

I have often wanted to develop and produce real-life games for children of all ages. Approaching the world of games involves designing excellent tools that are able to directly penetrate the human emotional sphere, tools which have strong poetical value, and are able to evoke the world of memories and stimulate the imagination. Games – the good ones – become genuine and explicit transitional objects.

When Matteo Ragni described his project to me, not only did I share his vision of this specific area, I also immediately recognised that special Transgressive Component with which Italian quality design is synonymous.

I am referring to the ability to contravene the system of rules which industry has to abide by. Unlike mass production, which is often denoted by poor quality materials and designs, these little cars are painstakingly produced so that they will last and, rather than deafening their owners, their formal simplicity (they are in fact produced by just two lines) lays the ground for a deeper, more pervasive relationship, a bond that is revealed in the imagination.

The outcome is a kind of manifesto: critical of the somewhat distorted model adopted by our consumer society and proactive in suggesting one possible way in which it may virtuously evolve.

Alberto Alessi