

EMMA TRAVET

“I WANT TO WRITE FOR VANITY FAIR”

precarious, yes, but with style

From the web to bookshelves across the world:

a novel on the web 2.0 phenomenon

...soon in New York city

How does one survive during times of crisis, all without demoralising oneself and without giving up on those little things in life which turn the ordinary into the extraordinary? In comes Emma T., where T. stands for Travet, a rather common surname and which has nothing to do with Emma Thompson.

She is 26-years old and she lives in Italy in a small town near Turin which has been hit by the automobile crisis and where one of Europe's first gay bars was opened. By day she works as a journalist who is overworked by her boss, Mr Vintage (so called not because he is cool, but because his outmoded clothes smell of mothballs, just like his thoughts). Waking up each morning (Saturdays included) is not exactly a dream come true. It would be infinitely better to write for *Vanity Fair*, to which she has been sending her CV each week for the past 2 years. Sooner or later, she's sure someone is going to reply, even if only from mere exhaustion.

In the meantime, she continues to write for *The Voice of Monviso* and for a magazine read by the young adults of the area, *NEW MAG*. To make ends meet, she sometimes works as a copy writer (dressed a-l-w-a-y-s in black) or takes artistic-glamorous photographs of her grandmother, Olga Dionigia (her favourite model), whom she features in shoots styled by her good friend Wolfgango, and which she then sells to an English magazine who loves these contemporary snapshots.

A dreamer who is a careful spender, she affronts her everyday life with a healthy dose of irony and inventiveness, balancing her time between her husband, family, friends both new and old and her ultra-flexible job. And whilst she bakes articles on local fairs and conducts interviews with obscure personalities, she dreams of writing for *Vanity Fair*. Will our heroine manage to step into the *Vanity's* editor-in-chief's office?

This is the story of just one of the many ordinary young damsels out there whom, in between one adventure and the next, chases her dreams armed with plenty of determination and incurable optimism. Her style is fresh and dynamic, almost diary-like, and features snapshots and situations drawn from her everyday and which are described through the eyes of someone who defines herself as 'precarious, yes, but with style.'

next PRESENTATION:

saturday, june 19

h 4.00 pm-6.00 pm

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Reception and signing book by author will follow

and exhibith "Torino Pics" by Massimo Milanese

(www.maxmila.it)

P.S. emmat pins and stickers for free for everybody

THE AUTHOR

Erica Vagliengo (Pinerolo, 1977). Freelance journalist, editor-in-chief of the free monthly publication, *Lookout Magazine*. She adores leaving her mark on the internet, Zurich cake, collecting handbags (especially those from flea markets), contemporary art, and *macchiato* (only of the Italian kind). As a kid she used to feel like a mix between Mary Poppins and Virginia Woolf. Now that she's grown up, she has penned the novel 'I Want to Write for Vanity Fair' using the pen name of Emma Travet, and she dreams of soon buying herself a turquoise Motorcycle by Balenciaga tote.

She has launched her EmmaT Project via the web: it is an innovative example of self marketing which is related to the novel and which has as its protagonist her alter ego, supported by a host of exhibits, diverse events and interviews on national radio and tv. Not forgetting the original graphic design project and merchandise inspired by her adventures: an entire collection of pins, handbag mirrors, lipgloss, and keychains all sold directly online. Her EmmaT stickers have been photographed by her fans from all four corners of the globe, and these pictures form part of the album, *Emmat Around the World*, which is regularly updated on Facebook. The adventures of *Madamin Travet* and of her creator continue on the blog emmatvanity.style.it, which has become a highly popular phenomenon (further details are available at www.emmatravet.it).

Press review:

<http://www.chictoday.com/2008/02/18/a-chick-with-style/>

<http://www.artapartofculture.org/2010/01/06/scrivere-per-vanity-fair-il-sogno-delle-giornaliste-precarie-diventa-un-libro-di-clarissa-pace/>

<http://www.booksblog.it/post/5617/voglio-scrivere-per-vanity-fair-di-emma-travet>

<http://styleandfashion.blogosfere.it/2009/12/3.html>

<http://www.ibs.it/code/9788889475560/travet-emma/voglio-scrivere-per.html> (TO ORDER THE BOOK)

e-mail emmat_vanity@hotmail.com

face book: emma travet

www.myspace.com/emmatvanity

www.emmatravet.it

For further details and photographic material:

Isabella Borghese (PRESS)

e-mail: ufficiostampa.i@libero.it

mobile 347.8278394

For all media enquiries with the publisher:

Massimo Ghinolfi

e-mail redazione@memori.it

tel. +39 06/57301267

www.memori.it

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