

## The Instagram profile that works up an appetite for books

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**A book for breakfast.** Without forgetting dessert and coffee. **The photographs of Petunia Ollister are winning over Instagrammers.** They come early in the morning, they are beautiful, colourful, and demonstrate attention to detail. The **“bookbreakfast” project began by chance in January 2015**, and today has become a regular appointment for a lot of people.

“If I let too many days pass between one photo and the next, the complaints come in.” Behind the pseudonym of Petunia Ollister, there is **Stefania Soma**, who was born in **Besozzo**, but who lives in **Legnano**, who speaks with enthusiasm about this adventure. “One morning, I picked up a newspaper; the colour on the cover was the same as my tablecloth, and I photographed it. That’s how it all started.”

The result is a virtual bookcase, from which **you can “fish out” reading matter of all genres.** Detective stories, comedies, fairytales, fantasy, recipes, comic books. “This is what’s so nice: it’s become an easy and friendly way to talk about books. Many people choose their books from my photos, or ask me for advice.”

**From social media straight to the shelves of the bookcase,** “but the choices I make are mine. I don’t have any agreements with publishers or anything else to promote books. Sometimes, it’s me who asks them for the books I’m interested in, or for the new publications.” In one year, the interest in the project has grown. “I’d like to become a brand and do something more. I like this project a lot. People know me now as Petunia, and to think that the name came, years ago, by chance, from a friend who’s a graphic designer,” explained Stefania, who works in Milan, in the marketing department of a publishing

company.

This winning project came about thanks to Stefania's many interests. "I've worked in the **conservation of cultural heritage, first photographs, then books**. I've always paid attention to details." It is no accident that her photographs are so striking. "I prepare them the evening before. Everything has to match. I take care of the spaces, lines and colours. I usually choose the cover first, then the tablecloth, the cup and the dessert, then I take the photo."

At the end, do you eat the breakfast? "Of course! It's always been my favourite meal of the day. A moment of tranquillity to enjoy, with something to read in your hand."

di Translated by Chiara Vanzini (Reviewed by Prof. Rolf Cook)