

people don't get lost. they get misaligned.

the most powerful technology ever built by human beings, used to help people find the only question that matters.

WHY IT EXISTS

the first question anyone asks a stranger is *what do you do*. that is not politeness: it is how this society identifies people. and from repeating it, the habit produced a silent shift — **work stopped being something a person does and became the definition of who they are**, pinning them into a corner they will later have to fight their way out of.

it is not the first time a word has written itself onto us. facebook redefined *friendship* for a generation of teenagers who had not yet had time to discover what it actually was: in the end, to cut someone off, you just did *unfriend*. the words we use to tell ourselves who we are are never neutral. when they change, we change.

and it is not only work. it is the roles: son, father, partner, the reliable one, the one who holds it all together. each asks for a part of us, and in time **that part gets mistaken for the whole** — not least because whoever met us during one phase carries only that phase in their head, and has no idea it was a phase. so, one piece at a time, we come unhooked from the feelings that tied us to who we were at the start.

ai is dismantling the sturdiest of those roles. as it takes over more tasks, millions of people will have to find a new answer to "**who am i, really?**" at the moment work stops defining them. and it will find them unprepared: the road back to who they were — the light in their eyes they started with — was lost a long time ago.

thesmallmediacompany does not exist to tell people who they used to be. it exists to **help them find the road back to the question** their own answer will come from. that is the beginning of what the company calls **the great realignment**: the route for softening the impact of ai on work across society, and for rewriting the role of people inside it. because a society made of individuals more realigned with themselves is **a more resilient society**, far better equipped for the enormous changes coming — and more realigned people are, simply, happier people.

an ai-driven media company run by one person.

thesmallmediacompany designs ai-driven publishing, media and voice experiences for people who have drifted from their original identity and lost the ability to find their way back. the same experience and care in building relational interactions is distilled into products for companies and professionals: authors, coaches, entrepreneurs.

A DISTINCTION THAT MATTERS

thesmallmediacompany **does not come from technology.** it comes from communication and psychology: those two disciplines decide what gets built and why. ai is the most powerful tool ever available, and the company chose to use it to help people. that is the confluence: psychology, behaviour, ai, communication.

IN PRACTICE, ON THREE LEVELS

for people

the company is among the first to say that experiences built to keep you in a loop are toxic — true of social platforms, true of conversations with an ai. its products are ai-driven but keep the human qualities that must not be lost: first among them, that a conversation eventually ends.

for companies

ai-driven relational agents that step into a company's relationships — inward, with the people who work there; outward, with customers and the press — keeping the human qualities that let a relationship exist, without the inefficiencies and the limits.

for the press

this is the field the founder grew up in professionally, and the one the company means to hold: bringing the best of ai relationships into media relations, where trust is built one answer at a time.

THE FACTS

founded	2024 · milan, italy
legal	thesmallmediacompany s.r.l. · via martiri oscuri 16, 20125 milan, italy
founder	alessandro facchini, sole director
model	one-person, ai-native — no employees, by deliberate design
markets	italy and english-language markets from 2026 · global expansion from 2028
support	regione lombardia · bando nuova impresa 2025
site	thesmallmediacompany.com
press	press@thesmallmediacompany.com

what it makes · and what each thing is for

IN PRODUCTION TODAY

talk to the creator LIVE

a voice conversation with the founder's own thinking. it exists to surface the user's question, not to dispense answers — and at some point it ends, because a conversation that cannot end becomes a toxic relationship.

thesmallmediacompany.com/talk-to-the-creator →

the four horsemen of creation 7 OCT 2026

the book that holds the company's thinking together: why the light in someone's eyes goes out, and where the way back begins.

thesmallmediacompany.com/the-four-horsemen →

perceptiondaily LIVE

an ai-driven newsroom for businesses: it has a personality of its own and is fully automated, but with a human in the loop. it turns what happens in the world into what matters to one specific company, every day.

thesmallmediacompany.com/perceptiondaily →

ai-driven relational agents AUTUMN 2026 RELEASE

they step into a company's relationships, inward and outward, carrying its method and its voice. they exist to make a relationship possible where today there are forms, queues and tickets.

ai-driven press office AUTUMN 2026 RELEASE

the whole media-relations pipeline, from the story to the media list: the trade the founder grew up in, translated into ai.

WHAT THEY ALL SHARE

they declare the ai

the company works in total transparency, because the mission is to help people and there is no reason to hide how it does it. the ai is declared where the eu ai act requires it *and* in countries where no law asks for it. how these products are designed is a source of pride, not of reticence.

they are built to end

almost all consumer technology builds experiences that never end, and an experience that never ends becomes a cage. here the products have an ending written into the design: no infinite loops, no metric that rewards time-on-app.

human-in-the-loop

no decision is made by a machine. ai amplifies, accelerates and expands, but judgment, taste and responsibility stay with a person — and here that person is always the same one: alessandro facchini, founder and author of everything the company publishes.

these products are also the proof of an industrial thesis: **today one person, with ai, can design, produce and distribute what until yesterday required a structure.** it is not a shortcut and not a startup waiting to hire — it is a category of company being born right now, and thesmallmediacompany is built to show how far it goes.

over the years the light in your eyes goes out. thesmall maps the road back.

people put on identities imposed by work, by family, by society, and in time they forget who they were. it is not a fall: it is a slow substitution, one piece at a time, almost always painless until someone notices the light is gone.

then ai arrives and changes the question. most people will panic: thesmallmediacompany starts from the opposite reading — that this is **the most important chance at realignment in decades**. that one single human stands behind it, stubborn about keeping a soul in every project, is the *small* part; that the soul travels through books, voices and intelligence is the *media* part.

HOW THE WORK IS MADE · DIGITAL ARTISANSHIP

ai here is treated like a piano: you can study it for years and play mozart, or you can bang on the keys and make noise. one thing never happens: **ai does not take the place of judgment, taste, or responsibility to the reader**. that is the pact that lets a one-person company ship at this pace without becoming a content factory — the moment it becomes one, it dies.

NOT JUST THE PRODUCTS: THE WHOLE COMPANY IS AI-DRIVEN

administration, research, press office, development, publishing: every function of the business is amplified, accelerated and expanded by ai. **not automated**. the same *human-in-the-loop* principle that governs the products governs the company, and every decision stays with a person. anthropic's claude models are the infrastructure most of the work rests on.

thesmallmediacompany has no commercial, partnership or affiliate relationship with anthropic pbc or anthropic ireland limited, or with any of the other technology providers it uses.

THE SEVEN FILTERS · WHAT THEY ACTUALLY RULE OUT

01 authenticity over conformity

a product that pushes someone toward the self others expect does not get made, even when it would sell.

04 connection over isolation

every format is designed to send people back toward other people, not to replace them.

07 human-first technology

does it help the person become who they were meant to be? if not, it isn't built.

02 questions over answers

no product prescribes a solution: the job is to surface the question, the answer stays with the person.

05 transparency over corporate speak

where there is ai, how it is used is declared. where there is a mistake, why.

03 expansion over reduction

no diagnosis, nobody to fix. the premise is that people don't need *less* of themselves, but more.

06 magic over ordinary

work that is technically correct but lifeless gets thrown away. the most expensive filter, and the least negotiable.

every time a machine arrived, someone declared a trade dead.

"from today, painting is dead."
paul delaroche, french painter, on seeing the first daguerreotype · 1839

twenty years later charles baudelaire called photography *the mortal enemy of art*. they were wrong. but the fear was real and it was everywhere. a machine reproduced reality better, faster and at an infinitely lower cost than any painter. for a century, painting a face or a landscape *was* the trade. then all at once a technology arrives that does it in a second.

painters had two roads. copy the machine, stay faithful to reality and try to beat it on its own ground. or ask what they could do that a lens never would.

they took the second. they stopped chasing fidelity and chased changing light, the perceived instant, the brushstroke as the signature of a living hand. it is called **impressionism**. it was not born from a brilliant idea: **it was born from an identity crisis.**

WHY THIS PAGE BELONGS IN A COMPANY PROFILE

because it is the company's position on ai pessimism, and it is documented rather than optimistic. every time a technology made a skill obsolete, the real question was never *how do i compete with the machine*, but *what can i do that the machine never will*. whoever asked it invented something.

	1839 · PHOTOGRAPHY	2026 · AI
the machine	reproduces reality better, faster and at an infinitely lower cost than any painter.	generates text, voice and image better, faster and at a lower cost than almost anyone.
the fear	"from today, painting is dead": the trade is finished.	66% of eu citizens believe ai will destroy more jobs than it creates.
the answer	stop chasing fidelity and chase perception: impressionism is born.	stop asking how to compete and ask what a person can do that a machine never will. what comes out of it is ours to decide: at least we will not be passive spectators.

thesmallmediacompany builds for exactly that moment: when the old answer stops working and someone is needed to help form the new question. the difference from 1839 is that this time the identity crisis does not hit one trade alone.

magic and technology were never opposites.

for millennia humanity has been accumulating ways of understanding itself: myths, religions, philosophies, initiatory traditions, practices of the body, and then psychology and the neurosciences. each dug out a piece of the same question — who we are, and why we move the way we do — and each left its answers in a language the others did not speak.

for the first time there is computational capacity able to read all of them together. not to settle who was right: to **join the dots**. to find the correspondences between a taoist intuition from twenty-five centuries ago and a piece of neurophysiology from two years ago, between a somatic practice and a clinical protocol, and from there to **form new hypotheses** that open people to understandings neither tradition could reach alone.

realignment is not only work on people. it is also putting back in order the best of what humanity has understood about itself, and seeing what comes out.

it is the largest ambition thesmallmediacompany carries, and the most exposed. so it is worth saying what it is *not*: not syncretism, not mysticism with a coat of technology, and not an ai pronouncing truths. it is **connective work**, done with the same rigour that makes every figure in this document carry its source — and with the same honesty: where it is a hypothesis, it is called a hypothesis.

WHY THE WORD MAGIC IS NOT OUT OF PLACE

the split between magic and technology is recent, and it was made for convenience. for almost all of human history they were the same thing: **a way of producing an effect in the world through a procedure not everyone knows how to perform**. writing was magic. printing was magic. a voice answering with the thinking of an author who is not in the room would, four centuries ago, have ended up in front of a tribunal.

whoever treats ai as a threat and whoever treats it as an oracle make the same mistake: they look at the instrument instead of the hand. the position taken here is the third — **learn to play it**, remembering that the effect on people is the responsibility of whoever performs it, not of the procedure.

THE SIMPLEST PROOF

alessandro's mother still asks him **who is on the other side of alexa**, answering her at any hour of the day or night. it is the most sensible question anyone can ask a box that talks, and nobody in the house has a better answer than hers. to her that thing is magic — and she is right. **the difference between her and us is not that we understood. it is that we got used to it.**

when work stops defining people.

every number on the next three pages comes from a primary or institutional source, published and dated. all of it is free to quote.

34%

of employment in high-income countries is exposed to generative ai — worldwide it is about one worker in four. exposure is not replacement: it means part of the tasks in that job will change.

— ilo, generative ai and jobs: a refined global index of occupational exposure, 2025 ↗

AND WORK, TO THOSE DOING IT, IS NOT A DETAIL

96%

of italians say work is very or fairly important in their life — among the highest shares in europe

— world values survey, analysis by the policy institute, king's college london ↗

39%

of american workers say their job is extremely or very important to their identity

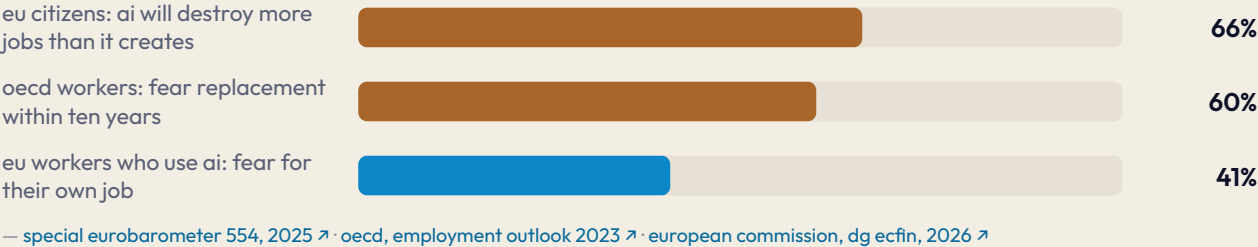
— pew research center, 2023 ↗

40%

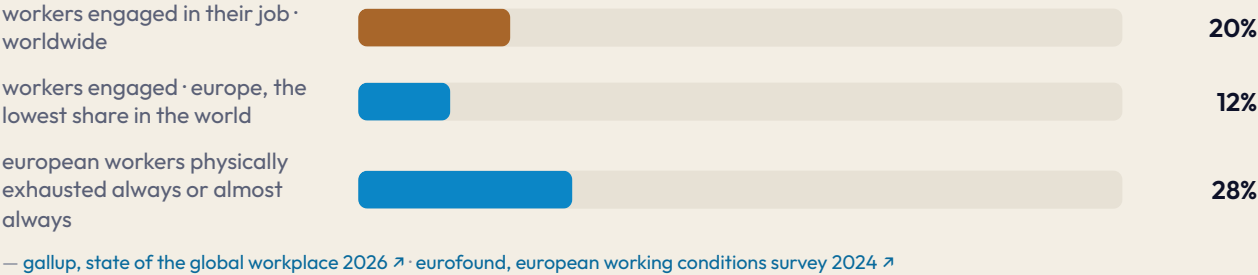
roughly, of the skills required at work will change by 2030

— world economic forum, future of jobs report 2025 ↗

the fear is already measured



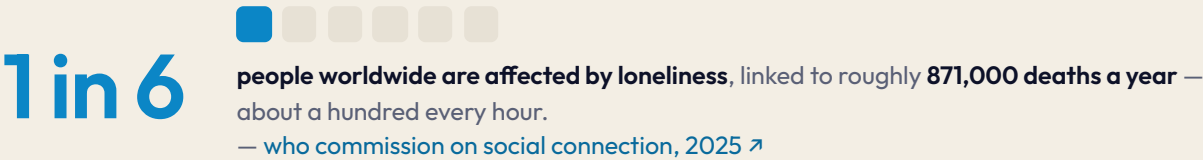
and meanwhile work, already today, does not fill the space



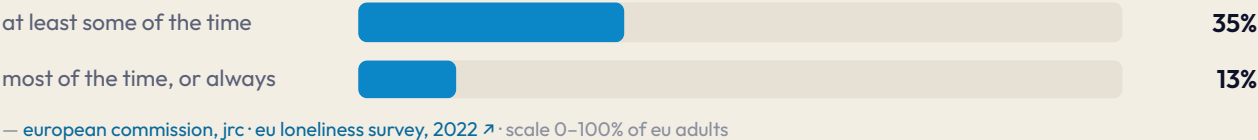
the question "who am i, if not my job?" will reach people who, already today, were not getting from work what they had been promised. **that is the space thesmallmediacompany chose to work in.**

the misalignment is measurable.

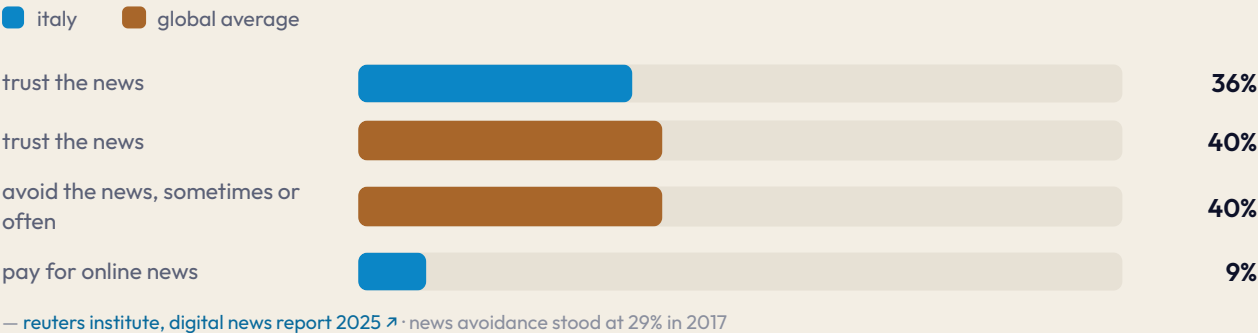
when identity thins out, the first effect is not professional: it is relational.



how lonely europeans say they are



and the trust to fix it is thin

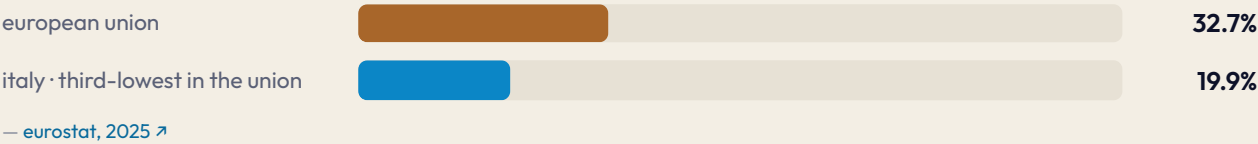


one figure that is not charted: roughly **half of adults in italy and in the united states** say they are more concerned than excited about the growing use of ai in daily life, among the highest levels of the 25 countries surveyed. [pew research center](#) does not publish a precise figure for italy — with no number, none is drawn here and none is estimated.

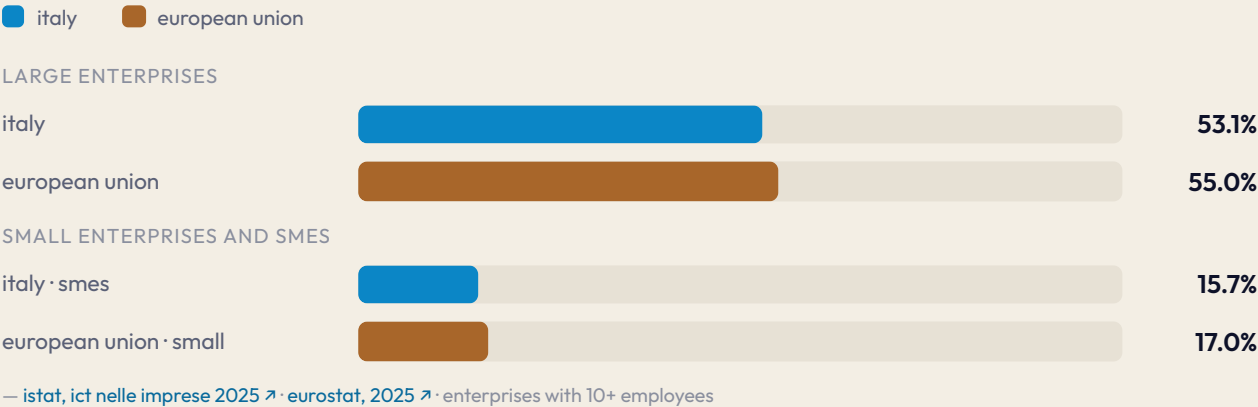
the gap this company was built inside.

the company is european and publishes in italian and english. where an american figure appears, an eu or italian one sits beside it.

use of generative ai among people aged 16–74 · 2025



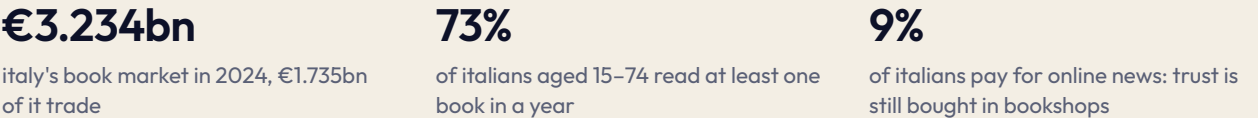
and in business the technology reaches the big ones first



99% of european enterprises are micro or small — 32.4 million of them. they are the fabric of the continent, and the last to receive this technology. thesmallmediacompany is one of them, and it ships it.

— eurostat, structural business statistics, 2023 ↗

THE TWO MARKETS IT PUBLISHES INTO



listened to a podcast in the past month



alessandro facchini

almost fifty years circling one question from different angles: what actually moves a person. and one constant: he has always arrived on new technologies while they were being born, not afterwards.

2000 · THE BEGINNING OF THE INTERNET

he joins **cohn & wolfe** and lands on italy's first internet clients: **lycos**, **world online**. inside the agency he builds a kind of internal intelligence unit, briefing every team each week on this *new thing* called the internet. for **enron**'s london office he runs the italian energy-sector press review through the years the market is being liberalised. and he works on **volendo.com**, italy's first online supermarket: communicating novelties that did not yet exist in the country.

MEDIASET

institutional and product communication. among other activities he runs **the launch of tgcom**, today the group's flagship digital newsroom.

TURIN 2006 WINTER OLYMPICS

after returning to agency work, he is **communication manager of the sestriere olympic village**, the site hosting the alpine-discipline athletes.

INDEPENDENT

corporate communication, reaching as far as design. then **anter** — 200,000 members, the strategic plan and the teaching film *il sole in classe*, adopted by primary schools — and **nwg**, with *l'energia dell'italia* at rome's palalottomatica: seven thousand people, to talk about renewable energy to those who are not engineers. in 2013, *fondazione italiana accenture's* ideaTRE60 call-for-ideas platform. then six years directing strategy and creativity at a milan communication and events agency.

2020 · FROID

he co-founds **froid** and serves as its **behavioural strategies director**. this is where the method gets a name: **behavioural communication**. not demographics — emotions, and the behaviour they change. it is the point where his two selves fuse.

THE BACKGROUND

psychology in turin and communication sciences. three years of somatorelational counselling at **ipso** in milan — the institute founded in 1974 that brought **alexander lowen's bioenergetic analysis** to italy, the school born out of wilhelm reich's work that reads the body, posture, breath, chronic muscular tension, as the archive of a person's emotional history. and twenty years of group analysis.

2024 · THE CONVERGENCE

twenty-five years spent telling the story of new technologies as they were being born. twenty years spent studying what moves people.

thesmallmediacompany is the point where the two become the same trade.

TODAY

he writes, designs, builds and ships alone: the book, the voice companion, the newsroom, the agents for businesses. **no employees, by deliberate design**. with claud in the cockpit, the scale of what one person can build changes outright: neither the human nor the machine is complete on its own, and each covers exactly what the other lacks.

SHORT BIO · READY TO PASTE

alessandro facchini (milan) is founder and sole director of thesmallmediacompany. since 2000 he has worked on new technologies as they emerge: first telling their story, in corporate communication and in the media, then building them. running alongside it, a training path in psychology and in bioenergetic analysis, and twenty years of group analysis. thesmallmediacompany was founded in 2024 out of the convergence of those two roads: the conviction that the most powerful technology ever built can help people find the question their identity restarts from, instead of replacing them.

BOILERPLATE · USE IT AS IT IS

25 WORDS

thesmallmediacompany is a media company in milan, founded by alessandro facchini: it produces books, media and fully ai-driven voice experiences that hand people back to themselves.

60 WORDS

thesmallmediacompany is a one-person media company based in milan, founded in 2024 by alessandro facchini. ai-native by design and with no employees, it produces books, media and fully ai-driven voice experiences for people who have drifted from their original identity, and distils the same craft into products for companies and professionals: authors, coaches, entrepreneurs.

QUOTES ATTRIBUTABLE TO ALESSANDRO FACCHINI

"the first question we ask a stranger is what do you do. when ai empties out that answer, millions of people will discover they don't have a second one."

"we don't tell people who they used to be. we help them find the road back to the question that will give them the answer."

"we don't come from technology. we come from communication and psychology. ai is the most powerful tool we have ever had, and we decided to use it for people."

"in 1839 they said photography had killed painting. what came out of it was impressionism. the instrument was never the problem."

"ai experiences built to keep you in a loop are toxic. a conversation that cannot end is not a conversation: it is a habit with a voice."

"here the entire running of the business is ai-driven, not just production. but no decision is made by a machine: that holds for the products and it holds for the company. and the ideas, and their creative direction, stay mine."

six stories sitting inside this company.

01 · what happens to identity when work stops defining it

34% of employment in high-income countries is exposed to generative ai, 66% of eu citizens believe more jobs will disappear than will be created, and in europe only 12% of workers say they are engaged at work. here is a company that decided to work on exactly this — and not through reskilling: through identity.

02 · the one-person company as an industrial experiment

not a startup waiting to hire: the structure itself is the experiment, and it ships real ai-driven solutions for both consumer and business audiences. 99% of european enterprises are micro or small, and in italy ai is used by 53.1% of large firms against 15.7% of smes.

03 · products that end: the refusal of the engagement model

the ai conversations finish, by design. in a market that measures success in time-on-app, a product built to end is a position rather than a feature — and it arrives while 13% of eu adults feel lonely most or all of the time.

04 · a business run entirely with ai, without automating it

administration, research, press office, development and publishing are all amplified by ai, yet every decision stays with a person. a concrete, observable case of human-in-the-loop applied to a whole company rather than a single function.

05 · italy, third-lowest in europe for generative ai

19.9% against an eu average of 32.7%. and it is from there that an entirely ai-driven media company operates. the country's lag and the case that contradicts it, in the same story.

06 · someone who was there at the dawn of the internet, and is here again

in 2000 he was communicating lycos and italy's first online supermarket; in 2026 he builds ai-driven relational agents. the same person across both paradigm shifts, twenty-five years apart, with a society and several generations put in front of an epochal change in between.

ASSETS AND CONTACTS

available on request, free for editorial use

high-resolution portraits of the founder · product images in the newsroom's three formats · this profile in italian and english · the full link list for every source cited in the data pages.

interviews and podcasts

alessandro facchini is available for interviews and podcast appearances, **in italian and in english**, in person in milan or remotely. requests are arranged directly at press@thesmallmediacompany.com.

press@thesmallmediacompany.com — every story published at thesmallmediacompany.com/news carries its own facts block, its sources and a free-to-use image in three formats. to get them in real time, make sure you are on the media list: just write in. you can also follow the company on [@thesmallmedia](https://twitter.com/thesmallmedia).