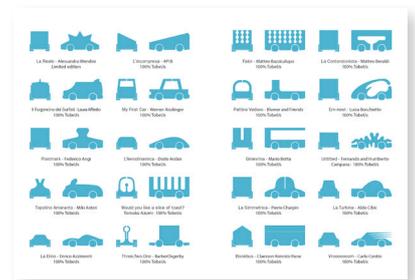
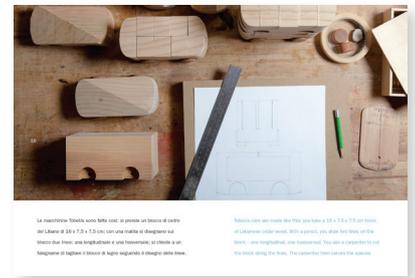
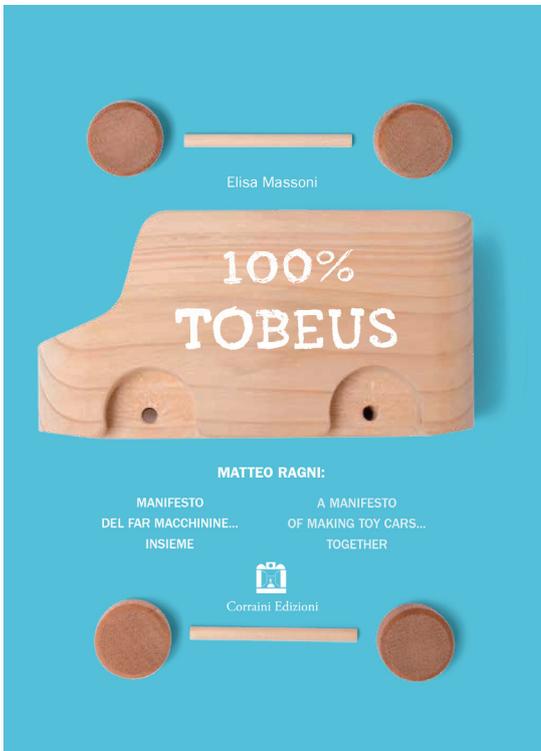


100% TobeUs

Matteo Ragni: a manifesto of making toy cars... together

by *Elisa Massoni*
Note by *Alberto Alessi*



100% TOBEUS (Matteo Ragni: a manifesto of making toy cars... together), ELISA MASSONI
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100% TobeUs is a project by **Matteo Ragni**. A toy car born from a project – a design as well as a life project – and made of cedar wood (aromatic, beautiful, natural); an ecological toy (strong, simple); a thought to be taught (respect, reuse, sustainability); a toy for children, men and women of tomorrow.

100% TobeUs was born of a less than noble aim: to serve as a harsh warning to two grandmothers who were crazy about their grandson. When he was met by a profusion of recreational items the father/designer said ENOUGH!

And so, for Matteo Ragni, wooden **toy cars** became a passion, an engagement, an ideal. It's an excuse for becoming absorbed in, and for asking other designers to get involved in, a project that leaves little room for ego, but plenty for childhood memories. There is the additional awareness that everyone – whether young and old – knows that when they pick up a pencil (**TobeUs** needs a pencil, not a mouse), their first thought is about the project's ethics.

In this book, **Elisa Massoni** provides us with a complete hexegesis of **TobeUs** – from its birth to the toy car each and everyone of us can design by following few and simple rules!

Now it's your turn to design a TobeUs!



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