



Research Area: ENABLE – Design and Art Competences, Material Culture and Human Development | Project Timespan: 2020-ongoing

## **Assessing post-publishing and its connection with public institutions and public services and their communication.**

A trans-media co-designed research project aimed at communicating the territory to its citizens, exploring new forms of storytelling that can not only connect the digital world with the print world but also develop new relations with different audiences.

**Team:**

**PI:** Gianluca Camillini

**Partner:** Autonomous Province of Bozen-Bolzano

**More Information:** [lp.provinz.bz.it/](http://lp.provinz.bz.it/)

**Last update:** 23/03/2022

Sales of printed material are at a historic low, while information and publications disseminated by digital media are growing constantly and exponentially. At the same time, we are witnessing a phenomenon that goes against the tide: the development of an opposite culture centred on the printed medium. This culture is constituted by independent publishing companies and distinguished by the attention to the content by the authors and the construction of the product.

The crisis that has stricken the publishing world in recent years has led to a natural selection that has guaranteed the survival of publications that offer a high standard of information presented in various modes.

As a consequence, all professional figures who work together to produce a printed magazine must have a high-level professional profile, that enables

them to interpret the themes they address from the standpoint of their own discipline, giving the product a new editorial homogeneity, in which the boundaries between design and content are increasingly blurred, allowing the latter to follow the reader in any place and at any time of day, with the help of technologies that dematerialize it. A relationship is thus established between the physical and the digital, which is not in competition but on the contrary convergent.

The scenario described above is not to be taken as a catastrophe, what we are witnessing is the death of standard-format publications such as lifestyle magazines, for example. However, the productions that survive are those that stand outside the mainstream market and its logic of quantity, publications in which the quality of the printing and the tactile element are essential, and which respect the logic of a concept that guides the entire editorial project all the way to its physical realization. To publish means not only to inform but to propose and explain significant points of observation, to look at things from a particular angle, to convey a perspective view.

Perhaps, superseding its function of information, dissemination or discourse, the act of publication is acquiring its own expressive and narrative function, not only in the content as has always been the case but in the form and in the making.

Research, both technological and not, therefore plays a central role, providing the instruments and platforms needed to open new spaces for design, such as the integration and hybridization of printed and digital publishing, to generate what is known as augmented magazine: not distant islands but facets of a more wide-ranging project that embraces traditional, digital and augmented audiences, thanks to the production and/or redesign of the content on the basis of technology.

Every medium is a channel for new and distinct information, and contributes to the development of the story and the understanding of the narrated world. The user is thus stimulated to reconstruct the comprehensive meaning of a publication through the integration of various media.

Based on this short premise, this document describes and concludes the section of analysis and strategy development for the research project titled *Das Land*, dedicated to the revival of LP Magazine – an institutional editorial project by the Provincia Autonoma di Bolzano – which failed after several years of publication.



Following a methodology based on codesign the research team, in synergy with the stakeholders and scientific partners included in the process, outlined the primary critical issues that led to the failure. It then explored the possibilities offered by transmedia design, elaborating a design strategy that aims not only to revive the editorial project but to open it to new audiences, communicating the territory to its citizens.

The aim of the research project is to explore new forms of utilization and storytelling that can not only connect the digital world with the print world but also develop new relations with different audiences, stimulating their curiosity and their capability to use new/different platforms and media.

The final step of the project is to survey the fruition of stories, evaluating the target of the readers and with which medium they enjoyed them.



