

## What if your trip could be a game?

**WHAIWHAI guidebooks will change the way you travel**  
**Whit stories that help you uncover the secrets of the cities**

Whaiwhai is a Maori word that means “to search for”. It seemed like the right term to define the game we have created based on the world of tourism. It is a new way of visiting cities and their places of interest, a fun way that puts the tourist at the centre of his journey, letting him play an active role in discovering the sights.

As the tourist seeks to uncover a secret, in the vein of a treasure hunt, he is guided into a space steeped in original stories about the place he is getting to know. Within a flexible mixture of diversion and culture, the players (whether young, sophisticated, in groups, families or school) take in the most exciting aspects of the place they have chosen to visit. In order to adapt to different kinds of players, the WHAIWHAI experience traverses different media. The guide has interactive features via SMS. The tourist becomes a player and his trip becomes an thrilling adventure. The experience can start at any time, alone or in a group, in the city or even from the comfort of own home with new “sofa mode”.



### How to play with WHAIWHAI

To use the WHAIWHAI guide, you need to be ready for an absorbing experience in great places. The stories inside them are jumbled; you'll be able to read them one at a time by using the codes you get when you solve the enigmas at each stage.

1. Start playing by sending a text message
2. Unscramble the pages in this guide
3. read the first story and go to the place described
4. solve the enigma and continue your adventure

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## WHAIWHAI series

Venice, Rome, Florence, Verona and Milan.

At the moment WHAIWHAI's guide concern to these five beautiful italian cities.

Each publication builds around the city a fictional 'frame' which develops some tales regarding specific places. The 'frame' is useful to identify which secret, in the city, needs to be revealed, meanwhile the single tales are the stages of the search.

WHAIWHAI's model is ready to spread elsewhere: each city or point of interest can hide a secret and tell a story. We are now working on New York and other cities.



## WHAIWHAI stories

### VENICE - THE RUYI

Sixty stories about sixty different places in Venice. From the myth of the sad fairy to the legend of the column that disappeared, from the lone cannon that stopped an entire armada to the mermaid who married a fisherman.

*As the 13<sup>th</sup> century drew to a close, Marco Polo returned from China with the Ruyi, a legendary scepter he stole from Emperor Kublai Khan. After his death, the magical sword lay hidden with the traveler in his tomb in Venice. Today, both the tomb and the scepter have vanished. Carlo Dolfin, an old Venetian professor, has found some papers in his personal archive that could be of vital importance to locate the Ruyi. But he needs your help to find it, before it falls into the wrong hands.*

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### **ROME - THE RUYI**

Sixty stories about sixty places in Rome. Having long been the center stage of world history, Rome has countless stories to tell about emperors, popes, artists, talking statues, magicians and much more. As you learn about the affairs of the noble Borgia family and about the misadventures of Virgil the Magician, as you pass by the Colosseum, the popular Trastevere quarter and many other places, you'll discover Rome's fantastic secrets.

*The Ruyi, the magic scepter Marco Polo stole from Kublai Khan at the end of the 13<sup>th</sup> century, has been purloined from Venice and brought to Rome. An ancient sect known as the Invincibles has been pursuing it, but the old Venetian professor Carlo Dolfn is only a step away from solving a mystery that links the Eternal City to the Marine Republic.*

### **FLORENCE - 2054**

Forty-five stories about forty-five places in Florence. Learn about the unique, fascinating mysteries of the city that gave birth to the Italian language, inspired Dante's cantos and the grand works of Leonardo da Vinci and Brunelleschi.

*October 27th, 1954: Twenty unidentified flying objects soar through the skies of the capital of the Renaissance and hover above the city's famous monuments for a good fifteen minutes. While everyone stands with their necks bent backwards and stares, no one realizes what's actually happening. The aliens are looking for something that fell to the Earth centuries ago. What secret could Florence be hiding?*

### **VERONA - AMOR**

Thirty-five stories about thirty-five places in the city of lovers: from behind the scenes of the tragic love story of Romeo and Juliet to a tale about Alboino and Rosamunda, from the story of the villain Bertoldo to the intriguing secrets surrounding the city's Roman theatres.

*Eros, the god of love, was banished from Olympus and chose Verona as his new homeland. When he was exiled, he took two magic instruments with him: his famed bow and arrows*

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# WHAIWHAI

play the storyline through the city

*that can shoot out sparks of love. Could this be why the most renowned tragic love story took place here? Why does the Capulet family's last descendant need your help?*

## **MILAN - THE DIAMOND**

Searching for a stolen diamond in some of the most haunting corners of Milan: from the Dark Lady on the spires of the Duomo, to the Devil's Horns at Saint Ambrose's, from the nocturnal spectres of the Sforza Castle to the murders of Stretta Bagnera.

*When Ludovico il Moro descends into battle against the French with a war chest funded by pawning the family jewels, the fabulous Lupo diamond is just one of the precious objects that end up in the hands of moneylender Giovanni Beolco. Today, after many ups and downs, the diamond has been stolen by a cunning thief. The Milanese police is on his tail and needs your help.*

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