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Lo Slancio. Etica e Design delle Esperienze di Storytelling. (Italian Edition)

Damiano Fina

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Raccontare storie è un'affezione universale della nostra natura, si sviluppa spontaneamente nell'infanzia e ci accompagna nel corso di tutta la vita. L'immaginazione è uno slancio della natura umana verso mondi oltre la nostra esperienza quotidiana. La parola storytelling è frequentemente utilizzata anche in ambito economico per identificare un particolare settore del marketing attento non solo all'utilizzo delle narrazioni, ma anche alle dinamiche che lo rendono uno strumento particolarmente efficace per la costruzione strategica di esperienze di consumo. Il saggio rileva come le storie possano ora contribuire a un crogiolarsi in pratiche e comportamenti reiterati, ora mettere in discussione gli equilibri del mondo così com'è e della quotidianità, alterando ciò che si dava per scontato. Gli studi di John Dewey, Wolfgang Iser, Denis Dutton, Brian Boyd sono stati applicati al transmedia storytelling, in particolare nell'analisi della serie Tv Supernatural, e all'organizzazione delle mostre d'arte temporanee.

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