13 Novembre 2025: nasce “SERÆ MEDIA GROUP”





📣 VittRos Sera 📣

the intelligent newspaper

is born:

“SERÆ MEDIA GROUP”



SERÆ MEDIA GROUP IS BORN:
when a lazy legionary, a geometric dog, and two

pig editors get into publishing

From Umbertus Poltrōnae's dream to the Codex Poltrōnae, passing through VittRos Sera and Swiss Sera – Vitropolis Edition. Chronicle of the birth of the most comfortable publishing group in the known universe.

Some dream of flying, others of arriving late to their final exam... Ubi One, Kenobi, instead, dreamed of being a **Roman legionary**.

Not just any legionary: **Umbertus Poltrōnae**, originally from the sleepy town of Poltrōna, a homeland of tactical idleness and comfortable beds. In the dream – and now in the saga – Umbertus must choose a slave-administrator to help him with accounts, rations, and measurements. And he decides, with absolute naturalness, to appoint **Seneca**, his dog, as a four-legged surveyor and actuarius.

From there, an avalanche started: Latin declensions, a fake discovered manuscript, imaginary professors, fantastic city-states, and, inevitably, a publishing group.



From the Codex Poltrōnae to the first pages

The so-called **Codex Poltrōnae** presents itself as Umbertus's diary: pages in a medio-crooked Latin where the following are recounted:

- the slow life of the **Legio XXI Relaxata**,
- the "low-intensity" military tactics ("the assault can be done, but after a light snack"),
- and above all, the central role of **Seneca the dog-surveyor**, quick with numbers and a master of afternoon naps.

Commenting on everything, in the footnotes, is the ineffable **Dr. Lucius A. Pannonius**, a scholar from the University of Vercelli Superiore, who takes the story terribly seriously... precisely to make us laugh harder.

These pages, passed from hand to hand among friends, became the perfect material for a newspaper that doesn't take itself too seriously but takes the pleasure of storytelling seriously.

VittRos Sera, Swiss Sera and the Vittropoli-Poltrōna axis

Here our two piglet directors come into play: **Elena** and **Vitti**, depicted in their official medallions. From the camper windshield to the newspaper masthead, the step is short: thus was born 📣 **VittRos Sera** 📣, an independent, and slightly sleepy, newspaper.

However, soon things escalated in grand style:

- in the hypothetical Swiss area, **Svizzero Sera – Vittropoli Edition**, with a very serious tone and precise graphics, makes its appearance,
- to umbrella the various experiments, the fictitious publishing group **SERÆ MEDIA GROUP** was born,
- registered office: **Vittropoli Switzerland, Canton Comodità**,
- motto: *"Veritas, quiete, et un po' di fantasia."*

SERÆ MEDIA GROUP brings together under the same umbrella:

- **VittRos Sera** (narrative and affective Italy),
- **Svizzero Sera – Vitropolis Edition** (analytical but complicit Switzerland),
- **Poltronæ Daily** (the archaeological-Latin edition),
- **Divanòpolis Gazette** (a supplement for relaxed lifestyle).

Articles travel from one publication to another: in Svizzero Sera, the "serious" study on the eating habits of idle legionaries is published; in VittRos Sera, the first-person account by Umbertus arrives, with anecdotes, misprints, and comments from the dog.

Vitropolis: the free state where no one is obliged to be a jerk

Around the newspapers, by sheer narrative gravity, a **Free and Imaginary State: Vitropolis** has also formed.

- **Presidenta** (female): Elena, aka *La Paziente*
- **PreSIDog and Supreme Surveyor**: Seneca
- **Minister of Cuddles and Widespread Well-being**: Frida

The Vitropolis constitution establishes some non-negotiable principles:

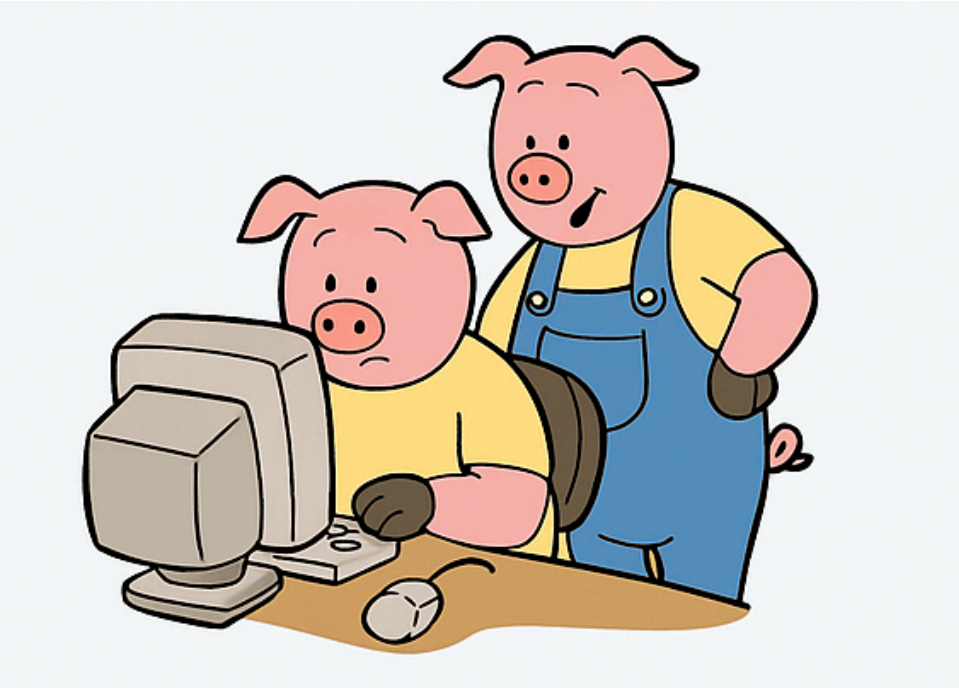
1. Idleness is a right, not a crime.
2. Every creature (human, canine, porcine, hybrid) is a person.
3. Contrary opinions are allowed, as long as they are not nasty.
4. Love, in any form, is not a matter for referendums.

Even the highest office in the State follows the grammar of inclusion:

- if a woman is in office, we speak of **Presidenta**;
- if a man is in office, of **Presidento**;
- if the person is non-binary, of **Presiden&|** (with the symbol &| "Spritz in Vitropolitan")
- if it's a dog with institutional responsibilities, of **PreSIDog**.

In the newsroom: Ubi and Uto OneKenobi

Two pigs at the desk have been promoted to newsroom mascots: **Ubi and Uto OneKenobi**, the two operational pigs of SERÆ MEDIA GROUP.



- One writes, with a concentrated look in front of the screen.
- The other supervises from behind, paws on hips, ready to say:
  "Oh no, that comma goes there better..."

They are the perfect image of the company's editorial method: yes, we work, but with a smile, calmly, and possibly with someone watching your back (or passing you a slice of cake).

And now?

This first article by **VittRos Sera**, the first since the creation of "SERÆ MEDIA GROUP", aims to do only two things:

1. **Put the shared universe in black and white**: Poltrōna, Vitropolis, Vittropoli Switzerland, Seneca the surveyor, Elena the Presidenta, and Vitti the lazy legionary.
2. **Pave the way for future columns**, to be filled with everything that entertains you:

- "Chronicles from Poltrōna" – ancient history for lazy people.
- "Seneca's Mail" – practical advice from a dog.

- "Sofa Economy" – how to improve the world while sitting down.
- "Vittropoli International" – news from our kind micro-state.

If you feel like it, make yourself comfortable: there's room on the sofa, the newspaper has just been born, and the newsroom is already at work.
With a geometric dog, two pigs at the computer, and a Presidenta who, first and foremost, asks:

> "Are you comfortable? Do you need anything?"

✍️ UbiOne Kenobi · editor · 07 Mar 2026