. He produces crafted beer and distillates that he sells in his pub. He bought the little flat above the pub, even if he could afford something larger, for facilitating alcohol transportation. Gabriele's personality and passions emerge from the objects in his flat even if it seems deteriorated and messy.

MARITAL AND PARENTAL STATUS

In 1989, Gabriele married Edie, met while he was in Canada, but she died during a robbery in 1996. In 1991, shortly after their marriage, they adopted a Chinese girl who grew up according to their own ideas and values of self-expression and freedom. Edie's death led him to be more protective towards his daughter, protecting her from any kind of danger and teaching her to be wary of strangers.

SOCIAL CLASS

His family was well-fixed. When Gabriele decided to enrol in a school that wasn't the one his parents had chosen for him, they cut off his funds: if he really wanted to attend that school, he would have to provide for his maintenance on his own. This fact destabilized the situation, even if he easily

found a job. After the high school diploma, he had saved just enough money to afford a plane ticket and live abroad for a couple of months. During this experience, he got several jobs that allowed him to have some savings, many of which were then invested in the pub. The revenues allowed him to maintain a decent quality of life.

RELIGION AND WORLD VIEW

Gabriele is an atheist. Self-expression has always been his fundamental value. He believes everyone should be free to express themselves respecting the others. He lives according to his own rules: in his opinion following others' moral is senseless.

APPEARANCE

He is not handsome or charming. He is 1.78m tall and he weighs 85kg. He has a quite big pot belly, thinning short black hair, short beard, bushy eyebrows, and small brown eyes: he always looks like he is angry. He is not a fashion victim: he doesn't care for the way he dresses and how he appears to other people's eyes; the way he dresses often leads people to wrongly associate his appearance to his personality. People look at him as a crude, shabby and sloppy man: he often wears an unlucky outfit because he takes the first things he sees or finds in his messy house. He always wears a twine necklace with a little

stone as a pendant that has a strong sentimental value because it is the symbol of his marriage and it carries his wife's memories: it is a way to keep her always with him.

PERSONAL HABITS

Gabriele has four main habits: every day he slowly eats the same breakfast composed of two hard-boiled eggs, a cup of yoghurt and cereals, and a cup of coffee (nobody can talk to him during breakfast); he always drinks a coffee after lunch while he reads a book; every night he takes a long walk in the suburbs; he plays with his necklace when he is upset. He has no other habit because living in several states and working with different time schedules have changed his routine. He spends most of his time at the pub where he writes cynic advice on the beer coasters.

RECREATIONAL HABITS

He listens to several music genres, but his favourite is jazz because in this kind of music the artists' personal expression is fundamental. He plays the sax, creates necklaces and bracelets made of natural things like stones and acorns, carves wood creating small decorative objects, and produces crafted beer and distillates that he sells in his pub.

EDUCATION

Despite he always got good marks, he suffered the school environment due to the rigid approach of formal education that was far from practical learning. It was precisely the possibility of trying to do things with his own hands that prompted him to attend a professional institute for electricians.

WORK EXPERIENCE

He began working when he was a teenager as a bartender in a pub near his home, and then as an apprentice electrician. He learned to manage his time and his financial resources, and to accept the hierarchy of the working environment. When he moved to Spain, he had some difficulties to find a job due to the language gap, but a tavern owner saw positively Gabriele's initiative and ability to get by any situation, so he hired him as a dishwasher. This experience gave him the opportunity to learn the language, and he was later hired as a waiter in a restaurant. Two years later he moved to Thailand where he worked in the hotel industry, first as a bartender and then as a receptionist. Then he moved to Canada, where he lived for five years, and attended a course to learn English while he worked as an electrician. He decided to move to New Orleans with his girlfriend Edie where they worked as cooks in a local restaurant. Finally in the suburbs, he opened the pub he still runs.

Storyline

PAST

Gabriele grew up in a strict and well-fixed environment from which he got away, breaking the relationship with his parents due to their incompatible world views. He broke up the relationship with his sister when she became the headmaster, limiting others' freedom and self-expression. When he was 18 years old, he left his home and moved abroad. He met Edie, his future wife, in Canada. They came back to Italy and moved to the suburbs where they opened a pub. They adopted a baby, but after a short time, Edie died during a robbery.

PRESENT

Gabriele lives in the suburbs where he runs his pub and he experiences new drink flavours with ingredients from all over the world. After his wife's death, he uses mistrust as a form of self-protection to not get attached to anyone.

FUTURE

The meeting with Sirio and Petronio will reopen old wounds: Gabriele will confess a secret he kept for too long that will help them to reach their aim, or his privacy will prevent himself from revealing to them something that might improve their lives, leading them to an unpleasant situation.



Inner world

2.4.6 SU

BACKGROUND

Su was an Asian little girl adopted by a local Italian family. She kept her Chinese surname as her name, and she adopted his father’s surname Moretti. Her mother was murdered during a robbery and, after that, she was educated at home by her father until she was 18 years old. She found her great interest in different cultures and hand made accessories. Under her father’s financial help, she is now running a bijoux shop in the suburbs. She is well protected by her father, and her first love is Roberto.

ROLE	Ally: she helps Petronio and Sirio in their adventures around the suburbs.
NAME	Su Moretti
AGE	30 years old - 22 March 1990 - Aries
GENDER	Female
NATIONALITY	Chinese and Italian
PERSONALITY	Wary, prudent, shy, innocent, well-educated, calm, inclusive, free thinking, kind, warm-hearted, amiable, creative, benevolent.
MENTAL AND PHYSICAL CAPABILITIES	She is independent and knowledgable, and she has a great sense of aesthetic. Thanks to her father’s experiences abroad and teachings, she masters many languages: Italian, English, Chinese, Spanish. She grew up without her mother, so she is very good at house works and at taking care of people. Now she is good at designing and making accessories according to her own interest.
INTERESTS AND PASSIONS	He likes culture digging, excercising taiji, designing and hand-making accessories, taking cares of others.

External world

ENVIRONMENT

Su was born in China in 1990, but she was abandoned by her family. She was adopted by Gabriele and his wife Edie in Italy when she was 1 year old. She has always lived in the suburbs, where she now runs her own bijoux shop. She often visits his father at his pub, which is one of the most popular in the neighbourhood. She loves her father and considers him a role model because he has raised her with the values of freedom and self-expression.

MARITAL AND PARENTAL STATUS

She is not married, but she is in a relationship with Roberto, a teacher at the University. It is her first relationship because she is very shy and wary towards strangers, and her father is protective.

SOCIAL CLASS

She was born in a poor Chinese family that abandoned her when she was little. She was then adopted by the Moretti couple. Her father is well-educated and although they are not rich, they have a very comfortable and decent life in the suburbs.

RELIGION AND WORLD VIEW

She is an atheist. She appreciates the world, loves her family, and has a strong sense of justice and evil. She believes in the moral philosophy of Daoism, so she is always in peace and believes that justice will arrive for everyone one day.

APPEARANCE

She is ladylike and quite beautiful. She enjoys wearing a cheongsam dress with nice accessories designed and made by herself, but for the concern of convenience in daily life, she wears jackets with her hand-made embroidery on. She is 1.68m tall and weighs 52kg. Her appearance is like a typical beauty from the south of China. Her mannerisms are implicit and elegant.

PERSONAL HABITS

She wakes up early at 5:00 am every morning and practices Taiji in the park near her house. After the exercise, she takes a fresh shower and prepares breakfast for her dad and herself. In the morning, she reads books and creates different accessories. She works in the afternoon because her bijoux shop is open from 2 to 7 pm. She lives a very simple and organized life.

RECREATIONAL HABITS

She loves to draw ancient patterns. She loves reading books at night and on weekends she usually goes to her father's pub to have fun.

EDUCATION

She received her education from public schools when she was little. After her mother died, her father decided to teach Su at home. She learned a lot of different disciplines, including history, language, philosophy. She is well educated both

Storyline

WORK EXPERIENCE

in knowledge and moral, open-minded and free-thinking due to her father's education principles. She is a successful example of home education.

Her father didn't want her help in the pub, so Su found a part-time job in the library, where she had a great opportunity to read. After she found out her interest in jewels and accessories, she opened a bijoux studio and developed it into a bijoux shop with her father's finance help.

PAST

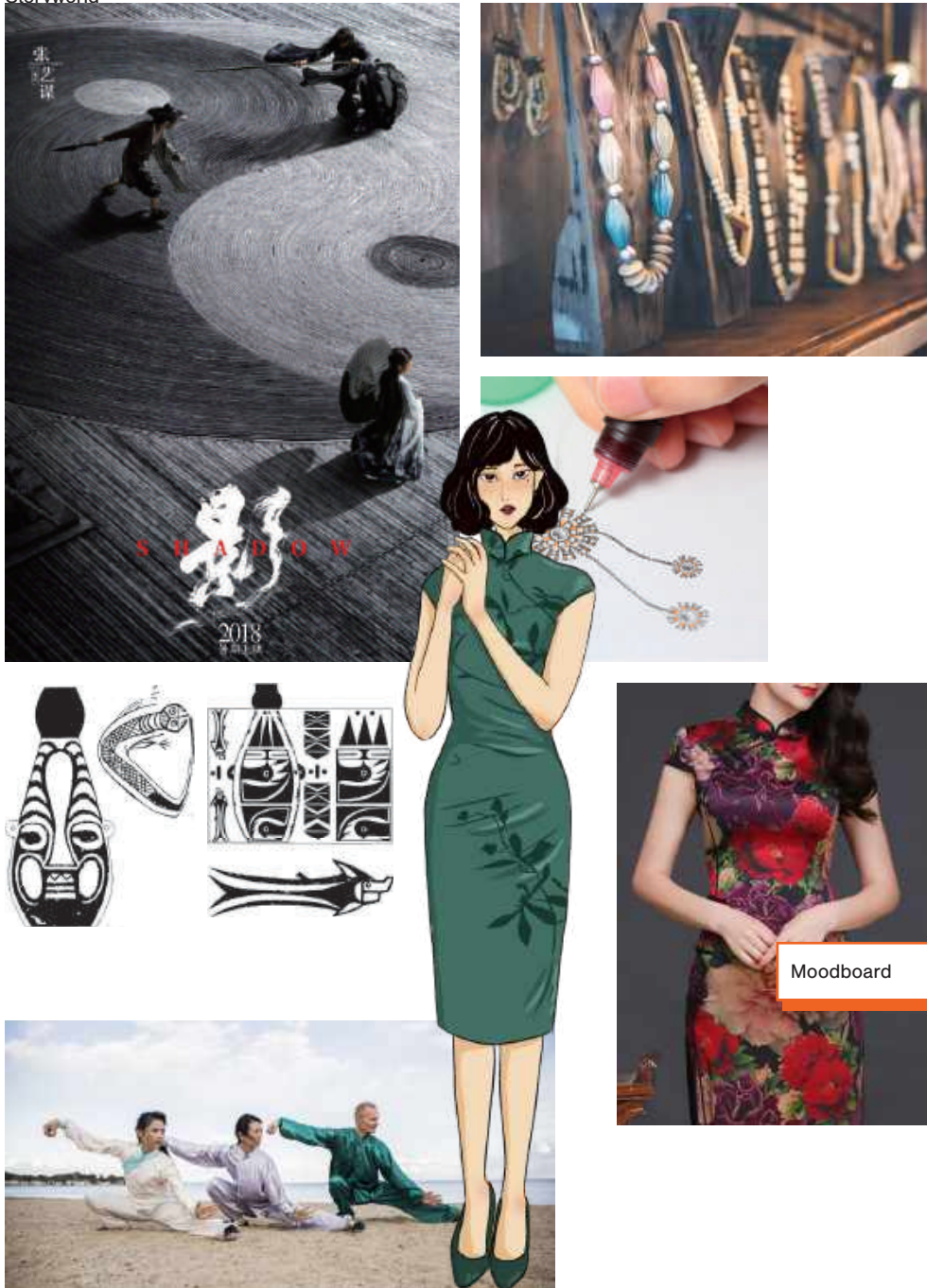
Su was born in China in 1990. Her family was poor and abandoned her when she was only one year old. She was then adopted by a loving Italian couple, Gabriele and Edie, that lived in the suburbs. Unfortunately, her mother was killed during a robbery when she was six years old; this event led her to be shy and wary of strangers. Her father always supported her to express herself and in all of her decisions. She was educated by him at home and grew up to be an intelligent and knowledgeable woman. She worked at the local library and then decided to open her own bijoux shop with his father's financial help.

PRESENT

Su runs her bijoux shop, where she sells the jewels and accessories that she creates. She often goes to her father's pub to relax and have some fun with people from the neighbourhood. She is in a relationship with Roberto, her first love, even if this is a secret love story because he can't be busted going out of the University.

FUTURE

Su will meet Sirio, an old friend of hers, and Petronio, his roommate at the University. They will exchange some adventures together that will help Petronio to explore the world in the suburbs.



2.4.7 YDA

BACKGROUND

She grew up in a strange ambient; her mother Freja is a scientist, always away from home because of her job. She let Yda grow up with her babysitter and her friend. His father's name is Lars, he died 13 years ago drowned in the frozen sea. Lars was a pianist from the suburbs who fell in love with the interesting scientist on a date in Nya Älvsborg Castle. They were able to live a wealthy life because of their job. She attended the traditional school in Sweden according to the new reform. Four years ago she went to Italy for studying. She was educated to homologate and standardize her mind according to the established educational system. She knew about that, but she followed the rules anyway.

Inner world

ROLE	Shapeshifter - Threshold guardian: she can help or not Petronio who has to convince her.
NAME	Yda Linna
AGE	22 years old - 26 February 1998 - Pisces
GENDER	Female
NATIONALITY	Swedish
PERSONALITY	Narcissistic, determined, aloof, cold, aggressive, unsentimental, uncertain about her sexuality, philophobic, intuitive, intelligent, problem solver.
MENTAL AND PHYSICAL CAPABILITIES	Effusive expressions of emotional warmth are not something that Yda does without considerable energy loss. Yda is easily frustrated by the inconsistencies of other people, she keeps her feelings to herself and often uses an aggressive approach. She is athletic and flexible, she can run fast and hide very well.
INTERESTS AND PASSIONS	She likes desserts and tea, nature, jazzy music from the '30, French romantic black and white films, running, minimalism.

External world

ENVIRONMENT	She was raised in a strange ambient because her mother Freja, a scientist, let her grow up with her babysitter and her friend because she was always away for work. Her father Lars, who died 13 years ago, was a pianist from the suburbs. She has always lived a wealthy life thanks to her mother's success in her job.
MARITAL AND PARENTAL STATUS	Yda was never involved in a love relationship, but she once fell in love with a dancer she saw through a window.
SOCIAL CLASS	She is rich because her mother is a successful scientist; for this reason, she has never suffered any economic problem and she has always had what she desired.
RELIGION AND WORLD VIEW	She is an atheist. She is most comfortable when she is alone, she hates people but can tolerate someone she is involved with. Truth wins out over facts. She is not ambitious, she just follows the natural course of the events. Death is not something important for her, she just has to die anyway. Destiny is already written, we can do nothing about that and she is very superstitious.

APPEARANCE

She is 178 cm tall and she weighs 64 kg. She is fit, her skin is fair, her natural hair colours is black and her natural hair texture is wavy. Her eyes have different colours: the left one is blue, the right one is grey. Yda has not any prominent features. She may wear glasses but she hates them. She dyes her hair and keeps straightening it. She often wears her hair in braids. Normally she just wears her black university uniform, that she loves, for not being noticed. A green parka in winter and a green choker are the only coloured clothes she wears. She has no time for shopping. Maintaining a grooming standard is the norm.

PERSONAL HABITS

Yda wakes up early, exercises in her minimalist white room, has a shower and breakfast, and then she dresses up. During the week she usually has classes all day long and does other activities that concern university. She is a student rep. She has a fast pace of speech and a precise pattern with unusual words and recurrent phrases. She has a shrill and authoritative tone of voice without any particular accent. Her manners are diffident and nervous, she hides her shyness with aggressiveness. Rare and inexpressive gestures, she usually is stiff with her arms crossed. Her favourite word is pathetic.

RECREATIONAL HABITS

When she is not attending her lessons at the University, she likes to spend her time alone, either in her room or at the lake. She loves to do individual and reflective sports like running or yoga. Yda knows how to cook desserts, but she is bad at cooking other things.

EDUCATION

She attended primary, secondary and high school in Sweden according to the new reform of 2002. In 2016, she went to Italy for studying at the University. Therefore, she was always educated to be homologated and standardized with other students according to the established rules of the educational system.

WORK EXPERIENCE

Yda has never worked because she didn't need it, but she is the students' representative at the University, role that she plays with the maximum dedication and seriousness.

Storyline

PAST

She grew up without a strong relationship with her parents, playing with a friend of her in her common playground at the city river or at her house. She loved visiting the Nya Älvsborg Castle and listening to her father playing the piano. When he died 13 years ago, she had to move away and cut the friendship with her friend. She has not recovered from these events yet and this resulted in a self closure.

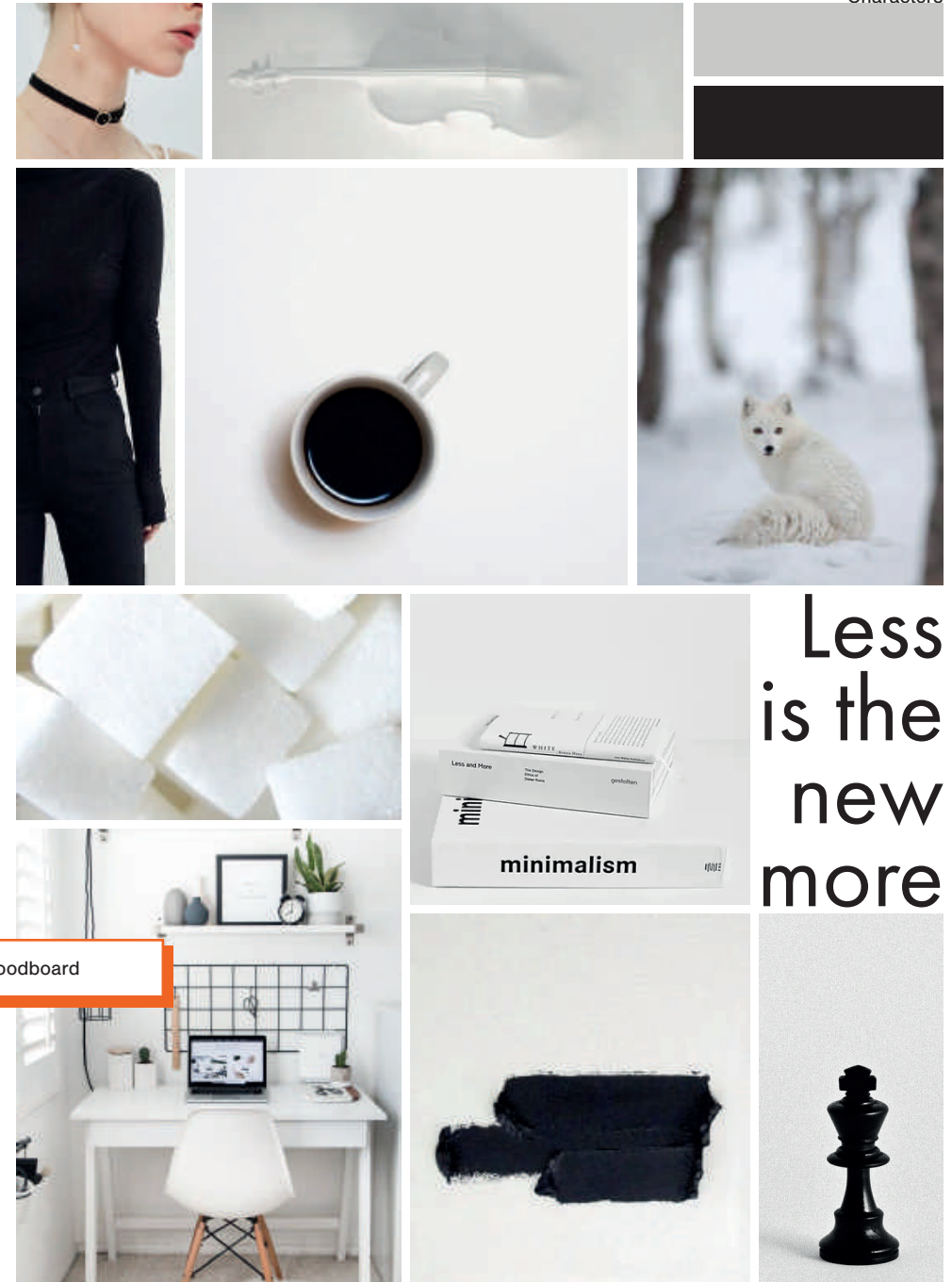
PRESENT

She now attends the University in Italy, away from his past. She became the student rep in just four years and she is well known in this environment. Goteborg was a beautiful place in Sweden. Days were funny and playing with her friend replaced the absence of her parents, but now Yda loves her bare room in Italy.

FUTURE

This will be a strange year for her and she will be very annoyed by the behaviour of some students. Will she preserve the natural and calm course of events in the university? Maybe a different perspective isn't always bad.

Characters



Moodboard

Less
is the
new
more

2.4.8 GUIDO

BACKGROUND

Guido was born in 1998 in a family in part of humble people and in part of ancient bourgeois. He was raised with traditional values, among which family is the most important. He learned to paint from his grandmother. He started drawing characters from mangas at a very young age and dedicated most of his time to this activity. Guido is not a great scholar but loves the Italian language; for this reason, he deepens his vocabulary and his oratory skills by watching many documentaries of historical-artistic and cultural characters in his free time. His only opportunity to enter the University failed, and he began to deliver pizzas to afford small expenses for everyday life, while occasionally, depending on availability, he carried out whitewashing or graffiti works. He is passionate about making pizza, to the point of investing money to take daytime professional training courses in one of the most popular pizzerias in the area. It stands out for the passion he puts at the disposal of pizza art and quickly becomes a pupil of Franco Gambino,

owner of the Pizzeria, who has a Neapolitan origin and is a lover of colour and painting; for this reason, he comes close to Guido, in whom he sees the possibility of improving his premises, and to whom he asked to create colourful paintings in the room of his local. The project had a great success and allowed Gambino's Pizzeria to find space on the local newspapers: it became a popular place in the city and it recorded the sold out for several months. Guido gained visibility after this moment and started doing murals and graffiti, and in a short period of time, he became well-known among the citizens of his neighbourhood. He was also called from the governor of Milan to create an educational plan about art and self-expression, where he met Roberto, who was also called out from University's world.

Inner world

ROLE	Ally: he helps Petronio and his friend Sirio in their adventures around the suburbs.
NAME	Guido Cappelletti
AGE	22 years old - 30 July 1998 - Leo
GENDER	Male
NATIONALITY	Italian
PERSONALITY	Humble, loyal to duty, realistic, curious, lover of aesthetics, friendly, creative, simple, hardworking, dynamic, curious, charismatic.
MENTAL AND PHYSICAL CAPABILITIES	He is a normal person who does not enjoy physical or mental tricks. During his life, he has improved his physical performance through the practice of sports, and his mind as a result of the development of his own inner world, thoughts and reflections.
INTERESTS AND PASSIONS	He loves the Italian language as a possibility of self-expression, he's passionate about art, travels and photography. He loves football, that he practised in his childhood; sports more in general and pizza making.

External world

ENVIRONMENT	Guido was born in 1998 in a family of humble workers and a part of ancient bourgeois; he has a brother born in 1990 that in 2008 accomplished in the attempt of entering the University thanks to his high marks. Guido was raised with old and traditional values such as sincerity, goodness of spirit, altruism, commitment, work and duty among others, even if the family is the main key point handed down to him.
MARITAL AND PARENTAL STATUS	He was born in a very strong and united family, that follows the values of love and marriage, lived following the ancient religious concept of it. He has a brother who was born in 1990.
SOCIAL CLASS	He was born into a family formed on one hand by humble workers and on the other hand by a formerly bourgeois family. They don't suffer from economic problems.
RELIGION AND WORLD VIEW	He tends towards progress and he is educated to the values of respect and freedom of religion, politics and sexual orientation. He believes in personal expression.

Storyline

APPEARANCE He is a fit boy. He is a lover of aesthetics, follows streetwear philosophy and takes great care of his appearance, also using various accessories.

PERSONAL HABITS He loves watching soccer games with his friends at the bar, while they have dinner at Gambino’s on Friday evening to celebrate the end of the week. On Sunday morning he does a marathon of his favourite TV series and in the evening he always walks half an hour through the city. As a child, he learnt to draw and paint and started drawing mangas and cartoon characters. He loves Italian as a language to express himself. In his free time, he does fitness, running and every sport he can. Another passion is pizza making.

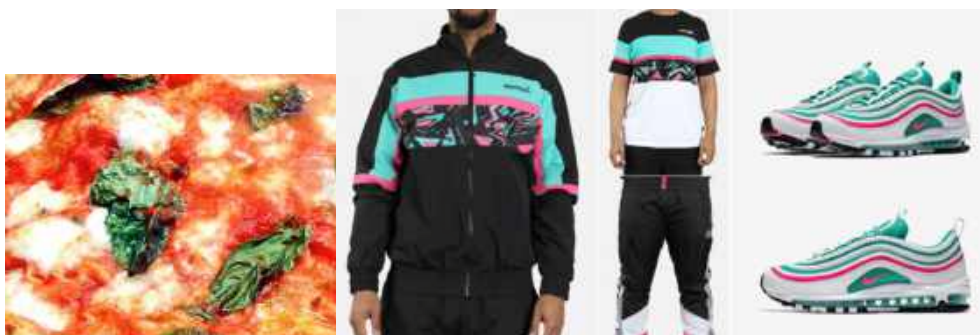
RECREATIONAL HABITS He attended an art school where he developed his drawing and painting skills. He tried to get into the University at the end of his high school studies, but he was busted trying to copy and, for this reason, he failed.

EDUCATION He started working as a pizza-delivery man and as a painter or graffiti maker. He painted two rooms of Gambino’s Pizzeria and thanks to this he begins to work with public institutions to educate youngster in self-expression.

PAST He was born in the suburbs and he followed the important goals reached by his role model brother who became the first one to graduate in the entire family’s history. He failed his attempt of entering the University when he was caught copying during the exam. For this reason, he started working in his field of interest, developing his skills and his passions themselves. He became shortly a well-known artist in his neighbourhood and was called to create an educational plan about self-expression.

PRESENT Thanks to his artworks, he became famous and some institutions noticed him. He works as a single worker, so he decides which project he wants to be part of and which not. He tends to participate in inclusive and social projects since he believes in equality.

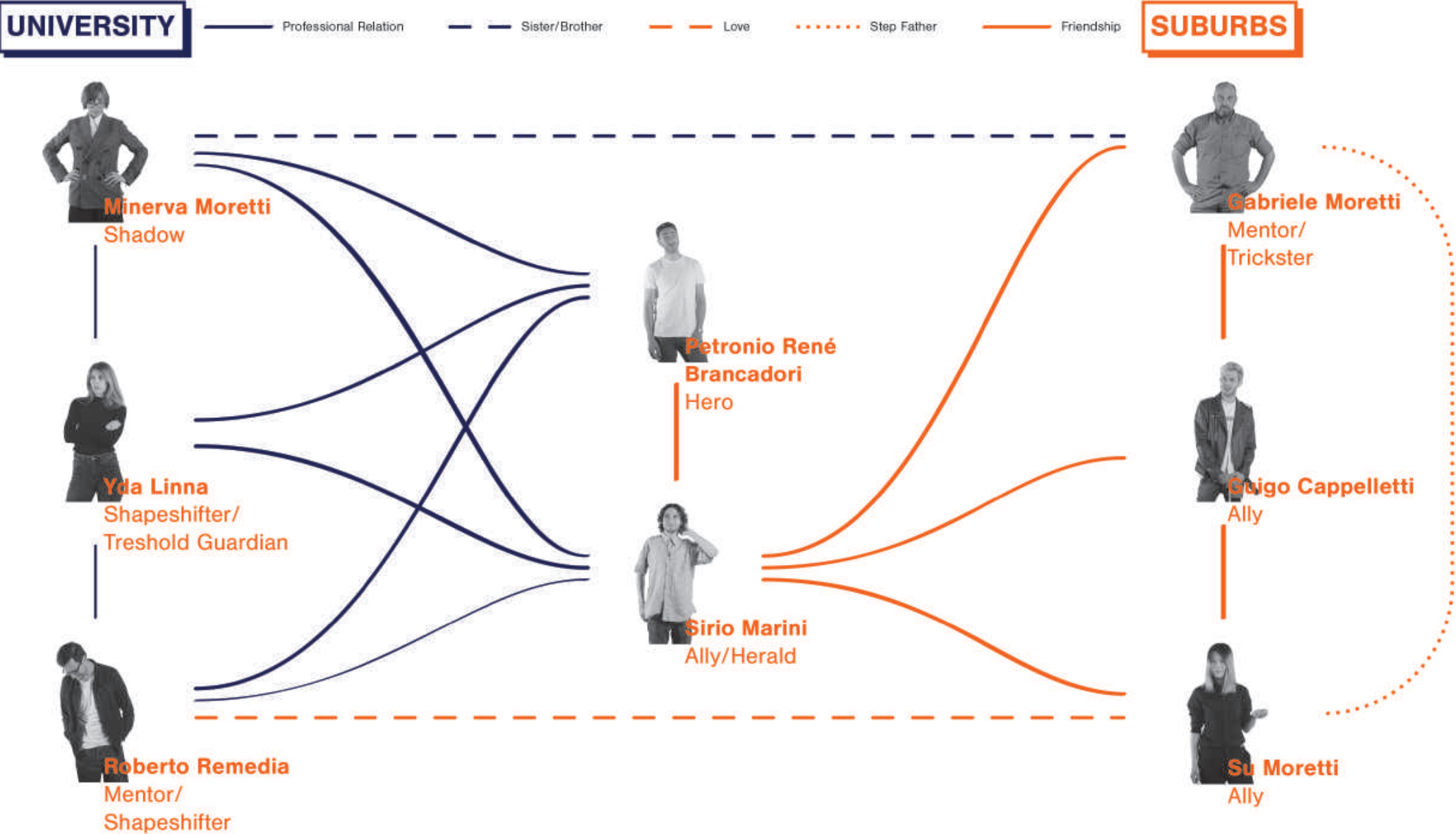
FUTURE The links with the University’s world, his old friend Sirio and his schoolmate Petronio open a world of new experiences and adventures.

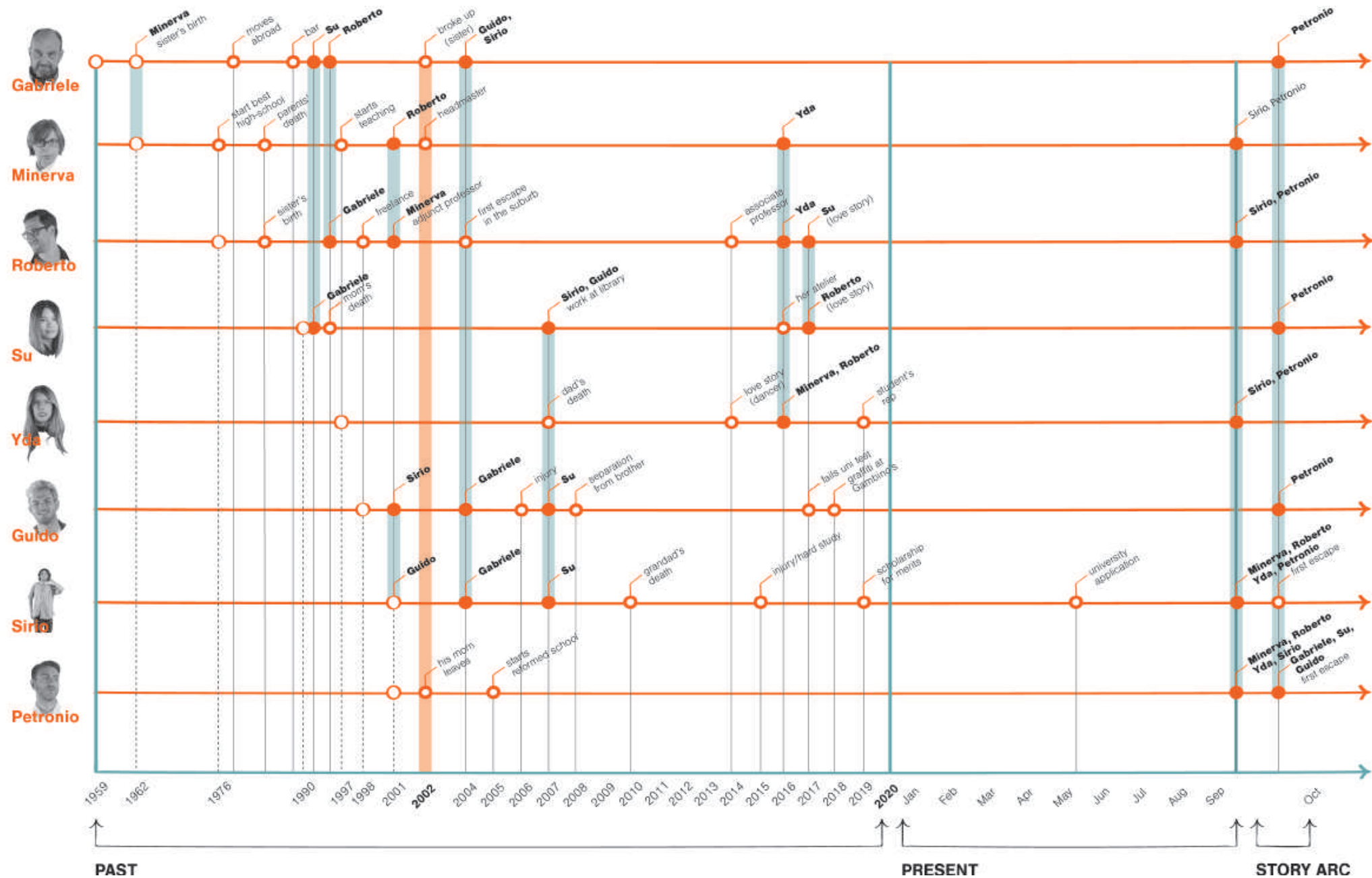


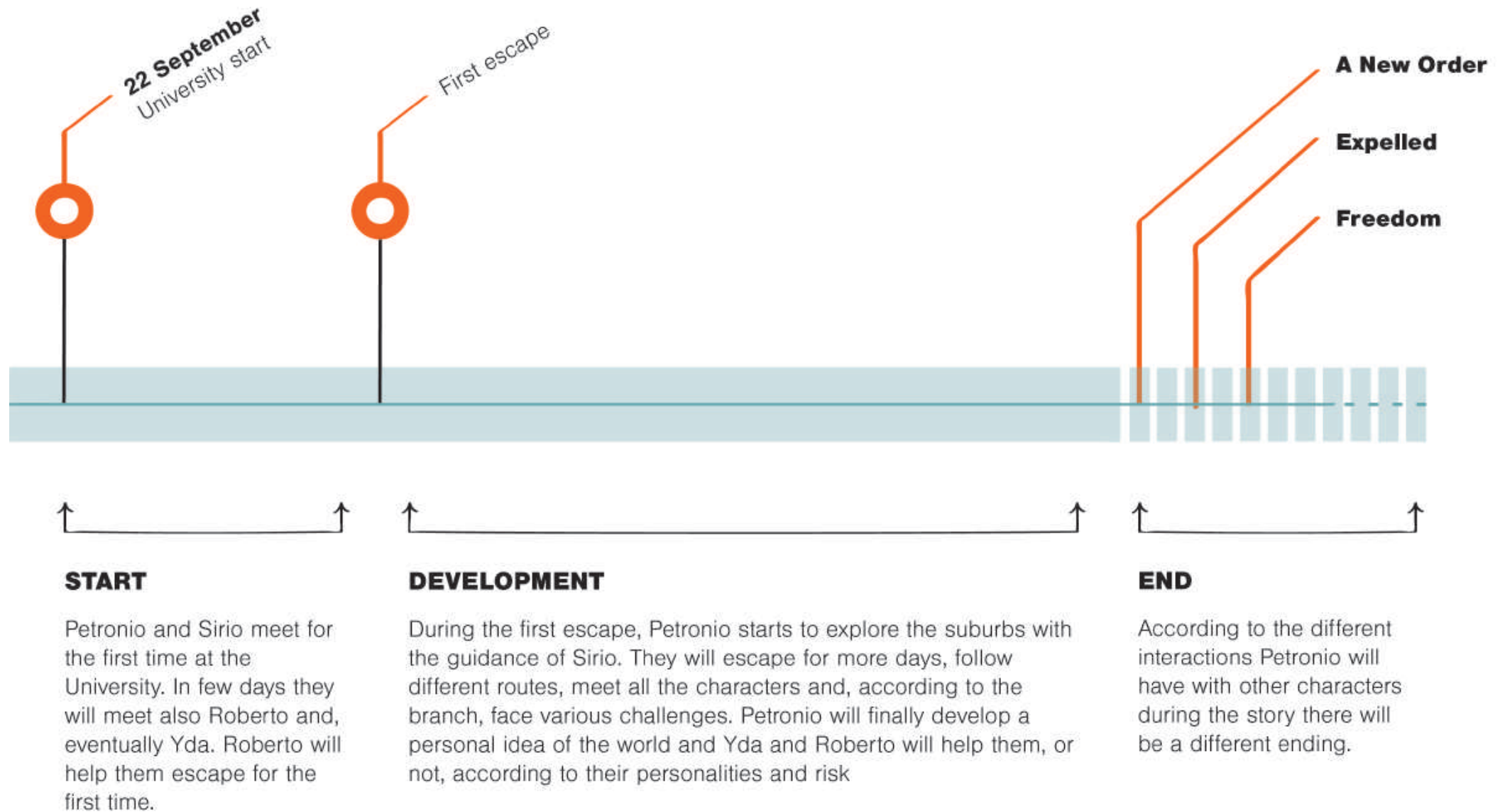
Moodboard

2.4.9 MAPS

After having described the eight characters of the story, it was created a map to better understand and clarify the different relationships among them (friendships, kinships, working and studying connections, love affairs). Then, it was built a timeline that includes the most important events in each character's life, highlighting the touchpoints that indicate the moments in which they meet each other. In the end, it was written a brief storyline consisting of three periods, past, present and future.







3. CONCEPT

3.1

Topic, aim and target

3.2

Naming and brand image

3.1

TOPIC, AIM AND TARGET

The game is an LBMG set in Bovisa and thought to be adaptable to several universities areas through a multimedia narration supported by physical and digital media that connect the story to the physical environment where the users

“[...] the metaphor of escaping as evading from time, space and routine [...]”

play. As the story is set in a university and its surroundings, the target consists of university students between 19 and 26 years old. Its aim is encouraging the exploration of the areas around the university using the metaphor of escaping as evading from time, space and routine, and making users experience these areas not only as a place where to study but also as lively neighbourhoods with characteristic places to discover. For these reasons, the users are called to interact not only with the provided media but also with physical places, through both actions and artefacts that allow the narrative flow to continue.

To better fit the target's taste and engage it, the media are these: a visual novel in the shape of a mobile app with photos, dialogues and multiple choices that lead to different endings; a journal that users must use to write useful information, solve riddles and minigames; a map that helps users to find places; the rules that show how to use the provided media. The tone of voice was chosen considering the target: it is ironic with an informal verbal language, at times improper to prevent users (and creators) from getting bored. The genre, adventure and comedy, was chosen according to the topic and the values of the story. The narrative is studied to bring users to identify themselves with the protagonist; in fact, the users play as Petronio and this is underlined by the fact



Bovisa, where the story is set



References: *The never ending story* (W. Petersen, 1984), *Gran Budapest Hotel* (W. Anderson, 2014)

that they have to do physical actions in the real environment and by the wrecking journal in their possession that is Petronio's diary. The narrative is distributed and is structured in episodes in which most of Petronio's and Sirio's dialogues and actions are constituent because they are essential for the development of the story, in particular the ones that imply a choice or an action by the users. There are also supplementary special contents that are not essential for the narrative but they add information that allow users to dive more into the story.

3.2

NAMING AND BRAND IMAGE

The name of the game is *ESC* and it comes from the conventional abbreviation of escape; it reinforces the means, that are the escapes, which the main characters, Petronio and Sirio, have to use to go out of the University and explore the suburbs. The pay-off is made of one fixed part and one to complete since the game can have several versions, as already mentioned. In the developed version of the game, the claim will be completed with the word *Bovisa* that indicates where the game is set. Finally, the claim wants to emphasise the topic of exploration with an informal and street language suitable for the identified target. The logo is composed of an inclined "E" with the aim of generating dynamicity and movement, indicating a sense of action. The "E" was also modified to create three arrows that give the idea of getting out of a place. The stroke is a metaphor for the limits that exist between the university environment and the suburbs one.



Given the complexity of the designed communication system, a strong visual identity was required that could be applied to different media maintaining consistency. This need came from the intention to create many artefacts put in chosen points of interest and with different communication purposes. Furthermore, to make them all more attributable to the project, the logo and the website are always in the same position, with the only exception of the University posters.

Aa

Aa

Aa

A sans-serif font (regular and bold) was used to create a stronger visual hierarchy. The font is functional inside the mobile application because it is readable. When the font is used for headlines and information that are significant, it has only the stroke.

It was decided to use a handwriting font to accentuate the idea of completion, while the lines imply that, other than the words that complete the sentences, something else is waiting for the users. The handwriting was also functional for the wrecking journal because it represents Petronio's personal diary.

Date: Sept, 24th 2020

The main colour of the project is orange.
Two different colour palettes were created to differentiate the two environments and strengthen their contrast: blue, black and white are used for the university because they are more suitable for institutional communication and they suggest rigour and discipline; instead, the palette for the suburbs is wider and more vivid because it represents an eclectic and pop environment, and it is also used for the artefacts arranged in the chosen physical places.

Color palette of
the University

#6b6bad

#292954

#ffffff

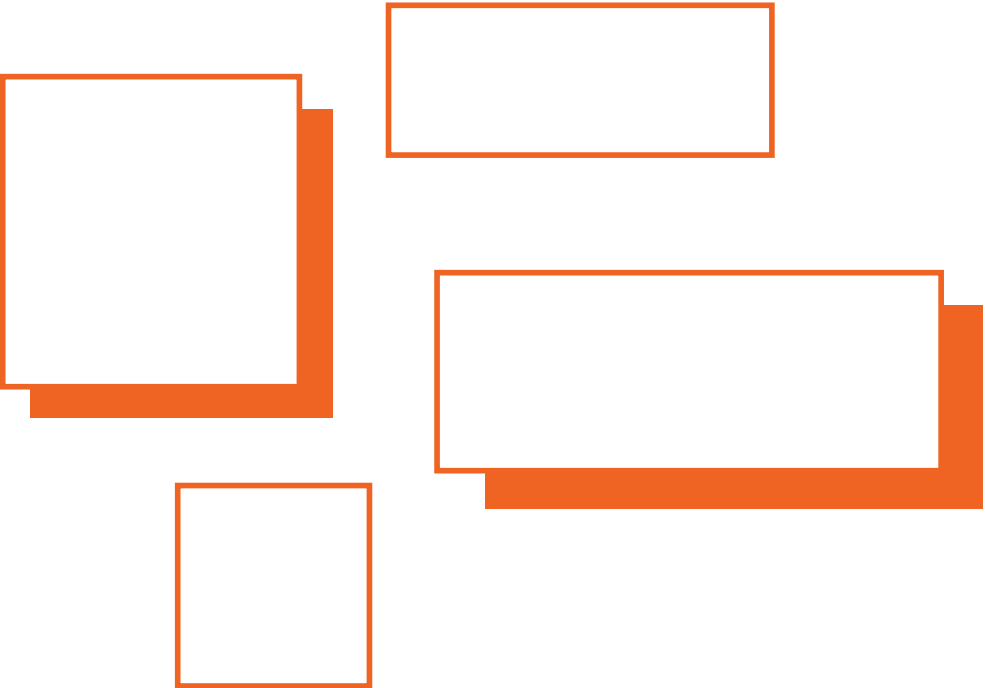
#2b2b2b

#c74a33	#db7873
#e34233	#e06b6b
#e95b10	#f2996b
#de9c30	#e8c794
#f7b517	#ffe0ad
#6680b2	#adbad1
#69a8b0	#abd6c4
#66b896	#6b6bad
#5eab6e	#a3d1ab
#80bf75	#b5d6ad

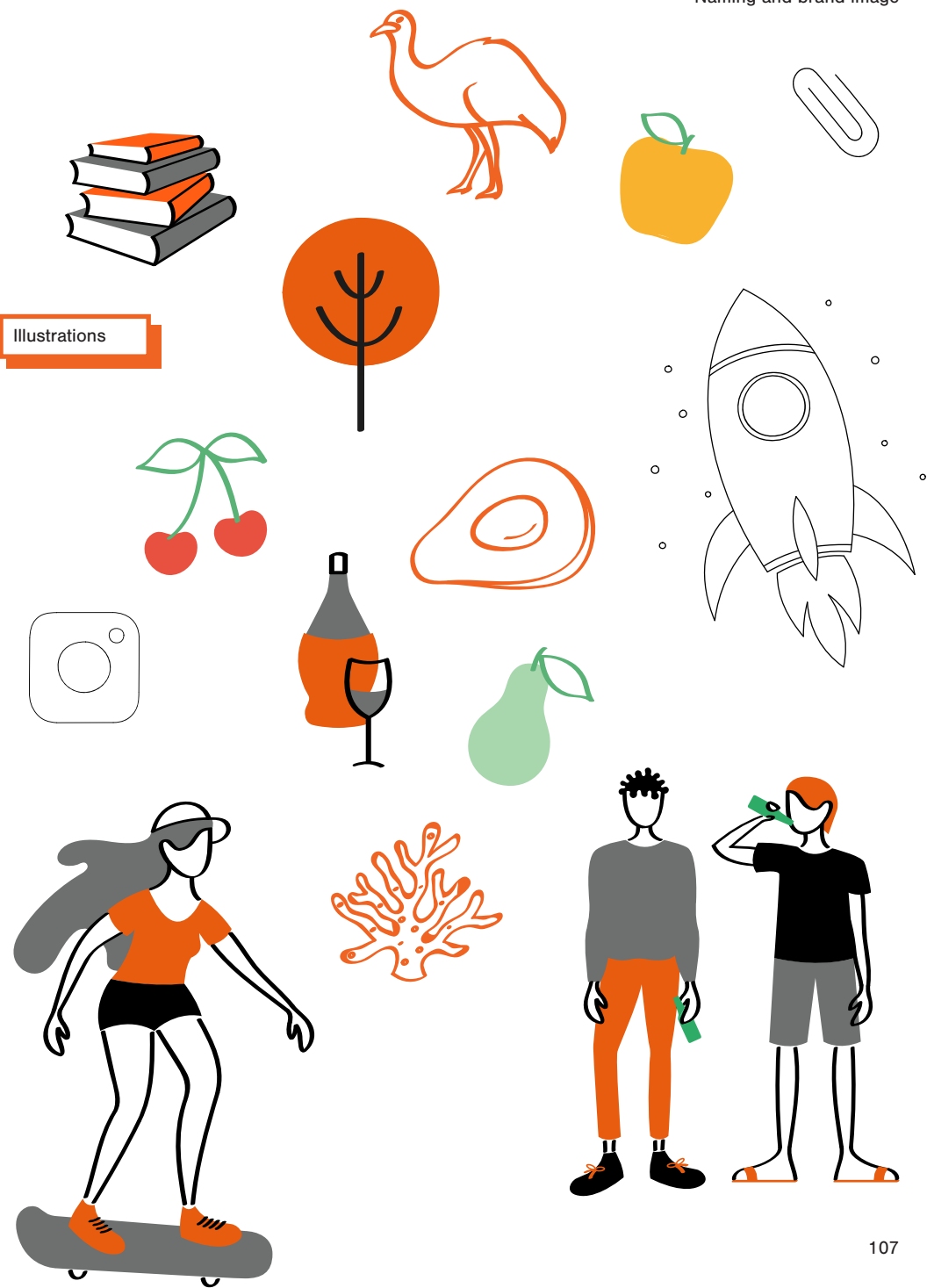
Color palette of
the suburbs

Naming and brand image

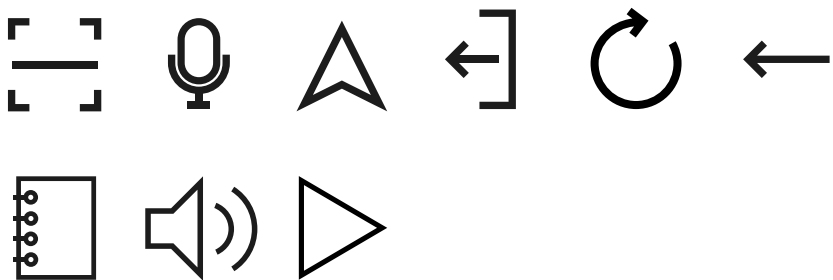
The boxes with the stroke or with the stroke and the shadow are in accordance with the logo, and they are used as a main element of the visual identity. These elements allow a further visual hierarchy, highlighting what is put inside them.



The illustrations have a style that is in accordance with the handwriting font, simulating freehand drawings that change according to the artefact but maintain consistency through the use of the outline or outline and solid colour. When the illustrations overlap photographic backgrounds, they have a solid colour to emerge from the background. It was necessary to create a set of icons for the mobile application; they are also used for the rules of the game.



Illustrations



App icons

4. PROJECT

4.1
Media structure

4.2
**Interactive narrative
architecture**

4.3
Media content

4.1

MEDIA STRUCTURE

The media system is made up by nine different devices: the posters, the landing page, the game rules, the journal, the QR code for the app download, the special contents, the character cards and the Instagram profiles. Each touchpoint is made up by one (or more) artifact that allow access to other media, creating a non-linear system. Posters are narration access points, as well as Instagram profiles or the riddle materials (this is not their main function). All these artefacts lead to the landing page, the only medium to purchase the kit. Once users receive the kit, the rules are the main access point to the actual game.

The game starts with the reading of the first pages of the journal, it continues with the download of the app through the QR code and proceeds supported by the simultaneous use of the journal and the app. In the following pages, a comprehensive outline of the media structure put beside to user experience.



#1 ENGAGEMENT

User's curiosity is attracted by a poster.
To know more, he follow the reported link.

#2 AWARENESS

User realises that ESC it is a game.
He wants to play.

#3 PURCHASE

He sees the purchase section.
He orders the game kit.

#4 PLAY

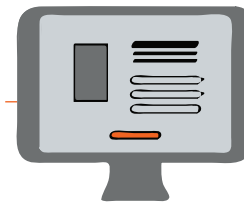
He receives the **kit**:

- ▶ Firstly, he notices the rules sheet.
- ▶ Since he reads the rules, he starts to read the journal.
- ▶ In a few pages, he realizes how to download the app.
- ▶ He starts to play using both the app and the journal.
- ▶ He realises that some **special contents** help him to go on with the game.



► MEDIA STRUCTURE AND RELATIONS

POSTERS



LANDING PAGE



RULES



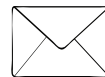
JOURNAL



QR CODE



APP



RIDDLE MATERIALS



CARDS



INSTAGRAM

POSTERS: are affixed all around Bovisa and Dergano as communication campaign. They include the landing page link at their bottom.

LANDING PAGE: contains information about the story and the project. Users can purchase the kit in the dedicated section.

KIT: contains the game rules and the daily journal (in which users will find the QR code for downloading the app)

RIDDLE MATERIALS: contained in the journal allow users to go on with the game through different kind of interactions with the physical places. Each of them contains the landing page link to engage new users.

CARDS: contained in the journal allow users to deepen the knowledge of each character. Each card contains the correspondent IG profile name.

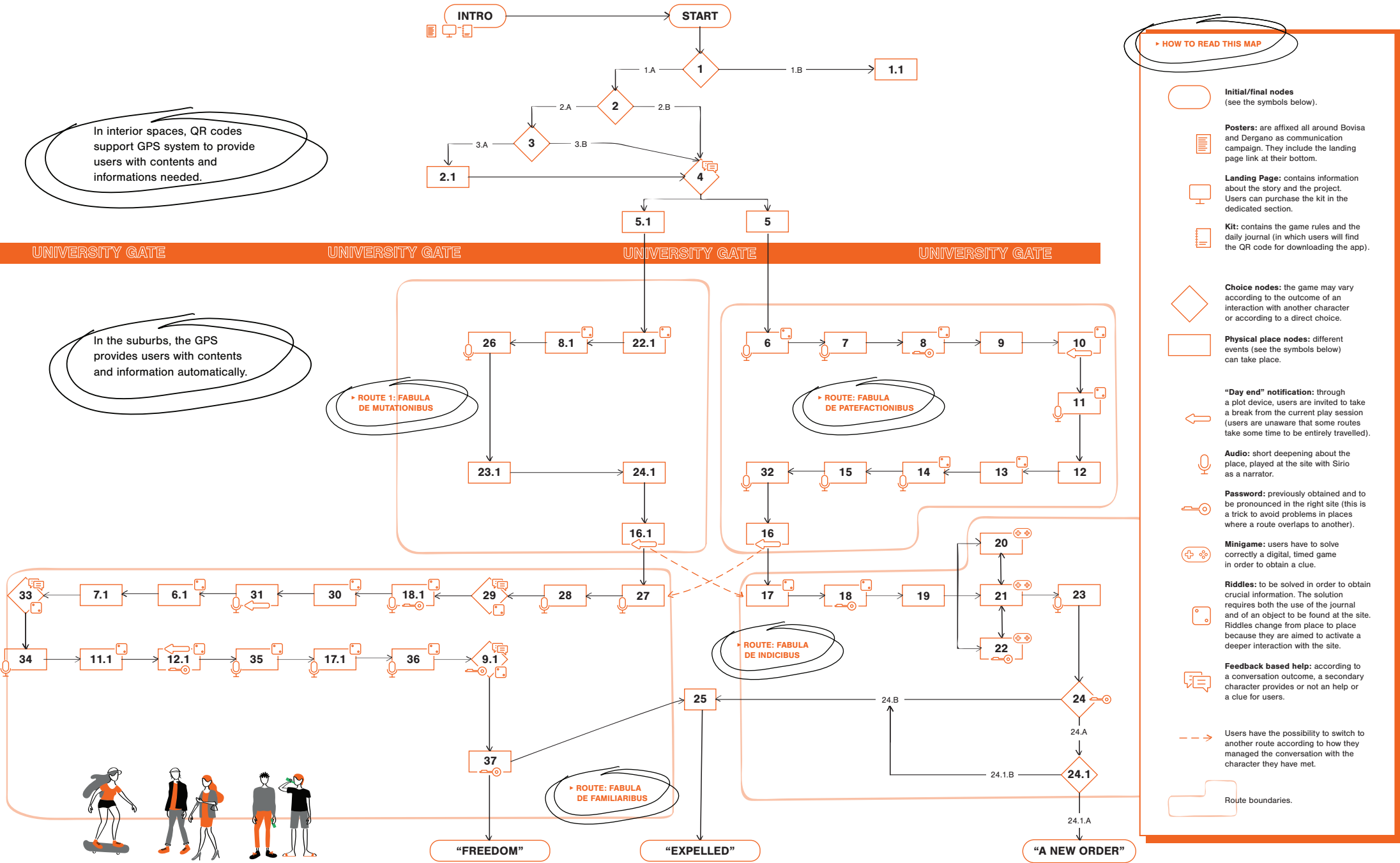
INSTAGRAM PROFILES: give an overview about characters' attitudes and passions to make them more real. They contain the link for the landing page.

4.2

INTERACTIVE NARRATIVE ARCHITECTURE

As mentioned before, the actual narration is preceded by an introduction provided by a series of media. Their function is to dive users deeply in the ESC narrative scenario. Recapping backwards: when users find themselves in front of the first screen of the interactive narration (in the app) they will surely have read the rules and the first pages of the journal (considering that the diary is the only access point to download the app). Furthermore, as they own the diary, they will surely have visited the landing page to purchase it. The landing page also contains a section that summarizes the narrative scenarios and a section aimed to introduce the game. Users may also have come into contact with some artefacts that are part of the physical communication on site (eg. posters).

The first scenes of the interactive narrative are set inside the University (from 1 to 5). These scenes, in addition to the narrative function, are intended to make the user understand how to play, so they are very guided. The narrative moment in which the characters manage to escape from the University gate, coincides with the physical moment in which users are called to exit. According to the choices they made within the University, they will undertake one of the two routes (*Fabula De Patefactionibus* or *Fabula De Mutationibus*) and then find themselves in a common narrative point (16 or 16.1). From that point, they pick up another route (*Fabula de Familiaribus* or *Fabula de indicibus*). There is the possibility to switch the route, according to the outcome of the conversation that users had with Yda. These last two routes lead to the three endings, passing through the collection of clues or tests more or less difficult to obtain. On the following page, the outline of the complete interactive narrative.



► NODES DESCRIPTION

#2

23. 2501 via Cevedale

24. **"MEET GABRIELE"**: they goes to Gabriele after having visited the places suggested by Yda.

24.A They succeed. Gabriele talk with them.

24.A They doesn't succeed.

22.1. Dergano-Bovisa library

8.1 **"THEY DON'T FIND THE PROFESSOR"**: Sirio and Petronio goes to the Park but they can't find the professor.

26. "Candiani Beach Boyz"

23.1 "Never" 2501

24.2 **"MEET GABRIELE"**: Sirio and Petronio meet with Gabriele. Petronio is introduced to him.

16.1 **"YDA CATCHES THE GUYS"**: Roberto intercedes. According to the dialogue outcome, users may switch route.

16.1 **"YDA CATCHES THE GUYS"**: Roberto intercedes. According to the dialogue outcome, users may switch route.

27. Da Amilcare

28. Ceramiche Puzzo

29. **"MEET SU AND TALK"**: According to the dialogue outcome, users may get a crucial information.

18.1 Nicolò Savarino Park

30. Tango d'amore" C. Sonda

31. Collezione Branca Museum

6.1 "Mutevole" E. Mastro

7.1 Graffiti

33. **"MEET ROBERTO AND TALK"**: According to the dialogue outcome, users may get a crucial information.

34. Design Ruined my life

11.1 J. Reka's Street Art

12.1 Guido is introduced to Petronio

35. Rifugio antiaereo '87

17.1 Rob de Matt

36. Le stagioni della frutta

9.1 **"MEET GUIDO AND TALK"**: According to the dialogue outcome, users may get a crucial information.

37. **"YDA, AGAIN!"**: Petronio and Sirio have a few second to defeat Yda, if they have collected all the password.

25. **"HEADMASTER'S CALL"**: Headmaster call the Petronio and Sirio in her office, after having received proofs against the two students from Yda.

"A NEW ORDER": The clues about the headmaster's past are revealed to the press. Roberto become the new headmaster and a new order based on self-expression and open mindness is established.

F2. **"EXPELLED"**: Yda proves guys' guilt. Roberto denies of having take part to the project, leaving Petronio and Sirio without any defense. The two gets expelled from the university.

"FREEDOM": The guys finds freedom and peace in the colorful and free world of the suburbs. They decide to leave the university, to find their own way outside it.

► NODES DESCRIPTION

#1

1. "FIRST TOUCH WITH THE STORY": Petronio suddenly wakes up in the night and Sirio is looking at some photos.

1.A: Petronio gently asks to Sirio what is he doing.

1.B: Petronio is tired and asks his roommate to turn off the light because he wants to sleep.

1.1 "A NIGHT AFTER": The two characters start talking.

2. "THE SHADOW SPOT": Petronio and Sirio are talking while they spot a shadow through the window.

2.A: Petronio and Sirio decide to follow the shadow.

2.B: They awaits for the shadow to come back.

3. THE MEETING WITH YDA: In the corridors, they meet Yda. She warns them that next time she will punish them.

3.A: Petronio and Sirio follow Yda's order.

3.B: Sirio and Petronio decides to hid, pretending to have been gone to their room, in awaits of the shadow.

2.1 "WAIT FOR A DAY TO PASS": Sirio and Petronio wait the following night to see the shadow again.

4. "THE REVEAL": They await hidden for the figure to come back. He unlock university's door and discover his face: he's Roberto, one of their teacher. They start talking.

4.A: Roberto pretend to be the one who has gone out of the gate, giving some hidden advices in a creative and genuine way.

4.B: Roberto decides to talk them and he tells them why he did so, and schedule a meeting for the following day, in the suburb.

5. "B2 EXIT TO THE B3": They find the password leaved by Roberto and escape.

5.1 "B2 EXIT TO THE B1": They find a bookmark before the escape.

6. "Mutevole" E. Mastro

7. Graffiti

8. "MEET ROBERTO": They met with the Professor as accorded the day before. They use the password he provided them to find him.

9. Piazza Dergano

10. "MEET SU": They meet Su for the first time.

11. J. Reka's Street Art

12. Guido is introduced to Petronio

13. Penny Market

13. Penny Market

14. Piazzale Bausan Fountain

15. Piazza Schiavone

32. 2501 via Mercantini

16. "YDA CATCHES THE GUYS": Roberto intercedes. According to the dialogue outcome, users may switch route.

17. Rob de Matt

18. Nicolò Savarino Park

19. "AN SMS FROM YDA": Sirio and Petronio receive an SMS from Yda containing 3 clues to find around Bovisa. Users can choose in which order visit those places.

20. Clue #1

21. Clue #2

22. Clue #3

Routes Map



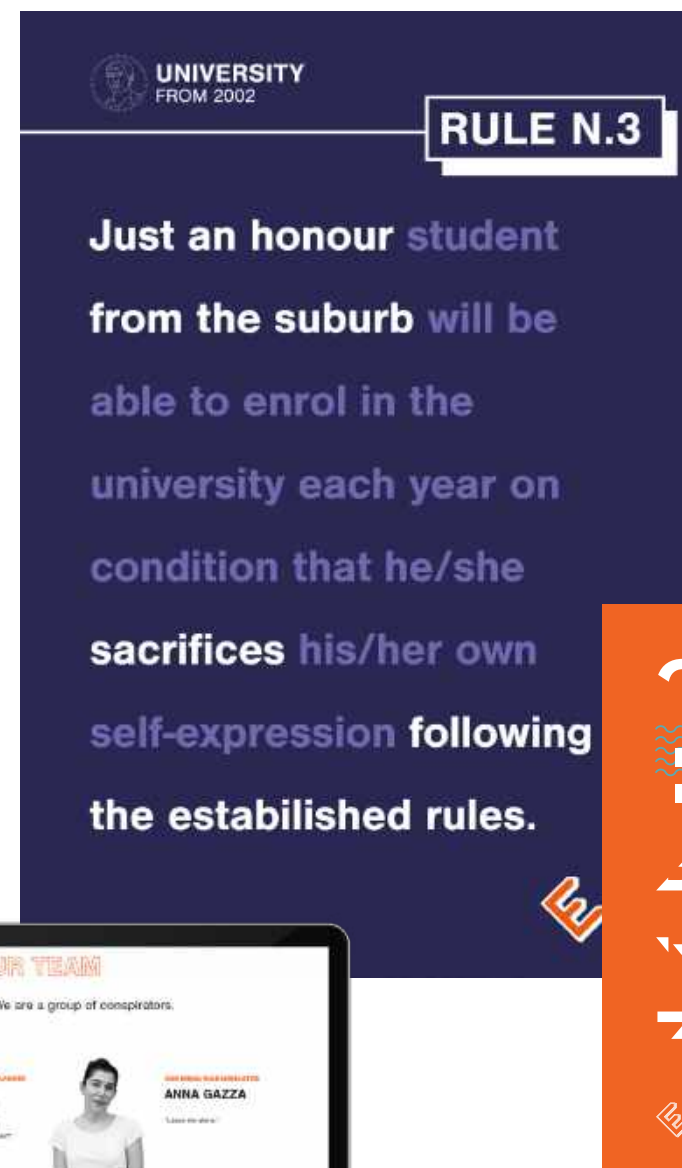
- | | |
|--|---|
| 5 The Gate
45.50566, 9.16586 | 21 Sound of '70s
45.50199, 9.17598 |
| 6 "Mutevole" E. Maestro
45.50635, 9.16609 | 22 Dergano-Bovisa Library
45.50368, 9.16844 |
| 7 Graffiti
45.50697, 9.16719 | 23 2501 via Cavedale
45.50703, 9.17349 |
| 8 Ex Armenia Films Park
45.50444, 9.17137 | 24 La Ribalta
45.50699, 9.17322 |
| 9 Piazza Dergano
45.5032, 9.17692 | 25 "Candiani Beach Boys"
45.50696, 9.17349 |
| 10 Mamusca
45.50226, 9.17533 | 26 Da Amilcare
45.49905, 9.1839 |
| 11 J. Reka's Street Art
45.502, 9.16599 | 27 Ceramiche Puzzo
45.50091, 9.17554 |
| 12 "Il Guardiano" 2501
45.50223, 9.1667 | 28 Opella
45.5006, 9.17556 |
| 13 Penny Market
45.50223, 9.16697 | 29 "Tango d'Amore" C. Sonda
45.4972, 9.17775 |
| 14 Piazzale Bausan
45.50231, 9.16532 | 30 Collezione Branca Museum
45.49612, 9.17779 |
| 15 Piazza Schiavone
45.49987, 9.16428 | 31 2501 via Mercantini
45.501194, 9.162280 |
| 16 Rob de Matt
45.49871, 9.17486 | 32 Spirit of Milan
45.50703, 9.15972 |
| 17 Nicolò Savarino Park
45.49949, 9.17728 | 33 "Design Ruined My Life"
45.50471, 9.16395 |
| 18 La Gelateria di Dergano
45.50214, 9.17609 | 34 Rifugio Antiaereo 87
45.49761, 9.16866 |
| 19 T(r)hief(t) Market
45.50296, 9.15995 | 35 Le Stagioni della Frutta
45.50226, 9.17626 |

- Fabula de Patefactionibus**
1, 5, 6, 7, 8, 9, 10 (≈ 2km)
11, 12, 13, 14, 15, 32 (≈ 0,9km)
- Fabula de Mutationibus**
1, 5, 22, 8, 26, 23, 24 (≈ 1km)
- Fabula de Familiariibus**
27, 28, 29, 18, 30, 31 (≈ 1km)
6, 7, 33, 34, 11, 12 (≈ 2km)
35, 17, 36, 9, 10 (≈ 2km)
- Fabula de Indicibus**
17, 18, 19 (≈ 0,9km) + 20/21/22

4.3

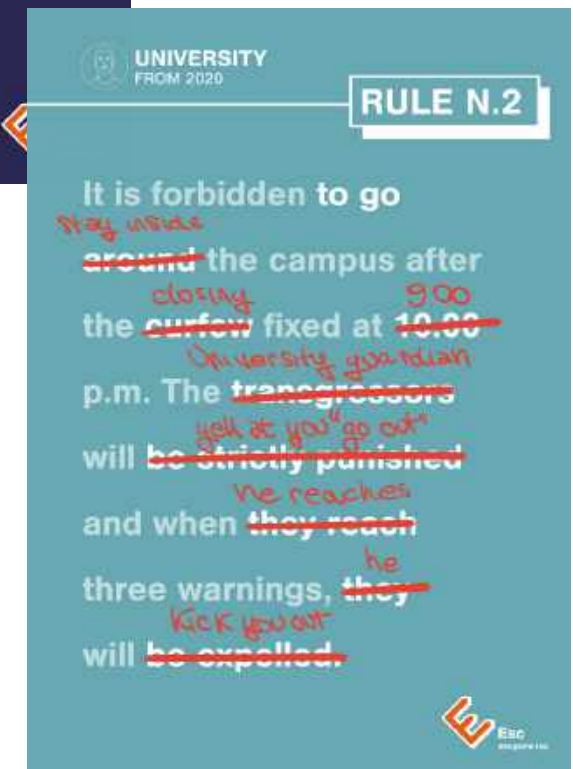
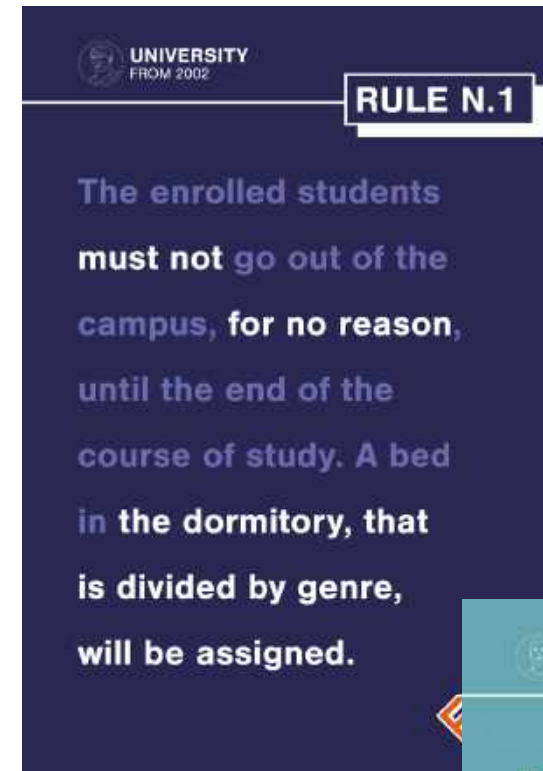
MEDIA CONTENT

In the following section, all the artifacts developed during the course are described in detail; in particular, the projectual choices, the interactions between the media, and the way in which the users interact with artefacts are highlighted.



4.3.1 POSTERS

The posters are part of the communication campaign and are the first touchpoints that users encounter. As the first touchpoints, the posters have the aim of attracting the users presenting the university rules in two versions that are put in different places: the first ones are inside the university and use the colours palette related to it; the second ones are in Dergano and Bovisa and present the same rules of the first ones with some words deleted and replaced with other words that suggest freedom and self-expression. All the posters include the link to the landing page so the users can continue with the narrative.





4.3.2 LANDING PAGE

The landing page responds to the need of intercept users on the medium that they usually use. It makes users go deep in the narration presenting the introduction as the first section. The second one is aimed to allows users to have sent the journal and consequently start the game.

► escgame.top

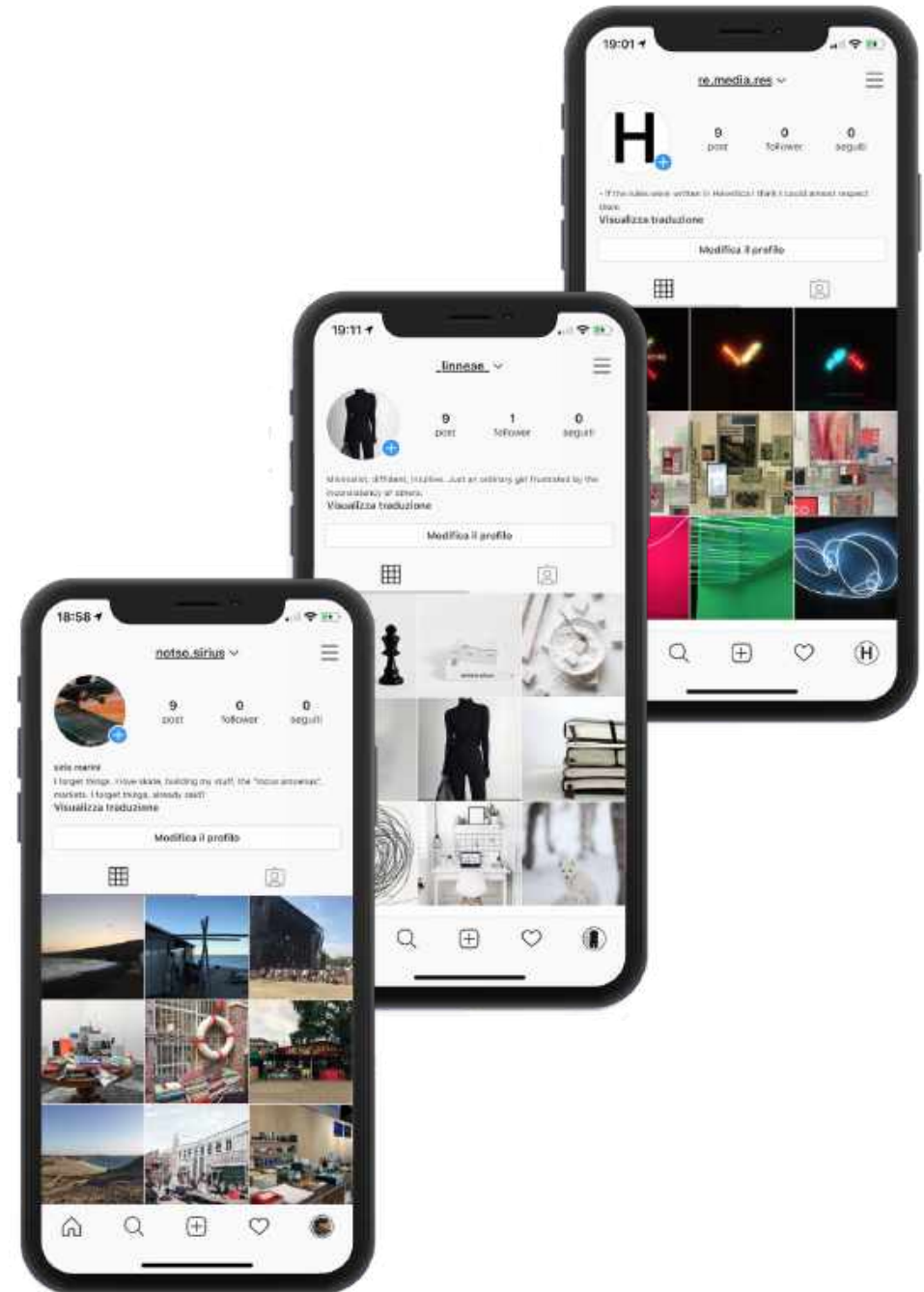


4.3.3 INSTAGRAM PROFILES

The characters' Instagram profiles have a double function: as touchpoints for potential users and as special contents for users who have already started to play the game. The profiles showing the characters' interests and personalities, from the names to the descriptions, from the subjects of the photos to their compositions, allow users to go deep inside the storyworld.

While the links to the landing page function as another touchpoint that allow users to come in contact with the game. This medium was chosen according to the target and the social media that it uses the most.

- ▶ Petronio René Brancadori is **@petroniorb01**
- ▶ Sirio Marini is **@notso.sirius**
- ▶ Roberto Remedia is **@re.media.res**
- ▶ Guido Cappelletti is **@c.heguido**
- ▶ Yda Linna is **@_linneae_**
- ▶ Gabriele Moretti is **@ga.beers**
- ▶ Minerva Moretti is **@minerva.moretti**
- ▶ Su Moretti is **@suu.moretti**



4.3.4 THE JOURNAL

The journal is one of the contents of the kit that users purchase through the landing page. It was thought to be Petronio's personal journal, since he is a boy passionate about poetry and writing, in which he tells his whole life, and therefore also his escapes and his discovery of suburbs. In this way, the diary becomes a tool to support the game app for the users, which are guided through the places and interactions thanks to it. In this light, the diary was designed as an active part of the gaming experience. It is a tool with various utilities such as marking important information (passwords, clues or next place) or having extra information on history, places and characters. But the main function of the diary is to be a container of instructions and materials for the riddles the users must resolve in most of the points of interest to reach the next place or obtain information for the history, as will be explained in more detail in the next paragraphs. Furthermore, the diary is designed to guide users in a precise and effective way, for this reason,

all the crucial actions to be performed, such as marking or saying a password, writing the message or the place emerged from a riddle and finally, the moment to go back to looking at the app.



CARDS

Everytime users meets for the first time a character (including Petronio, the player character), in the journal there is a card of him/her. These cards are essential, in the front there is a picture of the character and in the back there are basic informations (name, surname, birthday), a brief and sarcastic autobiography, some picture referred to the personality of the character and the name of their instagram pages.






Name: Rakono

Surname: Brancatella

Age: 19 years old

► Should I describe myself?

I warn you, it will be boring!
I know nothing but rigour and discipline because I grew up in the strict school environment regulated by the reform.
But now I want more, I need to see the outside world and find my true identity.



NEWSPAPER ARTICLES

In certain points of interest, those without an audio or a significant activity, users can find inside the journal some newspaper articles. These come from a fictional daily news organisation, the *Bovisa Daily Observer*, that has been designed for the game. In these articles users can read insights about places or the people related to it. Both the cards and the newspaper articles are extra content that users can find in different pages with the same format, other contents explained in the next paragraphs are, instead, unique.

INTRO

There is an Intro section of the journal, where users start to understand how the game and the journal work together. In this part, users find also the download qrcode for the app.

MAP

► See the map

The first extra content users find is a map contained in the front pocket of the dusk cover. It consists of a main map of Bovisa and Dergano (*Shitty Suburbs' Map*), and a second map of the B2 building of the Bovisa Candiani Campus (*And a Nice One of the University*). These are the places where users make all the interactions, so the map serves to make them orientate. In the main map are reported all the points of interest users will visit depending on the choices they will make in history. They do not have numbers or nomenclatures, to not influence the users' choices or spoil the places. In addition to this, as extra content, it contains Sirio's recommendations on some activities to do or to avoid in the suburbs.

**LETTER
AND TIMETABLE**

► Journal, page 5

Then users find an envelope, this contains a formal letter from the University where they are informed that Petronio is enrolled in an interfaculty of the School of Industrial and Information Engineering and the School of Design. Users find attached also a Petronio's schedule planning.

FORMAL INVITE

► Journal, page 6

Here users find a formal invite of the University to attend at the official commencement speech of the Headmaster.

SUBURBS' PICTURES

► Journal, page 6-7

After the first conversation users take with Sirio through the app, they can find a series of suburbs picture taken by Sirio himself.



**FABULA DE
PATEFACTIONIBUS**

All the routes titles are written in Latin to honour the protagonist of the original story, the Ancient Roman writer Petronius. *The title Fabula de Patefactonibus* means *Tale of the Discoveries* and refers to the numerous discoveries of Petronio and Sirio over the life of other characters, such as Roberto and Su.

ROBERTO'S NOTE

► Journal, page 9

@ B2 exit to the B3
In the journal, users find a piece of a Roberto's note with a time. In the place they can find the missing piece, with more infos: the place of the meeting and a password to say there.

**TRANSPARENT
SHEET #1**

► Journal, page 10

@ "Mutevole" E. Mastro
Here the users find a transparent sheet they can match with the physical place in order to find the directions for the next point of interest.

POSTER "L'INFERNO"

► Journal, page 11

@ Ex Armenia Films Park
In the journal, users find a piece of a poster with just some letters. In the place they can find the main part of the poster with fictional infos about a screening of the film "L'Inferno", shot in Armenia Films Studios in 1911. They should match both pieces to gain the address of the next place.

NOKIA 3310

► Journal, page 11

@ Piazza Dergano

In the journal, users find a picture of a Nokia 3310 with an encrypted message they can solve reading the conversation that lead them to the next place.

J. REKA'S FLYER

► Journal, page 12

@ Mamusca

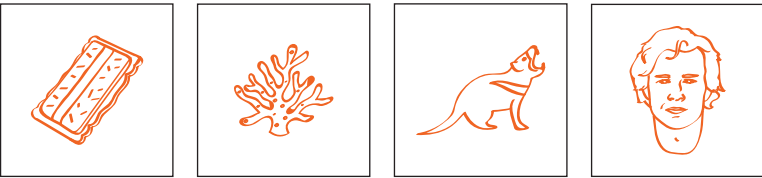
In the point of interest, users can find an advertising flyer of the inauguration of the new James Reka's street art. There they can read the address of the next point of interest.

**AUSTRALIAN
STICKERS #1**

► Journal, page 13

@ J. Reka's Street Art

In the journal, users find a legenda of some symbols matched to a specific letter, every symbol is related to an Australian typical "thing" (such as Opera House, meat pie or Crocodile Hunter). In the place, they can find a sentence composed by some of these symbols, decrypting this sequence, they are lead to the next place.



V A D T G I 1 2 3
 X A F 2 Z V L Q 7
 L 4 U E Y I 5 S T 3
 G 6 I K V W I Q 8
 A M Z D M U E A
 R S F R C Z X 6 I
 K G B A F 5 6 N Q
 B T C F R I 3 4 7 8
 2 5 N N C S I F O

OFF-BRAND LIQUORS

► Journal, page 14

FOUNTAIN'S RIDDLE

► Journal, page 15

RANDOM LETTERS

► Journal, page 16

Random Letters

@ Penny Market

In the journal, users find a flyer with some bottles of off-brand liquors sold in Penny Market. Some letters of these off-brand name are covered, in order to let users match them with the real bottles inside the super-market. Once finished, they obtain the information for the next point of interest.

@ Piazzale Bausan

In the journal, users find a “map” of Piazzale Bausan, with a pin where they should start reading the poetry to complete the riddle. This consists of a series of boxes that take the place of letters, where those coloured in orange if read in the right order make up the name of the next place.

@ Piazza Schiavone

In the point of interest, users find an A5 sticker with some random letters. In the journal, they find a transparent sheet with some boxes. By superimposing this to the sticker, users read the address of the next place.

Compass Beer Mat

**FABULA DE
MUTATIONIBUS**

The title *Fabula de Mutationibus* means *Tale of the Changes* and refers to the change of perspectives the main character begin to make thanks to his and Sirio's escape.

A BOOKMARK

► Journal, page 20

@B2 Exit to the B1

In this place, users can find a bookmark of a library that is the next place.

**REOPENING PARTY
POSTER**

► Journal, page 20

@ Dergano-Bovisa Library

In this place, users find an incomplete advertising poster for the reopening party of the library that now is closed. By matching the bookmark previously found in the right box, they can find the next point of interest.

RANDOM LETTERS

► Journal, page 21

@ Ex Armenia Films Park

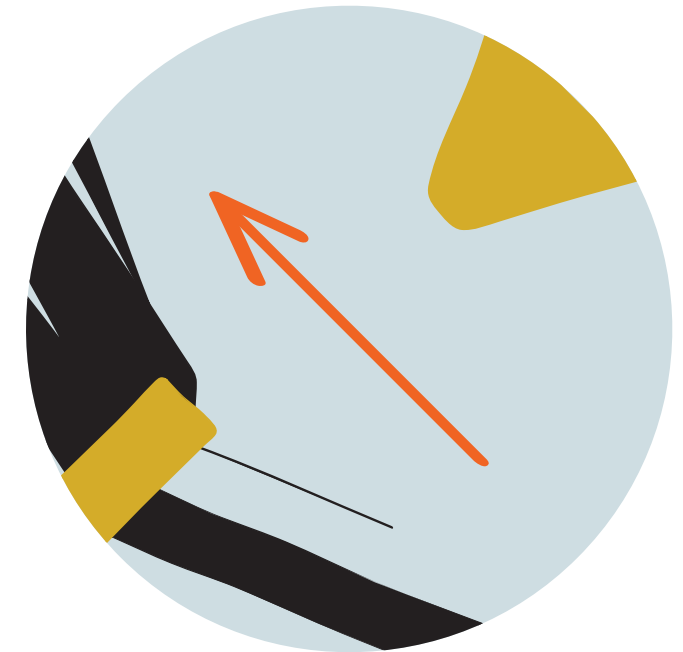
In the journal, users find a transparent sheet with the pieces of some letters. By matching this sheet with an A5 sticker placed in the point of interest, they obtain a sentence that lead them to the next one.

GRAFFITI'S PICTURE

► Journal, page 21

@ Candiani Beach Boyz

In the journal, users find a picture token by Sirio of some guys painting the wall, they are the famous Candiani Beach Boyz.



COMPASS BEER MAT

► Journal, page 22

@ 2501 via Cevedale

In the journal, users find a beer mat covered by a sticker with an arrow. By matching this with the real murales in a specific place, they gain the direction in which to go to reach the next place.

**ENCRYPTED
BEER MAT**

► Journal, page 22

@ La Ribalta

In the journal, users find a transparent sheet with some circle and numbers. By matching this sheet with a beer mat they should obtain at the local, they can read a message.

FABULA DE
FAMILIARIBUS

The title *Fabula de Familiaribus* means *Tale of the Friends* and refers to the interaction Petronio (and so the user) should make with other characters to obtain or not some passwords that are going to change the final of the story.

KEEP OUT FLYER

► Journal, page 26

@ Da Amilcare

In the journal users find a transparent sheet they should match with a flyer they can reach inside the point of interest. Once finished, they obtain the address of the next place.

ORIGAMI

► Journal, page 27
(special page)

@ Opella

In this place, users must interact with Su, according to the end of this interaction, they can reach or not an origami paper. Following the instruction to make a swan, they obtain two words they should use to reach one final.

HOPSCOTCH

► Journal, page 27

@ Nicolò Savarino Park

In this place, users find a hopscotch scheme drawn on the floor. Instead of numbers, there are couple of letters written inside the boxes. In the journal, they find a complementary scheme, but with numbers: by ordering syllables they can reach the next point of interest.

ALPHABET STICKER

► Journal, page 28

@ “Tango d’amore” C. Sonda

In this place, users find an A5 sticker with the whole alphabet. Some letters are missing, instead there is a number. By writing the right letter in the right order they will obtain a direction for the next place.



Alphabet Sticker

BRANCA'S PICTURE

► Journal, page 29

@ Collezione Branca Museum

In the journal, users find a picture token by Sirio of the entrance of the Museum.

TRANSPARENT SHEET #1.1

► Journal, page 29

@ "Mutevole" E. Mastro

Here the users find a transparent sheet they can match with the physical place in order to find the directions for the next point of interest.

It's exactly the same of the Transparent Sheet #1 because it's a double point of interest without a meaningful interaction that lead in any branch to the same place next.

LOGO'S RIDDLE

► Journal, page 30 (special page)

@ Spirit de Milan

In this place, users must interact with Roberto, according to the end of this interaction, they can reach or not a special page. Here they had to resolve a riddle that involves the business card of the local. Once resolved, they obtain a word they should use to reach one final.

AUSTRALIAN STICKERS #1.1

► Journal, page 31

@ J. Reka's Street Art

In the journal, users find a legenda of some symbols matched to a specific letter, every symbol is related to an Australian typical "thing" (such as Opera House, meat pie or Crocodile Hunter).

In the place, they can find a sentence composed by some of these symbols, decrypting this sequence, they are lead to the next place. It's exactly the same Of the Australian Stickers #1 because it's a double point of interest without a meaningful interaction that lead in any route to the same place next.

TRANSPARENT SHEET #2

► Journal, page 32

@ "Il Guardiano" 2501

In the journal, users find a transparent sheet with some sketches, by matching it with the physical place, they can reach a message.

AN EXERCISE BOOK PAGE

► Journal, page 32

@ Rifugio Antiaereo '87

In the journal, users find a sheet of an old Sirio's exercise book where there are some letters missed to fill certain empty spaces. By matching the missing letters with the plate in the point of interest, they can obtain the name of the next place.

FRUIT PASSION

► Journal, page 33

@ Rob De Matt

In the point of interest, users can find a circular sticker with slices of different fruits associated to a letter or a number. In the journal, they find the same fruits in a different order, so they obtain the address of the next place.

SMOOTHIE RECIPE

► Journal, page 3

@ Le Stagioni della Frutta

In the place, users can find a flyer with the recipe of Sirio's favourite smoothie. Reading the first letter of each fruit, they can find the name of the next place.

READ THE CIRCLES

► Journal, page 32
(special page)

@ Piazza Dergano

In this place, users must interact with Guido, according to the end of this interaction, they can reach or not a special page. Here they had to resolve a riddle that involves the circles painted in the square. Once resolved, they obtain a word they should use to reach one final.

Smoothie Recipe

SIRIO'S SHAKE

Dragonfruit 1/2

Elderberry 3 or 4 tbs

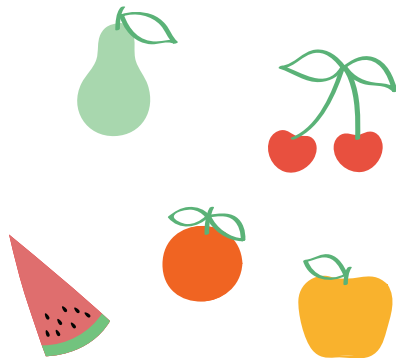
Raspberry 1/2 cup

Grapes 8 or 9

Apple 1/4

Nectarine 1

Orange 1/2



FABULA DE INDICIBUS	The title <i>Fabula de Indicibus</i> means <i>Tale of the Clues</i> and refers to the clues Petronio (and so the user) should find in order to reach one of the finals of the story.
WORDS PUZZLE ► Journal, page 37	@ Rob De Matt In the journal, users find a scheme of letters, while in the point of interest they can find a list of words they should find in the puzzle. Once finished, the remaining letters form the next address.
TREASURE MAP ► Journal, page 37	@ Nicolò Savarino Park In the journal, users find a Sirio's map of the children's area of the park, with a x. In that point, they can find a sticker that lead them to the next point of interest.
CLUES MAP ► Journal, page 38	@ La Gelateria di Dergano In this point of interest, Petronio receives the message from Yda where she write him about the places where reach a clue. In the journal, users find the map of the spot, and they can choose where to go first, according to their disposability.

THE DIPLOMA, MARKET'S PICTURES AND A LIFE CYCLE SCHEME ► Journal, page 39 (special page)	@ Th(r)ief(t) Market In this special page users find some pictures of the market token by Sirio, a sarcastic life cycle scheme of the Roberto's objects at the market. They find also the original Yda's Diploma to confront with the one of Minerva inside the app.
MANIFESTO AND A SECRET NOTE ► Journal, page 39 (special page)	@ Sound of 70's In this special page users find the manifesto of the secret association to which Minerva belonged in her youth and a note made of journal letters with the infos of an old secret meeting.





MY PARROTS
ARE SMARTER
THAN YOU



FINALS ENVELOPES

Users find the materials of the finals inside some envelopes contained in the back pocket of the dusk cover.

A NEW ORDER

► [See the contents](#)

Here users find some cards with a quote from the characters and the new badge designed for the new system of the University with the Petronio's logo that loses his hair.

EXPELLED

► [See the contents](#)

Here users find some cards with a quote from the characters and their old University badge with the wording "expelled".

FREEDOM

► [See the contents](#)

Here users find some cards with a quote from the characters and their old University badge ripped.

4.3.5 THE APP

The user can interact with the narration through the use of an application developed with the online platform Mit App Inventor. There are essentially a home page and a second screen in landscape mode dedicated to the game, in which are placed, on the left, 3 buttons that allow the user to recall the geolocation, the speech recognition and the qr code scan functions, and finally access to the various game sections. A fourth button allows the user to return to the home. The link between a section and access mode is through the use of the “block” coding system of the application itself. In particular, as regards the geolocation system, it recognizes a range of coordinates and allows access to the game section corresponding to that range, while speech recognition analyzes the words spoken by the user and compares them to a text string, if the words match, then they are directed to the corresponding scene, otherwise they continue with the narration in a different way. The users can download the app using a specific qr code that is placed inside the journal.



4.3.6 SCENE



The visual novel is composed of 46 game sections, or scenes, developed with the use of html, css and javascript. In the scenes there is always the character that interacts placed on the left, while the right part of the screen is occupied by the text box and by an arrow that has the purpose of returning to the previous dialogue. This arrow is not present when there are choices to make, so as not to allow the user to retrace his steps.

The progress between dialogues is made through a tap of the text box, while the choices are made with a tap in the appropriate box. During the progression of the narration there will be some points where the co-presence of both the application and the journal is required to access certain sections of the game, for example by using the physical artifact to remember the thing to say once arrived in a place, or by using journal pages to resolve riddles. These points are underlined by the presence of a specific icon, that puts off the user in a page of the journal, and a sentence that tells what to do with that page.

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**THERE IS
NOT A BACK
COVER. IT'S
ESC**