



Ohayō! Press release

What is most known about Japan in Italy? Geishas and Samurai for the past, sushi and mangas for the present.. And not much else.

How to break stereotypes and get in touch with true Japan for the italian reader?

Ohayō!

We launched Ohayō in May 2016. **OHAYŌ - Notizie Fresche dal Giappone** (fresh news from Japan) <http://www.ohayo.it/>, is the new online web magazine published to bring news and information directly from true japanese culture to the italian audience with a fresh, new point of view.

Born by the idea of **Chiara Bettaglio**, web designer and japan enthusiast, and **Nicola Gonella**, businessman with online project focus and curious traveller, お早 is meant to be a good morning newspaper, bringing daily discoveries and truly original information about Japan.

Ohayō news are carefully chosen from the best of japanese sources: once confirmed, posts and articles are professionally translated and written with a friendly tone of voice, offering daily information about Japan in a way which is not yet offered in Italy.

The editorial strategy is positioned half between a magazine and a blog which is overriding the actual italian japan-related websites, which are usually commercial-oriented or amateur.

Ohayō offers news about Japan 360°: from traditional to contemporary culture, arts, travelling, local food and produce, language insights, music, folk exhibitions and events. In particular, a lot of care is given when supporting local italian projects promoting japanese culture.

One of the aims of the project is to start collaboration with associations and government institutions to promote true culture information about Japan.

Passion for insight, culture and direct japanese experience are guaranteed by the staff, carefully selected to express the enthusiasm and fresh approach of the magazine, like a group of friends sharing the same love for Japan.

Ohayō, your italian door to true Japan!

Ohayō who's who

Chiara Bettaglio, born in 1978, web designer, blogger, social media expert, cat lover, sometimes cosplayer; she likes spending time in the kitchen, sewing and knitting, and talks a lot; she's in love with Japan and hates stereotypes. She is **Ohayō Editor in Chief**.

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Nicola Gonella, born in 1974, is a businessman in web communication, software developer and IT consultant; he's a serial traveller, talented photographer, lesser talker. He never forgets to enjoy life through eating and drinking.

He is **Ohayō's Sales Manager**.

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Ohayō contacts

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Ohayō is a project by

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