

Crowdfunding give life to La Extravagante, a bookshop awarded as the best cooperative

LOCATION: SEVILLA

DURATION: 1'59"

SUMMARY: It is the best cooperative of the year and that's why it has received the Arcoiris Award, granted every year by the Andalusian Government. La Extravagante isn't just a library, it is also a project of culture lovers that thanks to crowdfunding have made possible this multipurpose space. Three investor partners and 20 crowdfunders are part of this initiative that has used cooperativism to avoid crisis.

VTR:

Ambience: I would say that except for one, they are all wonderful tales.

It is their second home, here, surrounded by books, they find the perfect place to talk about culture. They are crowd funders, a formula that transforms traditional business into a new enterprise model as the one that works in this bookshop, with the contribution of investor partners.

MAITE ARAGÓN
President of the cooperative
"La Extra-vagante"

"Who we want to call patrons because we are in the world of culture and because a patron is the one that invests in art for the love to art, and that has no other special interests, that doesn't pay attention to the profits."

They have just received the award to the Best Cooperative Initiative of the year. For the moment they are three investor partners and eighteen crowdfunders, that with a minimal investment of a thousand euros, have created a multipurpose space for culture. Today they can have coffee here while they choose a book or buy vinyl record.

LOURDES ABERASTURI
Crowdfunder

"It is much more than a bookshop, it is a project made of many things, cultural and human."

BEGOÑA TORRES
Crowdfunder

"You don't invest to earn money, at least that's my case, here you bet for something, for an idea, for a specific project."

CHARO MORALES
Crowdfunder

"Being allowed to participate as a crowdfunder is a luxury, I enjoy it even more being able to participate and enjoying it."

Each month they organize presentations, workshops, courses, meetings... a list of cultural activities for a community where the bookseller becomes a necessary figure.

MAITE ARAGÓN
President of the cooperative
"La Extra-vagante"

"We claim the role of the bookseller as a prescriber. As the pharmacist tells you what to take when you are in pain and the tailor designs a suit for you, that should be done by the bookseller."

A place where there is always a reserved space for those who let imagination fly and enjoy the touch of books.

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