

FLUID TRASMISSIONI DI POTENZA

When comics talk about compressors

On one hand comics, which many consider a minor genre, for easy entertainment. On the other hand challenging and fundamental products for several manufacturing industries, such as industrial compressors that produce compressed air. Two worlds that have marvellously met thanks to the will of Ing. **Enzo Mattei SpA**, historical Milanese company specialized precisely in industrial compressors it produces and sells worldwide, to give a comics character to its traditional yearly calendar. It has done it greatly, giving birth to the **Mattei** Calendar

Novel 2017. The name says everything: the students of the second year of the prestigious Comics School in Milan have explored the narrative graphic novel techniques just learnt to tell the possible applications of the Milanese company's compressors. They have learnt them very well, considering the calendar result, presented at the Wow Comics Museum in Milan. «We always think that comics are only entertainment but that is not true: we can do many other things with comics» said Giuseppe Catolani, founder and manager of the Comics School

in Milan, mirroring the opinion of Luigi F. Bona, director of the museum, who underlined that comics are not a literary genre, as many think, but a communication means. «Despite almost one hundred years of history – stated Massimo Corina, chief commercial officer of Ing. **Enzo Mattei** – we are a company oriented to the future, which aims at involving young and at transmitting them the values in which we believe. Through comics, the School young have succeeded in interpreting and communicating our compressors perfectly, highlighting their

originality and the strong innovative character, residing in their exclusive technology and in the diversification of the ambits where they operate. Besides that, **Mattei** compressors are synonym of Italian design in the world: a further element that enhances creativity, of which comics are an extraordinary expression». The calendar was a committing challenge for the young students of the school, since compressors are fundamental machinery for enterprises but certainly not easily inserted into a graphic novel. The result?

Twelve stripes, one for each month of the year, where compressors are "involved" in various comics genres, from noir to science fiction, from sentimental to dramatic. The calendar was printed in both wall- and desk-format, both in Italian and English, and is distributed to **Mattei** customers, concessionaries and sellers worldwide. They have implemented also an e-book that introduces the young protagonists of the project and a movie that, still using comics and the storytelling formula, narrates in adventurous manner the collaboration course developed between school and company.

