



NINÃ - quegli occhi
by **Carla Cinelli**
for INTERMED O.N.L.U.S.
dedicato alla vita (dedicated to life)

Introductory texts by

Antonella Bertolotti, *president of INTERMED O.N.L.U.S.*

Ivana Trevisani, *psychologist*

Luciano Anelli, *critic of art*

Carla Cinelli, *photographer/author*

21 photographs

by Carla Cinelli

31 hand-written texts in french with italian translation

by children from Burkina Faso

First edition - December 2004

Colors - four color process

Binding - hard-cover, wire refe

Size - cm. 21 x 28 = 8.5 x 11 inches

Pages - 120

A success story:

**Needy children in Africa, doctors in Italy, designer in Austin Texas,
a book to bring those eyes everywhere.**

The Problem

INTERMED O.N.L.U.S., a not-for-profit organization of doctors needed a way to raise funds to build and support medical facilities in Africa. They had photographs that were taken in parts of Africa where they work and some letters written by children that they have cared for. They decided that they would publish a book and use the proceeds from its sales to help pay for caring for the children. INTERMED O.N.L.U.S. is located in Italy and I am in Austin Texas.

The Solution

I worked with INTERMED O.N.L.U.S., the photographer and the printer to design and layout a book incorporating the photographs and some of the letters written by the children. I created a design, we reviewed it and had it printed in Italy. All of the collaboration with this client was via the internet. I never physically met with them. But I'm used to working remotely and all the design and production went very smoothly, including working with the printer.

The Results

The book has been a great success for INTERMED O.N.L.U.S. It attracted a lot of attention to their efforts and they sold out their first printing of 1000 books in two months. The money they earned will help some very needy children.

Laura Ruggeri

Austin, March 2005

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