

Reach the Gioconda

And find the hidden message



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Art candy concept or book toy

It is a book that conforms a beautiful object itself.

It plays with the transparency of the paper and involves the reader with every page flip.



Content

The illustrations represent the most famous gallery of the Louvre Museum.

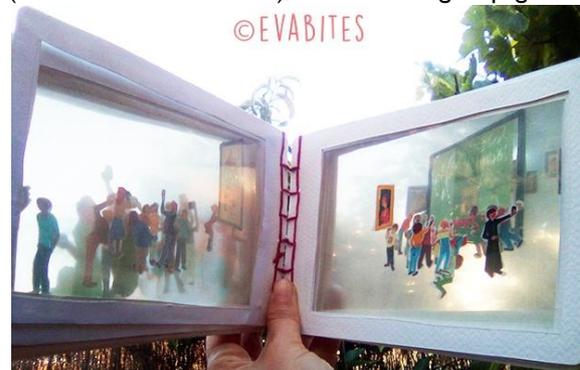
At the beginning you can barely see the small masterpiece of Leonardo da Vinci, as it is hidden in between the cameras, smart phones and selfie's sticks.



The reader will have to move slowly among the tourists, page by page to reach the famous picture.

The book is designed so that the eye goes through each page, delights within the illustration's details and the small stories that each character offers. It also hides a secret reward.

The most fussy reader will find a famous quotation (from Gioconda's author), hidden among its pages.



You can see more images, videos and animations of the project here:

<http://www.evabites.com/louvre.html>

Purpose of the book



I wanted to point out, (with some sense of humor) the irony of some contemporary realities . I try to raise awareness of the importance of not remaining on the surface, (the banal selfie and the touristic photo) I suggest the reader to stop, and then admire the artworks. All this inside a beautiful, tangible, and original object.



Adaptation to different themes

Same concept applied to ecosystems, for example, could be used to create and disseminate **environmental awareness** .

In this case, the reader walks into a forest or dive



deep into a beautiful coral reef.

Remakes and localization

Due to the particular properties of the project, it would be very easy to adapt the concept to different localizations. As for example the lounge where Picasso's Guernica hangs in Reina Sofia Museum of Madrid. Same Idea will apply to every relevant museum like MOMA , Uffizi, Hermitage... etc.

Promotion and merchandising

It's quite easy to create a pattern (rapport) using the elements of the main illustration. This pattern can be applied to different illustrated objects that can be used to help the promotion of the book, or the books serie. These are some samples



The reader will immerse himself in the environment through the pages, admiring the beauty of nature, with or without text, but again with a great message: The love for natural spaces.

