

PRIMOPIANOSCALAc has turned five. Five years during which we've looked at the world through the eyes of economists, politicians and historians. But also of an oenologist - former jeweller and famous gemmologist - a Japanese-Bengalese bio designer, a spin doctor, a globe-trotting hacker, an activist missionary in Chile, and a techno-chic futurologist. It's a long, colourful list.

But it had still had to be light-hearted. So we thought we'd celebrate PRIMOPIANOSCALAc with this rather special interview, which sheds a little light on who we are. We wanted to tell you how every day we use our passion and dedication to produce quality contents for PRIMOPIANOSCALAc, SocialTelos, and

our activities on the social networks. We clumsily seek to achieve a perfection that doesn't exist, at least not *chez nous*. And just when we think we've done a good job, there it is: a typo in all its shining glory.

Never mind, little mistakes are always lurking on social networks; speed is their faithful and tireless ally. But not to worry because, as the brighter amongst us say, "social" networks give us a chance to better express what's closest to our hearts. Our pinITALY video-interviews are our way to give you a new, unusual and unique snapshot of Italy; our infographics provide light-hearted summaries of abstruse economic and political issues; and we enjoy acting as nerds when we publish our PPPs updating you about Italian Institutions and

today's top topics. And of course we also play with our graphics, images and photos so that our everyday update is useful but, for the love of God, also enjoyable. Otherwise boredom would set in. And so, on with [Facebook](#), [YouTube](#), [Twitter](#), [Slideshare](#), [Pinterest](#), [Google+](#), [LinkedIn](#)...

If we make mistakes it really doesn't matter, because today we can say it's the worm's fault.

And in fact, just to pander to the worm's amusing wit and humour we gave in and agreed to change our normally rigid four-question format... the worm won!

Mariella Palazzolo  @Telosaes

Telos is a member of the [FIPRA](#) network

## METATHETICAL WORM

# WE CAN LIVE WITHOUT YOU NOT

“*I don't think I make fools out of you for a couple of typos every now and then. My job is to make you more likeable, I mean less heavy going. You spout off difficult words like oxymoron, demiurge, intellectuality and then worry about making corrections upon corrections.*”

**Telos:** For years you've wormed your way into our texts. This cohabitation is becoming troublesome. Can't you leave our words alone?

**Metathetical Worm:** Why should I? You are full of hot air. And lately you even got it into your heads to join social networks and I've discovered a whole new world. Facebook, Twitter, LinkedIn, Pinterest, Google+, are places where words reign supreme. I enjoy myself and find so many friends. All good worms, really hard workers. If you look closely at people's posts you will see they are silently there. One of my colleagues eats the present subjunctive. Like a thief in the night, he chews it and then spits it out as imperfect. He is responsible for all the many "that they did it" and "that they knew it". Another one in Milan binges on articles: "appointment next week". Then he changes all the "or" into "rather than". He is really an up-to-the-minute guy. Wears designer clothes. He says he is a strategic consultant.

**Who cares about the others. Let's talk about us: you make fools out of us! Why?**

Really? I don't think I make fools of you for a couple of typos every now and then. My job is to make you more likeable, I mean less heavy going. You spout off difficult words like oxymoron, demiurge, intellectuality and then worry about making corrections upon corrections. Occasionally taking an 'l' or adding a 't' here and there can be fun. Don't you agree?

**Until proven otherwise, we are the ones who ask the questions. But do you realise how tiring it is to correct proofs and publish texts without mistakes?**

How sweet! I watch you re-read and underline the typos in red. I see you ask your colleagues to take a look: "you never know, four eyes are better than two". I love this naïve and useless expression. Once I saw Mariella, the director of PRIMOPIANOSCALAc, run after her husband with a piece of paper in her hands, begging him to look as well. The poor man had just come back exhausted from work and all he wanted to do was to watch Juventus play in peace. I liked him and so I winked at him, highlighting a little typo that I'd put right there, in the title. And Juventus won...



**Metathetical Worm** was created by Stefano Benni in his book *The Bar under the Sea* (1987). The moment it made its literary debut it became the ultimate excuse. "I didn't write *I am went*, the worm changed it" said students who had been naïvely asked to read the book during their summer holidays. In Benni's book the worm has several friends who are just as amusing: the Punctuation Termite, the Capital Phagebug who guzzles capital letters, and the Subjunctive Flea that devastates newspaper articles which seem ungrammatical, but instead are distorted by the flea as it passes. In Benni's book the metathetical worm plays havoc with the word order. For us here at Telos he is a trusted friend, in the sense he is always here with us. So when we make mistakes, we know who we can blame.

*Flavia Trupia* lend her voice to the worm. Blogger and author of *Discorsi potenti* (Franco Angeli), and together with Andrea Granelli, author of *Retorica e business* (Egea), Flavia gives free rein to her fixation for rhetoric in <http://discorsipotenti.blogspot.it/>; [retoriciatiamo.it](http://retoriciatiamo.it/); [huffingtonpost.it](http://huffingtonpost.it/)

Well could you at least turn a blind eye when it comes to the English version? Or go and put mistakes in other people's work. Share and share alike...

Are you serious? There aren't any jobs going. Competition is increasingly stiff even in my field of work. And as far as the English version is concerned, my little efforts are really harmless. And rather sporadic. I gobble up the 's' of the third person or replace British English with American English. But only now and then. At *random*, my Milanese colleague would say.

What's been your most 'successful' job?

The ones I like best are the Friday evening ones. At about 19-19.30. There was one episode, it was late spring, and everything appeared to be working like clockwork in the Telos office. We were ready to sail peacefully towards the weekend. You had made an infographic and had spread it *urbi and orbi* across all the social networks. Overkill. It focused on the numbers and funny bits of news about the elections for the European Parliament. There was a map of Europe dotted with thousands of arrows linking different fields; the map showed a comparison of the number of polling stations, the population of each country, and other interesting odd news items. Diabolical. Can you imagine how tempting it was for me? Just think if you were given an enormous, soft, spummy chocolate ice-cream with whipped cream top and bottom. I couldn't resist. I took a '0' off Poland's population. A Polish guy on Facebook even took offence. Adorable.

Which worm colleague do you admire most?

One of my very oldest friends got into the orthographic corridor of every computer and managed to turn Bassolino, at the time Mayor of Naples, into a perfect Sassolino (*a pebble*). He is the same guy who undertakes special missions in bars and restaurants to make the notices owners put in their windows more bizarre: "Croissants for ceriacs" or "con au vin" instead of "coq au vin". What does 'con' mean? You check. 😊

Alright we'll put up with you but, still, don't overdo it

But I don't overdo it. And anyway, admit it, deep down, you like me and can live *without me not*.