

SMILE, YOU'RE BEING RECORDED

A Nightlife Empire and the Price of Visibility

PRESS KIT - INTERNATIONAL MEDIA EDITION

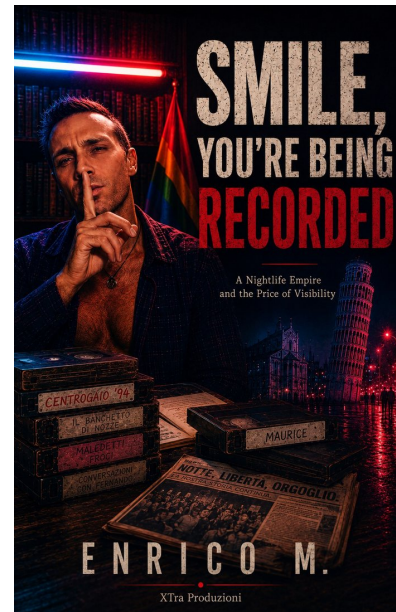
The untold story of Italy's queer awakening begins in Pisa - the city of the Leaning Tower, and of a revolution that refused to stand straight.

Before visibility became a brand, it was a risk.

A cinematic queer nightlife novel about memory, power, desire, surveillance, and the dangerous price of becoming visible before social media made exposure ordinary.

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Enrico M.

Italian author, math professor
and creative producer.

XTra Produzioni - Creiamo
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Quick Fact Sheet

Title	SMILE, YOU'RE BEING RECORDED
Subtitle	A Nightlife Empire and the Price of Visibility
Italian title	SORRIDI, TI STANNO RIPRENDENDO
Author	Enrico M.
Creative project	XTra Produzioni
Genre	Queer literary fiction / nightlife noir / autofiction-inspired historical memory
Setting	Pisa and Tuscany, Italy
Availability	English edition available now on Amazon Kindle: amazon.com/dp/B0H47GBB6G
Official site	www.tistannoriprendendo.it/en
Themes	LGBTQ+ memory, Italian queer history, 1990s nightlife, surveillance, desire, visibility, Pisa, club culture, VHS archives, identity, power

The Core Angle

Before visibility became a brand, it was a risk.

SMILE, YOU'RE BEING RECORDED tells the story of a generation that learned to become visible while still being afraid of being watched.

Pisa is known worldwide for the Leaning Tower, but it also occupies a unique place in Italian LGBTQ+ memory. Pisa79 is widely regarded as Italy's first Gay Pride march and one of the earliest public acts of LGBTQ+ visibility in the country.

Source note: Pisa79 is referenced in the historical material of Piazza dei Cavalieri / Scuola Normale Superiore as Italy's first Gay Pride march and as a national demonstration authorised by police and sponsored by a municipality.

The 7-Second Teaser

Use this clean preview image in the email and press kit. It links to the landing page, where the actual video should live.



Watch the teaser: www.tistannoriprendendo.it/en

Recommended use: do not embed the video directly in email. Use the preview image with a play button and link it to the landing page.

Ready-to-Use Story Angles

- 1. Queer history:** The untold story of Italy's queer awakening begins in Pisa, where one of the earliest public acts of LGBTQ+ visibility became part of the country's cultural memory.
- 2. Nightlife before social media:** Before Instagram, before apps, before digital exposure became normal, nightlife was a secret man of phone calls, coded names, club lists, VHS tapes and fragile visibility.
- 3. Surveillance and desire:** SMILE explores what it meant to be seen before being visible was safe: when a camera, a phone call or a list could save you, expose you or destroy you.
- 4. Pisa beyond the Tower:** Known globally for the Leaning Tower, Pisa becomes a literary symbol of queer resistance, crooked identity and the refusal to stand straight.
- 5. From club culture to literature:** Enrico M., through XTra Produzioni, transforms memories of nightlife, community and underground culture into narrative experiences rather than conventional books.
- 6. A new Italian queer voice for international readers:** SMILE introduces English-speaking readers to a part of Italian LGBTQ+ memory rarely explored in fiction.

Possible Headlines

The Untold Story of Italy's Queer Awakening Begins in Pisa

Before Visibility Became a Brand, It Was a Risk

From the City of the Leaning Tower Comes a Queer Nightlife Novel About Surveillance, Desire and Memory

A Novel About the Generation That Learned to Smile While the Camera Was Still a Threat

Short Book Description

Before visibility became a brand, it was a risk.

SMILE, YOU'RE BEING RECORDED is a queer nightlife novel set in 1990s Tuscany, where phone calls, VHS tapes, coded names, club lists, glass offices, desire, surveillance and fear collide. Through the rise of a fictional nightlife and media empire, Enrico M. tells the story of a generation that learned to become visible while still being afraid of being watched.

Long Book Description

In 1990s Tuscany, the night was not just music, sweat and desire. It was a secret map of phone lines, coded names, VHS tapes, guest lists, glass offices and cameras that could save you or destroy you.

SMILE, YOU'RE BEING RECORDED follows the rise of a fictional nightlife empire through the eyes of a young man caught between queer liberation, business ambition, surveillance, memory and the dangerous hunger to be seen.

Rooted in Pisa - a city known for the Leaning Tower and tied to key moments in Italian LGBTQ+ visibility - the novel moves between club culture, queer memory, digital beginnings and the emotional cost of turning secrecy into power.

Quotes from the Author

"This is not just a novel about clubs. It is about what happened before visibility became normal."

"Before social media, being seen was not a habit. It was a risk."

"I call my books experiences because they do not end on the last page. They open doors: websites, hidden chapters, archives, memories and other stories."

Interview Questions

Why did you choose Pisa as the symbolic starting point for this story?
What does the title SMILE, YOU'RE BEING RECORDED mean?
How did nightlife shape LGBTQ+ visibility in Italy before social media?
Why do cameras, VHS tapes and surveillance play such a central role in the novel?
How much of the book is memory, and how much is fiction?
Why do you describe XTra Produzioni books as eXperiences?
What connection exists between SMILE and DAMN IT! WHERE'S THE SEA?
What should international readers understand about Italian queer history?
What does "a revolution that refused to stand straight" mean to you?

Companion Title

DAMN IT! WHERE'S THE SEA?

Leaning Toward the Future

A satirical historical comedy about Pisa, its lost sea, its Leaning Tower and the crooked genius of turning disaster into identity. The book includes a chapter connected to Pisa's 1979 Gay Pride milestone and expands the cultural map behind the XTra Produzioni universe.

Amazon: [amazon.com/dp/B0GX3B58YJ](https://www.amazon.com/dp/B0GX3B58YJ)

Official page: www.xtraproduzioni.it/boiaeilmare

About the Author

Enrico M. is the pen name under which Enrico Maricanola signs his narrative projects. He is an Italian author, math professor and creative producer.

Before writing books, he moved through nightlife, communication, events, community building and digital publishing, often shaping his best ideas while the rest of the world was sleeping.

With XTra Produzioni, he creates not only books, but connected narrative experiences: stories that continue through websites, press kits, bonus chapters, visual worlds and cultural projects.

About XTra Produzioni

XTra Produzioni is an Italian creative and editorial project built around narrative experiences. Its motto, "Creiamo eXperienze," reflects a catalogue that does not end with the last page: each story continues through websites, bonus chapters, press kits, visual worlds and connected cultural projects.

Media Links

SMILE on Amazon: <https://www.amazon.com/dp/B0H47GBB6G>

Official site: <https://www.tistannoriprendendo.it/en>

XTra Produzioni: <https://www.xtraproduzioni.it>

Media contact: reply to the sender of this email