

**Chronological history of the Emmat project
and of the novel
"VOGLIO SCRIVERE PER VANITY FAIR"**

2005

summer

I begin placing on loads of yellow post its some ideas and thought which I plan to use for the novel I always wanted to write.

I also start collecting articles, pictures, short stories and all that caught my eye and mind.

In the meantime I also start reading the best of chick li tnovels: Stefania Bertola, Carolina Invernizio, Sophie Kinsella, and others, while religiously watching all the S&TC episodes. And when I spend a few days at the Biennale di Venezia I can't help but fall in love with a work by the Guerilla Girls.

2006

fall

My first myspace page opens: www.myspace.com/mokaerica. It is a photos, artiche and interviews extravaganza of some of the stuff I had written for Lookout magazine and much much more.

Thanks to myspace I have met (virtually and personally) some great creatives such as Marta Grossi (grafic), Pino Pierantozzi (designer of PWR-Tolfa), Marcello Dino (photographer), Rossella Frigerio (lawyer, writer and globe trotter), Raffaella Lancia (editor freelance), Silvia Stella (illustrator), Alice Avallone (creative thinker).

2007

spring

1. I am in Milan to visit the Graffiti exhibit at Pac. Then I meet with Marta G. for a quick Mc Donald fix. I tell her about my idea of writing a book and then launch it on the web, through a myspace specifically dedicated to the novel's lead. There I would ideally plug all her adventures, pics and merchandise (pins, stickers, mirrors, key chains and lip balms) featuring her fetish objects: vintage heels, an old typewriter, International fashion magazines.

2. Marta G. loves my project and wants to jump on board. She then creates a logo, a cover and all the merchandise images for my project. And since the title of my novel is going to be "Voglio scrivere per Vanity Fair" ("I want to write for Vanity Fair") and my lead's name is Emma Travet, I decide to name it the Emmat Project.

june

1.I launch the Emmat myspace page: www.myspace.com/emmatvanity

2.I ask Psiche (a small shop in the University district of Torino) to realize the Emmat merchandise

3. I place the merchandise's pics on myspace

4. I write the first two chapters of the novel (Raffaella, my precious adviser, will be the only on to read them) and publish them on myspace as the guys from *Generazione mille euro* (Antonio Incorvaia & Alessandro Rimassa) did.

5. I organize a presentation showcase with my friend Marcello (photographer) in the Quadrilatero and Murazzi districts of Torino using some glamour pics that Marcello took with models wearing Emmat pins.

september

1. I open the Emmat blog on style.it (the italian website for Vogue, Vanity Fair & Glamour): emmatvanity.style.it

2. Boosted by the great success that the first 2 chapters of the novel had on myspace, I write the following ones in just 17 days, with Raffaella advising and helping me with the editing.

october

I start sending the novel to a list of publishing houses and agents, all found on the web.

october 2007-october 2008

1. My novel has been sent to a total of 33 publishing houses (the last one to receive it, Memori, will also be the one that will publish my book)

2. I keep the blog and myspace page always updated with photos, posts, small extracts from the book, articles and such.

2008

march

1. In Milan I meet with the italian fantasy author Roberta Rizzo (Moony Witcher) who gives me plenty of good tips on how to reach out for agents and publishers. 2. Thanks to myspace I get to meet lots of american chick lit writers. They will give me useful info on the US editorial system such as finding a good agent on www.agentquery.com. But before doing so, I decide to ask my friend Rossella F. to translate the whole novel in American- English.

3. I begin receiving some refusal letters (and calls) from a series of publishing houses

4. The first Emmat Project related articles appear on the web

may

The italian website www.mymarketing.net features me in [an interview](#). After a few days I receive the email of Nicoletta Fabrizio (editor), who loved my project so much that she wanted to be my editor.

june

1. Interview on RADIO NUMBER ONE (Milan) with Monica Stefinlongo. On that same day I decide to pop into the Vanity Fair HQ to leave the Emmat merchandise to the director's secretary. I made it (there are pics on myspace that prove it)!

2. A bunch of articles on Emmat appear in a series of fashion blogs

3. I send the American- English copy of my novel to a series of agents found on www.agentquery.com. I get 10 replies and some of them are positive. But they need the novel to be published in Italy first.

4. I decide to send pins and stickers to a list of italian fashion journalits, hoping they will write something about Emmat. I get lots of promises, but very little action. In the meantime I keep on working as a press office for the Emmat project.

october

1. I send the novel to an editor named Massimo Ghinolfi from Memori (a publishing house in Roma), after having found their website www.memori.it and their curious call for papers: "We are looking for men and women of all ages who have a story to tell. Send us your information and 10.000 words. Nothing will be deleted. Everybody will get an answer. Some will also get to know us in person"

2. Following the advice of Antonio from *Generazione mille euro*, ("...a gal like you who's all about self marketing and flirting with the press, can't NOT be on face book"), I decide to open a Emma Travet profile on facebook too. Firstly it wasn't really working and most of my feedback was actually coming from myspace and from the blog (where I also got some answers from the VF director himself, Mr Luca Dini)

2009

january

- 1.Thanks to Moony Witcher (Roberta Rizzo) I manage to meet, virtually and in the real world, some journalists who will give me advices and suggestions on the Emmat project and on the novel itself
2. Ghinolfi is on FB too and sends me the following post: your work is still on my desk. The door is still open...
3. Oggi7 (weekly issue of the Italian-American newspaper Americaoggi)features an interview in which I talk about the Emmat project and novel.

march

I seriously consider taking an agent since the situation seems pretty struck

may

- 1.Quartarete, a local tv channel, features me in an interview during the show "Gentecheparla" with Cristiano Tassinari
2. At the International Book Fair in Torino, I meet with Darwin Pastorin (journalist and CEO of Quartarete)
- 3.On may 12th I receive the following e-mail, from Memori:

"Dear Erica,

If you still are interest we have finally decided to publish your book around november/december.

Let me know what you think about it so that I can brief you on all the aspects (timing, paperwork, legal and economic issues).

Looking forward to hear from you,

Sincerely, Massimo Ghinolfi"

june

I sign my publishing contract with Memori

july

I manage to find a few sponsors who are willing to financially support my Emmat project and I thus decide to officialise and secure the Emmat brand at the Camera di Commercio of Torino. My sponsors are: LOOKOUT group- Bar Tiffany - Cioccolato Puro-Chiale Centrocasa Expert- PWR borse di Tolfa-Due Mosche Bianche (Albissola Marina)-Le 18:00-Albergian-Guido Bosio catering

september-october

I totally rewrite the novel, following the advices and tips of Nicoletta Fabrizio, editor

september

During Milan FV I manage to sneak at the Blumarine show with my photographer friend Linda. I spot Luca Dini and go talk with him at the end of the show. I ask Mr Dini if I could get an appointment and he tells

me that yes, it is possible. I would just have to ask his secretary. Pretty easy, uh?

october

I call Dini's secretary who kindly schedules me a meeting around the 20th.

I thus pack a strawberry and rubarbe (??) jelly (the director's favorite) plus my grandma's recipe and a copy of my novel (not the official one) and go meet with Mr Dini.

I also start working with **Massimo Milanese**, a professional photographer, who realizes the first three shooting for the Emmat project, using three models and three different locations: New York, Pinerolo, Torino.

Massimo Milanese also realizes two fashion photo shootings featuring my real self (available on www.emmatravet.it) and a series of photo reportages following the various book presentations.

end of november

1. I finally hold a copy of my book in my hands. It smells like freshly printed paper.

2. I open my website www.emmatravet.it planned and mastered by Marco Riccardi, web designer.

The book presentation madness begins. I organized almost all of them, except from the one in Rome, for which the editor was in charge. And also get to have a press office and agent (Isabella Borghese).

november

November 27th - Emmat Opening Party -h 17.30 Bar Tiffany via Virginio, 29 - PINEROLO (TO)

december

1. dec 3rd - h 17.30 Caffè Regio via Po, 3 - TORINO. Book presentation with Darwin Pastorin e Cristiano Tassinari (with whom I had just done an intw for Quartarete)

2. dec 4th - h 17.30 Libreria Claudiana Piazza Libertà - TORRE PELLICE (TO). Book presentation by Maria Paola Gillio (journalist and radio speaker)

3. dec 5-8 th - my book is presented at the Memori stand during the Fiera del Libro di Roma, selling 50 copies in very few days.

2010

january

1. jan 4th - h 17.30 - Bazar in Pragelato. Presentation by Nicoletta Fabrizio (editor)

2. jan 22nd - h 19.00 - Libreria Altroquando in Roma. Book presentation by Giovanna Nuvoletti (writer and journalist) and Cinzia Leone (from Il Riformista). Intw on Radio Kiss Kiss with Max Poli.

3. february 2010

Unexpected meeting (in a bar) with italian director Gabriele Muccino and all the *Baciarmi ancora* artistic cast. Of course I gave him a copy of the novel. And Massimo Milanese took a few pictures of me and Mr Muccino.

march

1. march 18th - h 18.00 LE 18:00 via San Vito, fronte 24 (colonne of San Lorenzo) - MILANO. Presentation by: Valentina Crepax (journalist and writer) e Daniela Fedi (journalist and fashion expert).

april

1.april 24-26th - I am among the guests of the Festival Internazionale di Giornalismo in Perugia. My subject of debate is "Giovani, giornalismo e precariato" (young people, journalism and flexibility).

I meet with some italian journalists (Maria Latella, Vittorio Zucconi, Giuseppe Cruciani) to whom I give a copy of my book

2. april 29th - I participate to Webinair (an on line seminary) organized by Oscar Platone. Here is what they say about my project "When novel reborns through the web -the Travet case. Erica Vagliengo tells us the story of the successful, ironic and low budget personal branding behind her Emmat project and Emma Travet character"

may

1.may 13th - h 17.00 - Salone Internazionale del Libro di Torino. Presentation by: Alessandra Comazzi (tv correspondent for La Stampa), Simonetta Rho (tg3 regionale), Darwin Pastorin e Pierangelo Sapegno (journalist at La Stampa)

2.may 15th -1. Photo shooting and intw for a Panini publication dedicated to 18 young and talentuos italians. I have been chosen for the "Communication" category; 2. Special guest of a SWAP party held in Pinerolo.

3.may 21st- h 21.00 - Salone dei Cavalieri in Pinerolo. Presentation by Anna Berra (writer) e Nicoletta Fabrizio (editor).

june

1.june 19th - h4.00-6.00 pm Opening party in NEWBURGH (NY)

Thanks to a friend I found this lovely cafeteria in Newburgh called "Caffè Macchiato". The owner is an Italian lady, former journalist and married with a photographer from Haiti, who loved my project and offered me an opening party (www.caffemacchiatonewburgh.com)

Thanks to facebook, I met Tiziana Resta, from Smeraldas (www.smeraldas.com) a travel agency, who hosted me in her Long Island house.

2.During my stay in NY I manage to meet a few italian journalists: Maurizio Molinari (La Stampa), Gerardo Greco (Rai2), Franco Schipani (Rai Corporation) and Riccardo Viale (director of the Istituto Italiano di Cultura in NY).

october

1.october 1st: participation at the Meeting of Italy's young industrials in Torino

2.october 7th - h 6 pm: book presentation at FNAC in Torino (with Alessandra Comazzi from La Stampa and Simonetta Rho from Rai)

UPCOMING EVENTS

- november 5th- h 9.00 pm: presentation in Airasca (TO) with Alessandra Montrucchio, writer and journalist, and Bunna, lead singer of the Africa Unite.
- november 18th h 6 pm: fashion break organized by Giuseppina Sansone (personal shopper from Torino) to celebrate the one year birthday from the publishing of "Voglio scrivere per Vanity Fair"
- november 27th: meeting with 18 young italian talents in Modena interviewed by Francesca Parravicini, for a Panini publication. I have been chosen for the "Communication" cathegory.

WORKS IN PROGRESS

- I am working on the sequel of "Voglio scrivere per Vanity Fair"
- Publishing of the American English version of the novel (translation by Rossella Frigerio) on AMAZON.COM
- Fashion photo shooting with Gavin Spencer, photographer
- Restyling of the Emma Travet website www.emmatravet.it

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TRANSLATION BY FRANCESCA MASOERO