



love

the app

Charming, poignant, delightful... An overwhelming interactive story that will touch your heart.



Love, the app launching Valentine's Day

www.lovestorytheapp.com

Based on the original illustrated book Love, by Gian Berto Vanni, first published in 1964.

Love, the illustrated classic, returns for Valentine's Day as a modern interactive storybook



**ONE MINUTE
VIDEO TRAILER**

Click here and fall in love
with *Love, the App* !!

Love, the app is a modern interpretation of one of the **most beautiful and creative illustrated books of all time**. Set to an original soundtrack, the classic love story is now full of interactive elements and animation, promising to entice “readers of all ages.”



The interactive app will be **available for download** from the App Store at a special **launch price of \$2.99**, just in time for **Valentine's Day**.



The story shares a **universal message**: that all humans have the ability to **love and be loved**, regardless of our differences.



Love, the app, was produced **in collaboration** with the book's original author, 86-year-old Italian artist **Gian Berto Vanni**.



First published in France and the US in 1964, LOVE has been sold in **more than 10 countries on three continents**, and reviewed by prestigious newspapers including the New York Times (“...*an off-beat work*”) and Le Figaro Litteraire (“...*a colored graphic poem*”).



ONCE UPON A TIME . . .

A story about Love

Love, the app is the story of an orphan girl who is different than her peers. Lonely and a bit unusual, the world suggests to her that she is not worthy of love. *"She can stare at people with her big eyes. She often does things that aren't very nice."* And people aren't very nice to her, either.

The modern adaptation of LOVE explores some of mankind's most profound themes: **tolerance, understanding, loneliness** and the possibility of loving one another in spite of our differences.

LOVE's message has captivated readers of all generations for 50 years. It's a story that invites us to embrace the real **essence of love** and our underlying ability as human beings to love each person just as they are.

Author and artist Gian Berto Vanni explains:

"It is just a story about love, understanding and tolerating, not to withdraw from the different. Because the different is us, we're all different and we're all the same. This is love."

Reactions to Love

"I was touched almost to tears while browsing in my local bookstore. Reminds us that not so lovely people are lovable and worthy".

"For me it's 'break your heart open' kind of poetry and made me weep when I first read it. It broke my heart and filled it up all at the same time!"

"A very profound story about a little orphan girl and her drab and loveless existence."

Source: Amazon.com



SHE WASN'T A PRETTY GIRL



AND

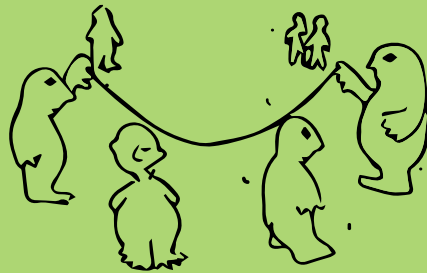
PEOPLE

NEVER

TOLD

HER :

" ISN'T SHE DARLING !!! "



The origins of Love, the app



The genesis of *Love, the app* is itself a magical and endearing story.

When Argentine art enthusiast Pablo Curti first came across LOVE five years ago, he fell in love. *“It was one of those books that you can look at a million times, always discovering some new detail,”* he says. *“It is a simple but touching story.”*

So almost two years ago, when Curti founded NIÑO, a boutique publishing house focused on *“Storytelling for small and big kids,”* he decided he’d like the studio’s first project to be an app version of the book LOVE. After a lengthy email search, Curti reached Gian Berto Vanni, the author of LOVE. They immediately clicked, and Vanni’s kindness and generosity gave life to the idea. What followed was a year of collaboration between Argentina and the United States.



NIÑO's creative team was challenged by such an original masterpiece.

They studied the book, scattering its pages on a big table.

Each week, they spent hours upon hours exchanging ideas about the project. Eventually they came up with some strong initial decisions that set the project in motion.

NIÑO worked hard to **create a fitting original score** for the story, which was absent in the original creation. They also respected the book's sense of material depth, playing with its paper-cuts, slots and peepholes to create simple and subtle stop-motion animations.



To get a promo code for a free download of the APP, or to schedule interviews with artist Gian Berto Vanni or Pablo Curti, Director of NIÑO (in English or Español), please contact:

**Lucila Oberst,
Angeles Blasco,
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The story behind



VIDEO INTERVIEW

Love, the app, in the words of Gian Berto Vanni, the creator of LOVE the book, now a magical storybook app for readers of all ages.

The original book

Italian artist Gian Berto Vanni first published **LOVE in France in 1964**. Its original 5,000 copies sold out almost immediately and the book has since been published on three continents, in countries including Japan, Portugal, Germany, England and Brazil.

In its day, LOVE was a book with a unique concept and the author was considered one of the first illustrators to experiment with animated storytelling.

Author and artist Gian Berto Vanni explains:
"It is just a story about love, understanding and tolerating, not to withdraw from the different. Because the different is us, we're all different and we're all the same. This is love."

Through simple sketches, vibrant colored pages and paper-cuts, strip-ins and peepholes, Vanni created an illustrated masterpiece that takes readers on an **unforgettable emotional journey**.

According to the author

"I became interested in studying color relations in time and I had the intention to create an 'abstract' book consisting of pages of different colors and textures, with holes that would provide a preview to the observer of what would be next, he himself providing the rhythm of passage by turning the pages slowly or quickly, which would be like an animation."

"...an off-beat work"

The New York Times

Lewis Nichols

"...a colored graphic poem"

Le Figaro Littéraire

André Bay



HER ONLY FRIENDS WERE
THE WARM SUNNY DAYS

The author



Enchanting, contradictory, abstract, whimsical, captivating, powerful – such is the art of **Gian Berto Vanni**, born in Rome in 1927.

Vanni began painting at a young age, and went on to study with great maestros in Rome, Paris, Amsterdam and Connecticut. He was also the recipient of a **Fulbright grant**, which took him to Yale University in 1952.

Always in search of creativity and full of energy, Vanni's work is known for its contradictory styles, abstract forms and vibrating colors, and his works have been displayed in galleries in New York, Paris, Rome and Tokyo, among other cities.

However, it is **LOVE**, Vanni's illustrated masterpiece, which has enchanted audiences for 50 years. This timeless classic has delighted and moved readers of all ages since it was originally published in 1964.

Now 86, Vanni, who collaborated on the production of *Love, the app*, remains as creative as ever. He lives between Greece and New York, and hosts an annual open studio in SoHo with his prolific work.

<http://www.gvanni.com>

The developer



Storytelling for small & big kids

Childhood is a defining stage for everyone, though we become more distant from it as we grow up.

Although our childhood years may be increasingly difficult to remember, this formative life stage and primary emotional structure accompanies us throughout our lives.

Stories allow us to travel back to our original identity. A good story can have a restorative, therapeutic effect, similar to a scent or a recipe. In Ratatouille, Disney's animated film, we see the unrelenting food critic Anton Ego travel back to his lost childhood upon smelling ratatouille.

At NIÑO, we believe that a good story can truly transform a person. That is why we create stories that enrapture and overwhelm both small and big kids.

