

To whom it may concern

Re: support for the “European Researchers' Night” communication campaign

We would like to kindly thank you for involving us in the organization of the event “romescience&comics” as part of the larger initiatives planned for the **European Researchers' Night**, that will take place on Friday 26th of September 2014 and Friday 25th of September 2015. The aim of both evenings will be to introduce the role of researchers to the wide audience, helping them appreciate the appeal and the benefits that research brings to society.

Our web magazine *Pensieri di Cartapesta* (www.pensieridicartapesta.it) focuses on **promoting and raising interest towards contemporary art and culture** in Rome. Our team consists of approximately 45 editors and photographers, among which various college students, experts, and artists, who collaborate with the webzine to attract readers to the contemporary cultural and artistic reality. We are aiming at a cultural shaping of the person, both writer and reader.

Our **social media** currently have an **average of 5000 contacts** and our **website visits** are around **200 per day/ 5400 per month** (Male: 54,15% - Female: 45,85%) (From Italy: 88,55% - France: 2,23 - Germany: 1,22 - United Kingdom: 0,71 - Spain: 0,50 - Switzerland: 0,48 - Netherlands: 0,16 - Romania: 0,15 - Russia: 0,14 - Belgium: 0,14 - Slovenia: 0,09): these could be important means of amplifying the communication campaign. We are planning to use our social media tools in order to share images and news, from the beginning of September 2014 through to the end of September 2015.

At that time we will have created *Nucleo*, a new editorial project, with the collaboration of other webzines and many contemporary artists and intellectuals. Our website (www.nucleoartzine.com), still under construction, will consist of two complementary projects: *Nucleo Artzine*, a multi-week news journal, which will also be promoted on various social networks, and *Nucleo Trimestrale*, a

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quarterly magazine to explore important topics, selected by a scientific committee, with contributions in peer review.

In conclusion, all the detailed modalities of our collaboration will be defined further on, together with the final written agreement.

Kindest Regards

Ludovica Marinucci