

100% TobeUs: an exhibition, a project, a manifesto
A new adventure with the support of Alessi

Between 5 December and 13 January, the National Museum of Science and Technology in Milan will be hosting a highly unusual exhibition: “100% TobeUs: an exhibition, a project, a manifesto”. The idea for the project came from **Matteo Ragni** who began producing his first series of model cars back in 2007 and has decided to invite 100 designers of very different ages and with different backgrounds to design their favourite toy car, thus creating a highly original and varied new collection. Toy cars that are produced by hand in Italy, with three examples in each design, modelled by a skilled craftsman using fragrant Lebanon cedar wood.

A project aimed at creative children and informed adults who believe objects of affection should be important, long-lasting and able to convey a message that can be transmitted to new generations for a more sustainable future. A design philosophy and a manifesto of intent that Alessi has decided to support and make its own.

The **National Museum of Science and Technology** welcomes the 100% TobeUs project with great enthusiasm as it encourages children and adults to look at a straightforward object, the toy car, in a different light. Matteo Ragni’s skill to imagine and redesign the day-to-day can act as a source of inspiration for new generations that visit the museum with their schools and families.

www.tobeus.it

www.100x100tobeus.it

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By Matteo Ragni

From 5 December 2012 to 13 January 2013

National Museum of Science and Technology

Padiglione Olona – 21 Via S. Vittore – Milan

Entry to the exhibition is included in the Museum ticket price

Opening hours Tuesday - Friday 9:30 a.m. – 5 p.m. / weekends and holidays 9:30 a.m. – 6:30 p.m.

Catalogue Corraini Edizioni, with notes by Alberto Alessi

www.museoscienza.org