

VareseNews

Here we are

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Since the last time 6 years have gone by. It was a different era for the Internet. Just bear in mind that **smartphones** had appeared on the market only few months before.

Varesenews changes and this time it is not just a graphic restyle. **It is a change of pace**, but we still keep in mind our history. The core of our work remains the **community** and it occupies an important spot in the newspaper. It is an accurate choice that has always distinguishes ourselves. Now it acquires a much higher value because in 2009 it was a very different situation. Back then, **social networks** were only at a few people's disposal and 98% of the readers needed a computer to browse Varesenews.

Nowadays we live immersed in the **era of sharing and of social medias**, and especially thanks to mobile devices we are always connects. Our work belongs to this new communication ecosystem.

In the meantime, with computers, smartphones, tablets and apps, we reached **120,000 clicks per day**. The community present on social networks is majestic and characterises more and more the communication world.

Therefore, **Varesenews had to change**. We realised that our project is more and more similar to a **continuous start-up**. The sizes are expanding constantly, but it is not likely to get stuck in a rut. This is not thanks to the news, that are different each day, but it is due to a whole system that requires **constant flexibility and desire to change**.

One of our power plants is exactly this way of interpreting work. It is not always simple and we don't always get the results that should be obtained, but after all Varesenews is like a **sentimental relationship**, to build and live their own project it is essential to be two people.

In this case, **us, the writers and together with you, the readers**. Our concept is that this relationship works not for them to be interchangeable and also not even to get to a merge. The relationship grows and improves the enhancement of both of the subjects. This way, the readers became more protagonists of the newspaper with a professional guide that takes charge of its choices. **Together we create the story of our new lives**. Us, the writers, and you, who walk with us the path of this extraordinary project.

The main idea of the new Varesenews is still the **community**. Paying attention to the stories. We are made of stories and our stories form and shape the world. Not only those written by other people. Writing our stories is our right and duty, so that our life, the life of each one of us, can finally find a place. Different threads, styles, and strings so that they are not told and curbed, or represented, in the same canvas.

To write, to tell means finding the art to live with the other, in the exchange, in the reflection with the other. Writing, as **Zygmunt Bauman affirms**, "invites me and invites to disclose the possibility to escape the isolation of existence, invites me to be –which, unlike the mere existence- is inconceivable without the condivision."

We will make you the protagonists of this choice. Together we can try to improve and to make more welcoming and serene your everyday life. We could never omit the painful, annoying, bad news. They are part of our life. **But together we can support the positivity** and most of **all the dreams**.

Six years ago we closed the news comparing work to performance. It has not changed. We are the musicians on stage, but a good show is a mix of many elements. First of all the participants to the concert because they sing, dance, scream, applauds, be moved, ask, share, film moments and create a unique atmosphere full of energy. All this is possible thanks to **the work of several people** who spend their competence so that everything goes in the best way.

In the new Varesenews there are: **Matteo** and his patient team of **Edinet** which from Liguria and Veneto have built with an amazing patience day after day the new platform; **Paolo**, our fantastic travel companion since 2001 -the newspaper would not exist without him- who continued to project and walk with us from Dresden; **Luca** who with his **Ngi/Eolo** follow us in the most delicate part that is the technologic infrastructure; **Dario**, who, from offstage, allows the machines to do their job; **Gabriele** and his **4W**, partner of most part of the business sector. And, finally, **all our partners** who, after fifteen years of Varese web and almost eighteen of Varesenews, still believe in a project which seemed something for weird visionaries and that today reveals all its importance for our territory and more.

Have a nice journey and thanks for being there.

di Marco Giovannelli Translated by Musotto & Maifredi (Reviewed by Prof. Robert Clarke)