edutainment: HOW VR-TECHNOLOGIES CAN POPULARIZE READING

VRReadings
200th Ivan Tourgeney’s Anniversary Project

Valentina Agafonova, director of Central City Youth Library named for Michael Svetlov

SHARJAH, 2019
THE NEED TO MAKE LIBRARIES AND READING MORE IMPORTANT FOR YOUNG PEOPLE

13% go to city libraries
35% read books on the Internet
24% buy books in the bookstores*
35% take books from home libraries

WHO READS MORE OFTEN?
- young people (18–24 y.o.) — 6,65 books every three months
- adults (from 60 y.o.) — 5,85 books every three months*

Our Project Goals are:
- involvement of 16–35 years audience in library activities;
- popularization of classical literature reading among young people;
- application of mixed reality technologies to rediscover books;
- support of Tourgenev’s anniversary information campaign.

* Russian Public Opinion Research Center - 2017
NEW FORMATS OF INTERACTION WITH THE AUDIENCE

EDUTAINMENT

VR/AR

infographics
gamification

storytelling
TECHNOLOGIES AND PROCESS OF CREATING A VR-PROJECT

- involvement of famous actors in the project;
- a VR artist created in real time virtual settings based on Ivan Turgenev’s works (the story Bezhin Meadow and the novel Spring Waters);
- usage of modern VR-animation tools (Tilt Brush/Oculus Quill);
- 3-week project implementation (along with Russian VR Seasons team).
“THAT’S HOW I SEE THE BOOK. HOW DO YOU SEE IT?”

The principle idea of our project is to say that everybody has their own vision of a book. Anyone can be a co-author creating, imagining new worlds while reading.
# Offline Events

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<th>April'18</th>
<th>June'18</th>
<th>September'18</th>
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<tr>
<td>ITAR-TASS press-conference (Russian News Agency)</td>
<td>Red Square Book Festival</td>
<td>Moscow International Book Fair</td>
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<td>Library Night all-Russian event</td>
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<td>Svetlovka Library (showing the videos and a VR-section where everybody had an opportunity to create a 3D painting)</td>
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FORMATS

VR

2D

360°
OUR CURRENT RESULTS

The videos gained about **70 000** views each.

**Geography**

- **75%** RUSSIA
- **25%** NEIGHBORING COUNTRIES

**Audience — people younger than** **30** y.o.

First Place for VRIAR

First Place for Innovations

Second Place for the nomination “Social Advertisement and Communication. Completed Projects”

Second Place for the nominations “Best Video” and “Best Advertising Campaign”
Before the sofa, on a round table, covered with a clean cloth,
Valentina Agafonova, director of Central City Youth Library named for Michael Svetlov

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