



Client: Penguin Books
Project: William Gibson - Spook Country book launch

INVITATION

Gibson coined the phrase ‘cyberspace’, which he envisioned as ‘a city of lights’ - a perfect fit for Second Life®. William Gibson’s book launches are eventful occasions, but his large, dedicated fan base can’t always travel to meet him. Also, they want to experience more than the traditional few hours in a bookstore.

Holding a book launch in Second Life® provided the opportunity for Gibson to appear inside the virtual world he predicted and for virtual world residents to meet one of the grand architects of their world.

ENGAGEMENT

Rivers Run Red built a virtual scene straight out of the Spook Country book where Gibson held the reading. Fans and press were invited to attend and experience a week long series of inclusive events and promotions. This included a virtual appearance by the author, a book reading and Q&A session.

RESULTS

All the events were recorded in film and images, for amplification into other mediums e.g. YouTube. By making the most of channels outside the virtual world, thousands more Gibson fans could experience the event.

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