

PRESS *kit*

#IAMINTROVERT



LV100

#IAMINTROVERT CAMPAIGN

#iamintrovert is an international publicity campaign carried by the Latvian Literature platform, carried out in preparation for the London Book Fair 2018.

We decided to stop pretending what we are not. To be proud of what we are. We're better at writing than doing small-talk.

THE LEGEND

WE ARE PROUD TO BE INTROVERTS

The world is the perfect place for extroverts. For the kind of people that know how to start a relaxed conversation with a stranger, perform in front of an audience, say something flattering about themselves, or hug someone for no reason at all. But we are different. Latvians can feel deeply confused when kissed on both cheeks. Or when suddenly talked to on public transport. Should someone compliment a Latvian, he will turn



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red-white- red.

Latvia is one of the world's most introverted nations. And so are our writers, of course. And we are proud of it. We allow our books speak for us, since literature is the perfect world for introverts.

WHAT WE DID?

INTROVERT WARDOBE

We set up an introverted wardrobe at our stand for the London Book Fair 2017, giving visitors the chance to make an anti-selfie with the Baltic Sea on the background and a quote by Latvian authors on their back. In 2018, visitors will be presented with the chance to complete an interactive test, What Kind of Introvert Are You and take photos on a choice Latvian landscape, of course, wearing quotes by Latvian authors again.

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COMIC SERIES

In cooperation with artist **Reinis Pētersons**, we created a comic series about the introverted writers I. and I., which inevitably grew into a love story. Almost thirty stories have been collected and printed under the title, Life of I.

THE LIFE OF I. - AN INTROVERTED LATVIAN WRITER CONFIDENCE



THE LIFE OF I. - AN INTROVERTED LATVIAN WRITER - COLLEAGUE -



THE LIFE OF I. - AN INTROVERTED LATVIAN WRITER COMPLIMENT



BEER

In cooperation with **Krišjānis Zelģis**, a poet and the chief brewer at the Malduguns brewery, an introverted beer with six different labels was created, with potato as the secret ingredient.



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T-SHIRTS

#iamintrovert t-shirts were made together actress and artist **Madara Botmane**, featuring ten different quotes from Latvian authors. The quotes can be changed using the fly. The exact same quotes will be displayed for visitors of the London Book 2018 Fair on the backs of coats at the introverted wardrobe.



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RESTAURANTS

We started the restaurant promo campaign, Introverted Lunch, within the scope of which people were invited to taste food from recipes written by Latvian authors. After tasting the food and drink, the visitors will obtain a card with a recipe and an illustration, created for the campaign by one of Latvia's excelling artists.



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SPOTIFY

We asked authors to submit playlists with their favourite songs that we have collected on the Latvian Literature channel on Spotify.

PINS, RAIN COATS, PENS ETC.

We also made pins, rain coats, beer mats, pens and other types of giveaway goods with the #iamintrovert campaign emblems, and visitors of the London Book Fair 2018 will be able to get their hands on these by taking a photo and partaking in a lottery at our stand.



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