

LinkedIn Copy x RatPark Magazine

Promotional post for new issue launch

Brief:

The challenge was to create a LinkedIn post to promote the latest issue of *RatPark*, a cultural Italian periodical magazine. The post aims to highlight the magazine's unique themes and storytelling while informing the audience about where and how to purchase or access the publication.

Insights:

- The audience includes creatives, indie publication enthusiasts, and literary readers who value fresh perspectives and thought-provoking content.
- The tone needs to balance LinkedIn's professional standards with a playful, youthful edge to engage a younger, dynamic audience.
- Posts that combine clear calls to action with a visually engaging presentation perform well on this platform.

Strategy:

- Use compelling language to emphasize the magazine's unique themes and ethos.
- Blend a professional tone with playful, personal energy to resonate with a broader audience.
- Include clear instructions or links for purchasing or accessing the magazine, ensuring ease of engagement and follow-through.

🌟 RatPark N°05 - LA CURA is out now!

🌸 Franco Battiato once described his song "La Cura" (The Care) as a love song that doesn't directly speak of love, avoiding the obvious definition not because it's incorrect, but because it's limiting. With RatPark N°06, we aim for something similar: to explore the concept of care without being confined to a single interpretation.

Care for ourselves, care for others. Care for our bodies and our minds. Choosing to treat ourselves, or choosing not to. Deciding how to care, whether by medicating in one way or another. Finding joy in caring for others, or learning the art of caring a little less.

These are just a few of the themes we delve into in this edition. Explore it with us!

👉 RatPark is available digitally (by subscription) and in print, at our events and points of sale.

Check out our website and social media to stay updated!

🌐 <https://lnkd.in/dChyGBpq>

👁️ <https://lnkd.in/dwVh4ejX>



On the 11th of February we presented "Frammenti sui generiS". We created this fanzine for the occasion of "Una sedia non è una sedia" presented at Ateliersi, an artistic production collective based in Bologna.

The fanzine is a collection of articles selected from past RatPark issues and our online website. The themes that connected them all are feminism, gender violence and right and LGBTQ+ rights and movements.

Many thanks to Ateliersi for hosting us and to Sara Papini for co-creating the event and asking us to participate.

Show translation



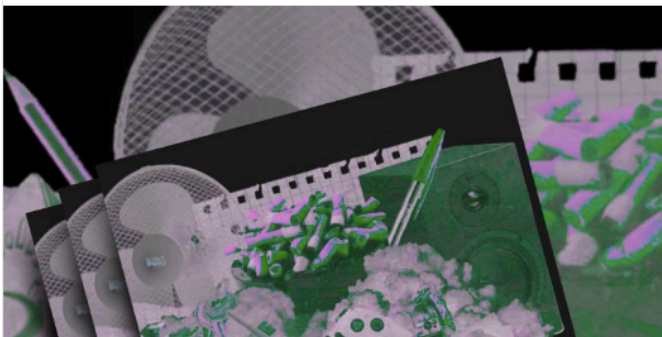
🇬🇧 This month, RatPark is being released in fanzine format!

This time we've gathered stories and poems, with only a few selected visual artists to give more space to the words. Inside, you'll also find the final chapter of the story "Marsiglia a Pezzi" by Gaudenzio Schillaci, which has been serialized on our website over the past few months.

KENOTICA: emptied, stripped of its meaning, diminished or denied. The act of emptying is liberating, creative, and in some sense, truly divine. What has been emptied can only be filled again with a new meaning or a different perspective.

You can find the fanzine in our shop or at our upcoming events (follow us on Instagram to find out where to meet us in person!).

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🌟 RatPark N°05 - FUTURE is out now!

👁️ RatPark calls its readers to discuss the impossibility of predicting the future, inviting them to look into a crystal ball and share what they glimpse in it. The possibilities are endless! What will be the poetry, the sounds, the recipes, or the snapshots of the FUTURE? We're eager to explore the years ahead and represent on paper how we envision them. Can you imagine a girl from 2124 reading a copy of RatPark N°05 and smiling at our predictions?

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