

## **A BOOKSTORE FROM SEVILLE OFFERS ITS CLIENTS THE CHANCE TO BECOME A "BOOKSELLER FOR A DAY"**

LOCATION: SEVILLE

VTR RUNNING TIME: 1 M 40s

**SUMMARY:** 'La Extra-vagante', a travel bookstore from Seville has created an initiative opened to all its clients where these can become booksellers for a day. The staff of this small suburban bookstore teach their apprentices the knowhow into running the store as authentic booksellers. Today it's Nina's first day, a literature lover who is completely excited about this experience. Nina talks to the customers and highlights the added value that small round the corner bookstores give their clients in comparison to superstores.

### **VTR TEXT:**

Nina arrives at her favorite bookstore, but today she won't be buying a book. She will be the bookseller for a day.

### **PEDRO MOLINA- bookseller at la extravagante**

*"Lots of people often comment on how they would have love to run a bookstore"*

### **NINA PEREZ- bookseller for a day**

*"I thought it was a marvelous idea that gives book lovers the chance to get closely in touch with their passion, books and with the book business underworld"*

### **PEDRO MOLINA- bookseller at la extravagante**

*"So we thought, ok, we will turn people into booksellers for a day"*

Today the chores include reorganizing the shelves. With Pedro's help Nina has realized that not everything regarding books is reading, as there is a lot of meticulous work behind the scenes of this very romantic profession.

### **PEDRO MOLINA- bookseller at la extravagante**

*"At weekends we tend to do more relaxing and idealized things, but during the week the work requires lots of logistics"*

The initiative is proving quite successful among the clients of the charming 'La Extra-vagante' bookstore. A "corner" shop still trading, fighting and trying to survive against the invasion of the non-personal superstores with initiatives like this.

### **NINA PEREZ- bookseller for a day**

*"They offer tender loving care to books, to clients, to readers, to book readers. It would be a disaster if little "round the corner" bookstores disappeared from our streets, our suburbs, we cannot permit such thing"*

Nina has clients to attend.

And she makes her first sale, the test of fire. Now she has become a real bookseller and maybe she won't have enough with just one day.

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