

POWER TRANSMISSION WORLD

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 immediately not thanks to the will of Ing. Enea Mattia Fico, Historical Milanese company

specialized entirely in industrial compressors it produces and sells worldwide, to give a comic character to its traditional yearly calendar. It has done it quickly, 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 exploited the versatile graphic

tools and images just meant to tell the possible applications of the Milanese company to compressors. They have learnt them very well, considering the calendar result, presented at the New Comics Museum in Milan. «We always think that comics are only entertainment but that is not true: we can do many other things with comic» said Giuseppe Calzavara

founder and manager of the Comics School in Milan, mirroring the opinion of Luigi F. Fico, 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. Enea Mattei - we see 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, reading in their exclusive technology and in the distribution of the

ambitions 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 challenging challenge for the young students of the school, since compressors are fundamental machinery

for enterprises that certainly not easily translated into a graphic novel. The result? Twelve stripes, one for each month of the year, where compressors are "integrated" in various comic genres, from horror 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, contractors and sales workforces. 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.

