



[www.loveorfriends.com](http://www.loveorfriends.com)

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Milan, 11 November 2017

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## **“Io Sono Cupido” and loveorfriends: love at first sight!**

### **200-copy target for Bookabook sales reached in a heartbeat, thanks to the support of the new app loveorfriends**

PRESS RELEASE

Just a few seconds, that’s all it took to hit the target of selling 200 copies on the **Bookabook** crowdfunding platform. A great start for “[Io Sono Cupido](#)” (“**I am Cupid**”), the new novel from Francesca Silvia Loiacono that tells the story of Rebecca, a professional “love matcher” who is recruited by a major Milan-based dating app as a Digital Cupid to help users find their soulmates.

There was also a leading role for “[loveorfriends](#)”, the app created by Milan start-up LorF. Playing on the fine line dividing friendship and romance, the app invites users to get out from behind a screen and meet up in the real world. With **loveorfriends**, users can set up dates with their Facebook friends, deciding Who, Where and When to meet for a drink or a meal; a great way to spend more time with friends and maybe find out if there is something more: Love or Friends?

Perhaps it was fate that writer Francesca Silvia Loiacono and LorF founder Andrea Buragina should meet and discover that they were working on similar projects: one on a novel about love in the digital age, the other on developing an app that encourages people to interact more in the real world with their circle of online friends in the search for love, rather than reaching out to digital strangers.

*“It begins online – explains **Andrea Buragina** – but that’s just the starting point; we want the digital interaction to be limited to the time needed to make a date on [loveorfriends](#), because it’s only when we meet up in person that true relationships are formed and maybe we realise that what was once just friendship can blossom into something more.”*

Andrea and Francesca Silvia seem to be of one mind on this as well. We don’t want to give anything away – no spoilers here – but this theme also plays a prominent part in the novel.

Going back to the crowdfunding campaign for “I am Cupid” on Bookabook, it was LorF itself, interest piqued by the dilemma at the heart of the novel, that bought the first 200 copies of the e-book version. It will use the copies as part of a co-marketing campaign, with free copies for users that download the **loveorfriends** app and recommend it to their friends – it is available on GooglePlay and the IoS AppStore.

*“Now the real challenge begins – explains **Francesca Silvia**: spreading the word so that as many readers as possible fall in love with “I am Cupid”, and generate enough sales at <https://bookabook.it/libri/io-sono-cupido/> to get the novel onto the shelves in bookstores.”*

The official presentation of the novel will take place on Sunday 12th November at 16.00 in Sala Bina, viale Suzzani 273A/, Milan (MM Bignami). In attendance, as well as the author, will be Andrea Buragina, Vitalba Paesano editor of online magazine [www.grey-panthers.it/](http://www.grey-panthers.it/) and other important guests, to talk about love in the digital age.

**loveorfriends** is an app that promotes socialisation, encouraging users to swap the virtual world for the real one. The app can also be useful for people with autism, as it is precisely the lack of social interaction that lies at the root of the autistic syndrome. **loveorfriends** is LorF S.B. S.r.l., a b-corp start-up that supports autism, and in particular the problem of “*after us*”, i.e. how autistic people are supported when their direct family is no longer around. It is also involved in the design and promotion of HomeMate, a project aimed at creating an intelligent home to support children and adults with autism.