

**Essent'ial is partner of the Exhibition 100% tobeUs,
cured by Matteo Ragni, at the Museo della Scienza e della Tecnologia
in Milan from the 5th of December 2012 to the 13th of January 2013**

Essent'ial and Matteo Ragni give life to a new collaboration.

They meet to define the **mounting project** of the Exhibition 100% tobeUs, cured by Matteo Ragni, for which Essent'ial worked on the production of *expositive tables* - that highlight the new 100 toy cars running on the streets - designed by 100 designers - of the *information panels*, as well as some new objects created *ad hoc*, such as the *pouf*, that will be shown inside the space and some accessories for guests and journalists. Furthermore, their meeting generates the new products collection, on sales at the Must shop of Il Museo della Scienza e della Tecnologia in Milan.

It has been created the **line of products tobeUs/Essent'ial**, with the pattern 'toy cars' designed by Matteo Ragni and stuck on some famous products with the Emilian brand, made of cellulose fiber.

It includes the Sacco-borsa (in two sizes, with white graphic design on avana), two sizes of multifunctional containers Sacchi (Saccone and Sacchino, with light blue/white graphic design).

Moreover, Essent'ial produced the *poster*, the *sketch-book*, the iron-on car-shaped *patches*, to stick on children clothes, and the new packaging on the wooden tobeUs toy cars.

ESSENT'IAL was born in 2006, generated by the idea of Albano Ghizzoni to use the **waste materials** of A.G.C., innovative typolithography because prints on extreme supports (canvas and non-conventional materials) and specialized on labeling and international fashion companies. Always focused on sustainability as well as design, Essent'ial proposes furnishing complements made of re-use materials and FSC, cellulose fiber. The brand of Essent'ial is produced and distributed by A.G.C, which has always followed this direction, improving the management of: consumption analysis, packing materials recycling, energetics cut, controlled use of solvents, inks and raw materials, as well as the careful attention to the selection of supplier and to the use of paper and ecological fibers, certified FSC. It won the award for Corporate Social Responsibility in 2007 and 2009 with the project Essent'ial, for having proposed a project that recycles waste of unused material, creating employment. It belongs to the entrepreneurial realities of the Club Imprese Modenesi for the Corporate Social Responsibility.

The continuous products are the particularity of Essent'ial. The **Sedute** (armchair, pouf, bench), made of paper or cellulose fiber washable at 30° in washing machine, neutral or colorful and realized by the recycling of waste material. **Sacchi**, available in different sizes, materials and colors, are the "classical" multi-functional accessories of Essent'ial, such as **Linea Manici**. Themed proposals in **Fooddesign**, **Linea Oggetto** for home and office; paper furnishing included inside **Linea Concept** and **Mattone Materico**, the bags of the **Modadesign**, in many colors and sizes.

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