



Brazilian expats launch project that is going to change the face of tourism in Berlin

Berlin, May 2017 (Photo: Felipe Minnicelli)

Meet the Wesen, the characters who put together illustration, history, photography, diversity, good humor and lots of fluffiness to bring Berlin to your home

They moved to the German capital in 2011, but only met four years later. In common, not only the home country, but also their love for the city: its freedom, its culture, its green streets and the people from all over the world. Nicole Plauto, an economist graduated at the Humboldt University of Berlin, and a tour guide specialized in history, is also blogger at [Agenda Berlim](#), the most influencing blog about Berlin written in Portuguese. Ligia Fascioni, an electrical engineer and associate of a technology start-up, [writer](#) and [speaker](#), is also an illustrator and publishes daily [photos of Berlin](#) with her passionate gaze.

Nicole and Ligia love Berlin, this unique city, both for its historical importance and for bringing together creative people from all over the world. However, they soon noticed that when the visitor wants to bring a *souvenir* from the German capital home, the options are the same as all the touristic cities on the planet: knick-knacks made in China. There is nothing more distant from the alternative and contemporary charm of this special city.

Having that in mind, they both joined their talents and knowledge to found **wesen.berlin**, a company that is offering a charming way of bringing a souvenir home. The project brings together storytelling, illustration, photography, culture, social media, tourism and history, as well as appreciation and respect for diversity.

The Wesen are fluffy arm-and-legged pillows with a background story that makes it all so much more fun and interesting: it all started when Nicole and Ligia realized how exotic were the people they use to see every day in the subway, on the streets, in the cafes and at the museums of the city. They made contact and discovered that some of them did not speak. After years of joint effort, they managed to telepathically communicate with them and found out something incredible: these creatures came from another planet, also called Berlin, in the Andromeda Galaxy. Coincidence? No way. The origin of the name of the city is controversial among historians; the only consensus is that it resembles the word swamp in a Slavic language from the tribes in the earliest occupations of this region, which is indeed swampy.

Well, the two Brazilians have finally discovered the truth behind the name of the German capital. These creatures (which they call *Wesen*, *creatures* or *beings* in German) appeared on Earth right in the middle of a swamp. They tried to explain by telepathy that they come from a planet called Berlin and that after their sabbatical they would automatically go back to their home planet. Unfortunately, what all the locals would understand, but not entirely comprehend, was BERLIN. It is not documented if the first appearance of the Wesen was successful or not, but since the Wesen showed up in a swamp and the locals would only understand the word Berlin, they ended up associating the two of them.

In Andromeda, all the Wesen have creative professions, so they often take sabbaticals and go to other planets: the experience broadens their minds and help them generate new ideas. With this purpose, they have built a secret portal from the planet Berlin to the city. After their first experience, when they were stuck in the swamp, the portal closed itself until the fall of the Berlin Wall, when the interstellar conditions were again favorable.

After learning the whole story and the Wesen, Nicole and Ligia were so enchanted that they sought a way to help them interact with humans. They are teaching the Wesen how to use social media. In addition, they help the Wesen to take the form of cushions to absorb experiences more efficiently, as well as being more comfortable and friendlier to humans. For instance, they can ride the subway and travel without an extra ticket and they don't take the place of a real person in your home. On the contrary, they make your place even nicer and make your guests more comfortable and happy.

The first assisted expedition includes **Helga**, a *Cosmic History teacher* who loves sarcasm, beer and, maybe because of her profession, history and museums; **Jean-Pierre**, an *Artificial Geniosity developer* that appreciates technology and people, especially the way they make decisions and judgments. He also likes art, good food, wine and make-up. **Mia** is a *Choreographer of News* (one of the most popular way of communicating news in Andromeda); fresh gotten out from a serious relationship, she wants to enjoy fully the experience on Earth. She does not miss a party, likes fashion, organic food and animals, as well as she is interested in the way people move.

Users can follow their daily lives in Berlin, their questions, experiences, observations and surprises while discovering the city on [Facebook](#) and [Instagram](#). Humans can ask questions and interact as well.

Each expedition arrives bringing different characters with a completely new sight at human behavior and habits. The Wesen chose this Berlin because of its diversity, its history and because here they don't stand out and they feel respected, even though they are so different.

Meanwhile, the entrepreneurs are developing a cloning technique, so that in the near future, people can take their favorite Wesen home and help them to acquire new experiences.

When the time comes, taking a memory of Berlin home will have a completely new and fascinating meaning. It is not going to be a simple *souvenir*, but a creature with its own story and personality. If you are already in love and wish to know when the clones are going to be available, register yourself at wesen.berlin/subscribe.

In addition, new expeditions can arrive at any moment. After the Wesen, Berlin will never be the same again. Neither will your home.

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www.wesen.berlin info@wesen.berlin	www.flickr.com	facebook.com/wesenBER instagram.com/wesenberlin twitter.com/wesenberlin