



## ASAGAN Bäckermaus & Donaustrudel

Crossmedia

Book with a virtual bakery and real worlds of discovery



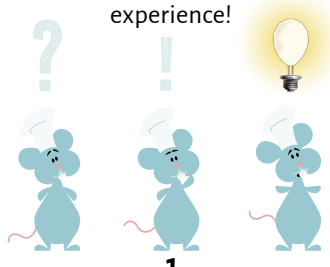
### Bäckermaus & Donaustrudel: About the book

The ASAGAN series of books combines real history with new, fictional adventures illustrated with prints dating back as far as 500 years and populated by bold, mischievous and modern heroines and heroes. The Bakermouse paid a visit to the heroines and heroes of the ASAGAN series of books and baked her favourite recipes with them: ASAGAN – Bäckermaus & Donaustrudel (Bakermouse and Danube Strudel) whisks readers away to the sweetest of all worlds and presents Austria's best-loved classic sweets and their (hi)stories. 20 easy-as-pie recipes and three stories invite them to get baking, tell stories and share! Beautifully illustrated with prints dating back as far as 500 years, the multi-award-winning collective ASAGAN uncovers historic treasures and combines them with modern heroes and daring adventures.

### More than a book!

In ASAGAN, the book as a medium is reimagined with the addition of dynamic digital and analogue elements. This opens up new approaches and options for communication and interaction that make the book a long-lasting

experience!





## Crossmedia

### 3D: Virtual bakery

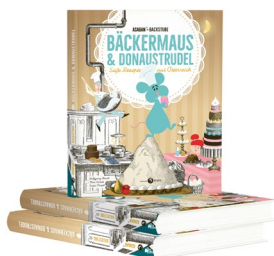
The book *Bäckerm Maus & Donaustrudel* is the heart and origin of a virtual, interactive bakery where gems of knowledge, recipes and music videos by the Danube Pirates from ASAGAN are waiting to be discovered. The virtual bakery is a delightful and exciting addition which opens up new approaches to the book as a medium for all ages, anywhere in the world and anytime. The virtual bakery is not a computer-programmed room. Rather, it is a real bakery that has been replicated using modern technology. Here, too, the focus is on conveying an environment that can be felt and is real.



### ▶ Film: Bakermouse animation

Short animations can be used as standalone clips or as part of readings and films.





### Tutorial: Step by step

More animations for explaining the recipes



### AR: Animated cover

With the Artivive app, which is used in museums, the book cover becomes an interactive scene. Download the free app and simply hold it to the cover – and watch the Bakermouse dance on your tablet or smartphone!

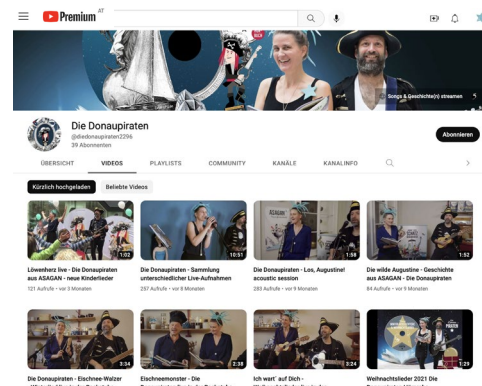


> DOWNLOAD FREE **ARTIVIVE** AR-APP >  
PICTURE THE COVER > BRING ASAGAN TO LIFE



### Music: Bakermouse song

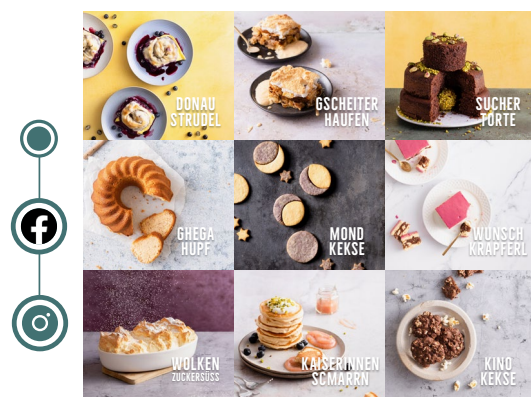
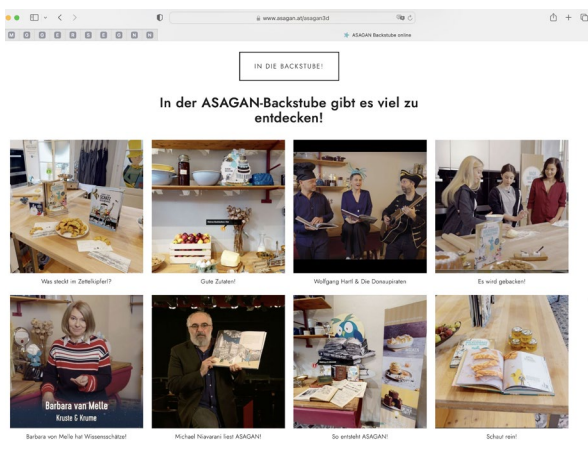
The Bakermouse has her own song ("Das Bäckermaus-Lied – Kein Problem!"). It is supplied with every copy of the book by means of AR and is of course also available on CD, Spotify and YouTube.





### Homepage / Social Media

It goes without saying that the Bakermouse has her own landing page on which she shares information about her world, of course also available on Facebook, Insta, ...



### Participatory reading concerts (digital and analogue)

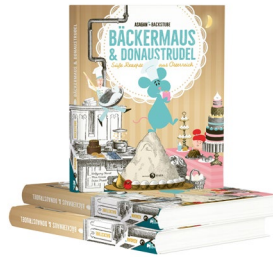
ASAGAN is the world that forms when reality and fiction collide. And sometimes the fiction becomes reality: the Danube Pirates have emerged from the ASAGAN books and now perform reading concerts in schools and museums and on other large stages that everyone can take part in. Their concerts are also available in the virtual bakery and on CD. They combine (hi)stories and pop songs, are educational and take listeners into the world of ASAGAN and its books. There are even ASAGAN choirs, like the "lionhearts" singing the song.



### ASAGAN puzzle hunts and creative workshops (analogue)

In the puzzle hunts created by ArchäoNOW, families and children go off on a treasure hunt and discover the city with the characters and stories from ASAGAN. In creative workshops, children learn how the ASAGAN books are created and write their own stories!





### Award-winning books for children

Acclaimed as “One of Austria’s most beautiful books” in 2016, ASAGAN captivates young readers aged 5 to 105. A whole ASAGAN universe has now emerged: books and CDs, events of all kinds, workshops and reading concerts in museums, schools and on other large stages. Bäckerm Maus & Donaustrudel is the 7th ASAGAN book and was selected for inclusion in the collection of works for the Austrian children’s and young people’s book awards in 2022.



### The authors:

Wolfgang Hartl is a graphic designer, illustrator and author. Apart from taking part in and developing numerous exhibitions and cultural initiatives he also creates art projects all over the world. Together with Erika Friedl he illustrates the world of ASAGAN. Mia Kirsch is an author of children’s books in Vienna. She loves taking long journeys into the world of ASAGAN and beyond.

*“This book spirits you away into a truly wonderful, fabulous world!”*

Barbara van Melle

*“A book not just full of culinary delights, but visual ones as well that makes you want to get baking immediately.”*

Kathrin Wexberg, Stube

Wolfgang Hartl, Mia Kirsch, Erika Friedl

**ASAGAN - Bakery**

**Bäckerm Maus & Donaustrudel**

*Sweet recipes from Austria*



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