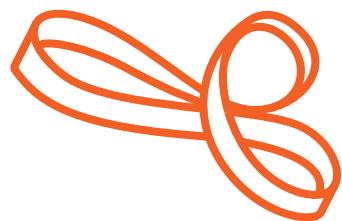


# Il mondo degli **ELASTICI**

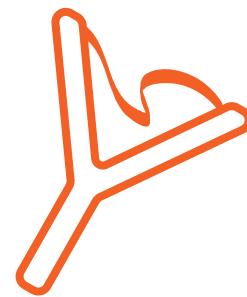


Giada Passerini  
Sofia Muscianisi  
Marco Nardozza  
Valentina Pedrotti  
Anastasiya Timoshenko

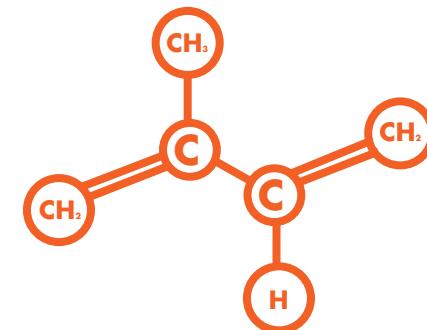
# DEFINIZIONE



Forma



Uso



Materiale

*(Da Enciclopedia Treccani)*

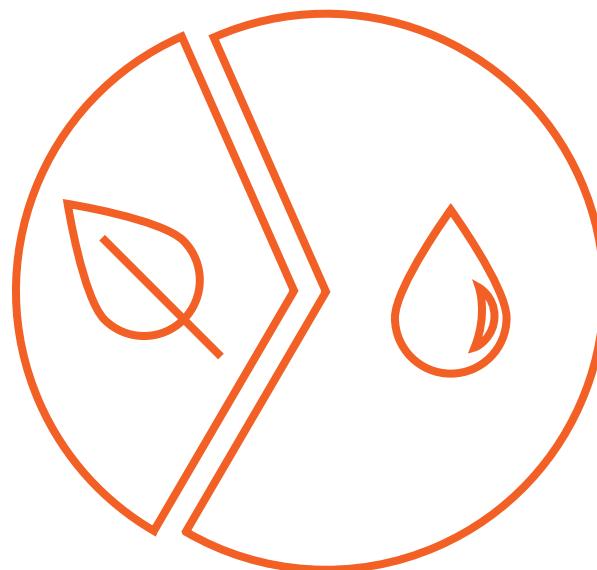
# STORIA



1839: scoperta la gomma arabica  
1845: brevettato l'elastico

# LA GOMMA

**Gomma Arabica**  
Albero della Gomma



**Gomma Sintetica**  
Derivato del Petrolio

# IL LATTICE

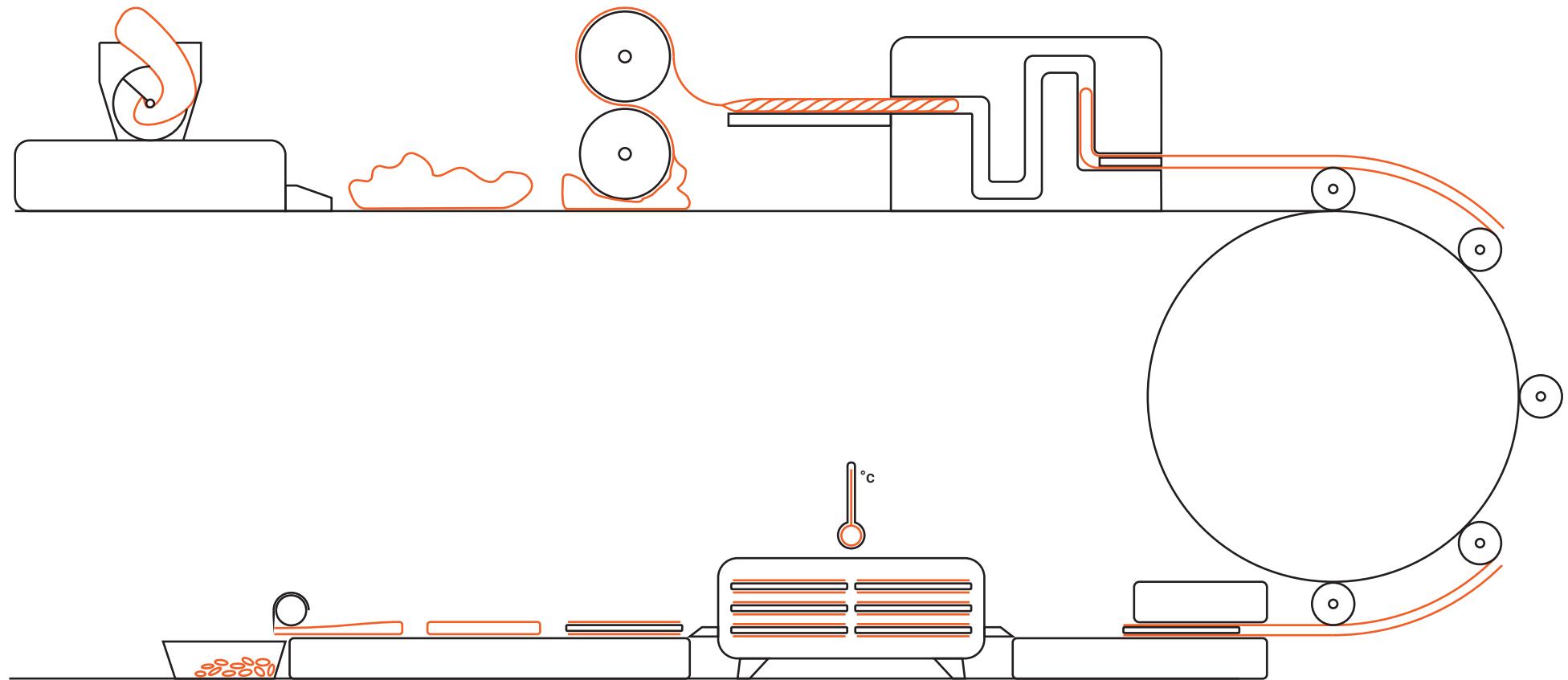
Prima di diventare Gomma



# VARI ELASTICI



# LA PRODUZIONE



# PERCEZIONE



Ruvido  
Stopposo



Diversi colori

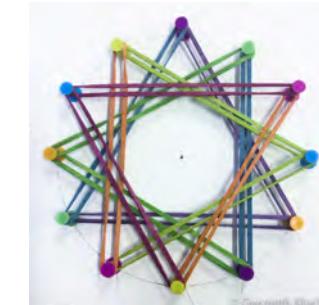
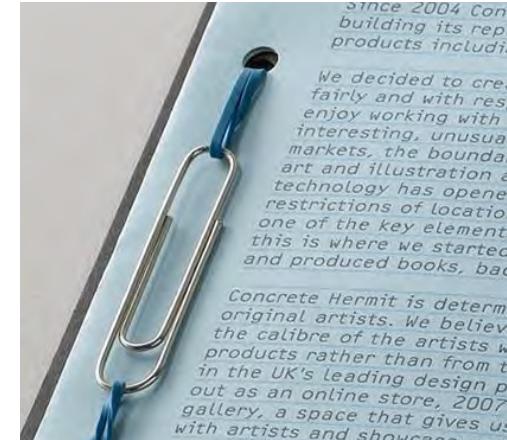
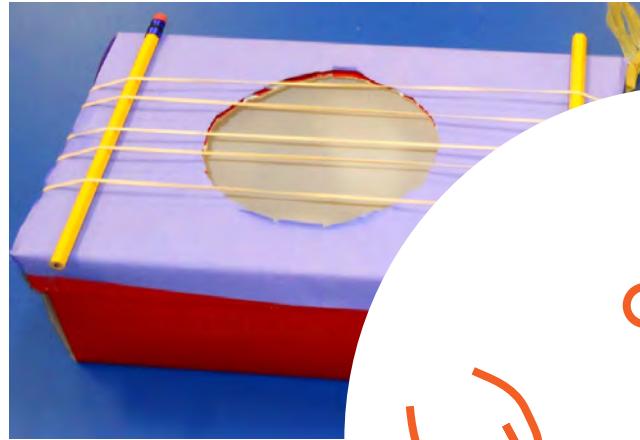


Caratteristico odore  
di gomma

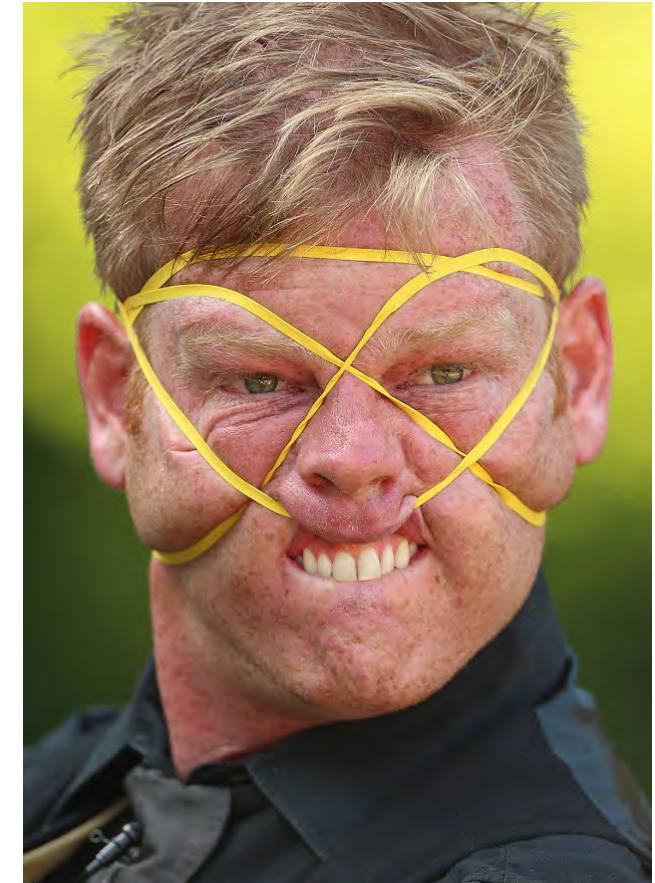
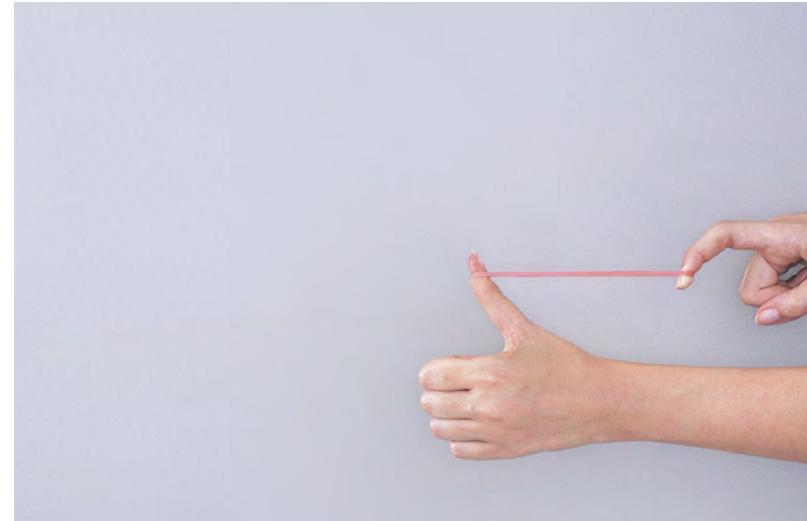


Variazione di tono

# UTILIZZI



# DIVERTIMENTO



# METAFORE

Schieramento  
*(militare)*

Orario

**ELASTICO**

Aggettivo

Domanda

Oggetto

Tessuto  
*(biologia)*

Persona

# ESSERE ELASTICI

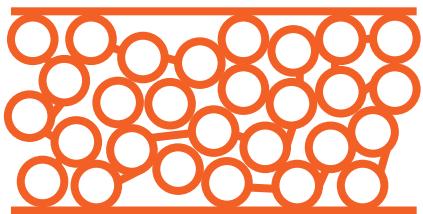
*Valore dell'elasticità*



# FORZA E TENSIONE

## Legami elettrostatici

A riposo

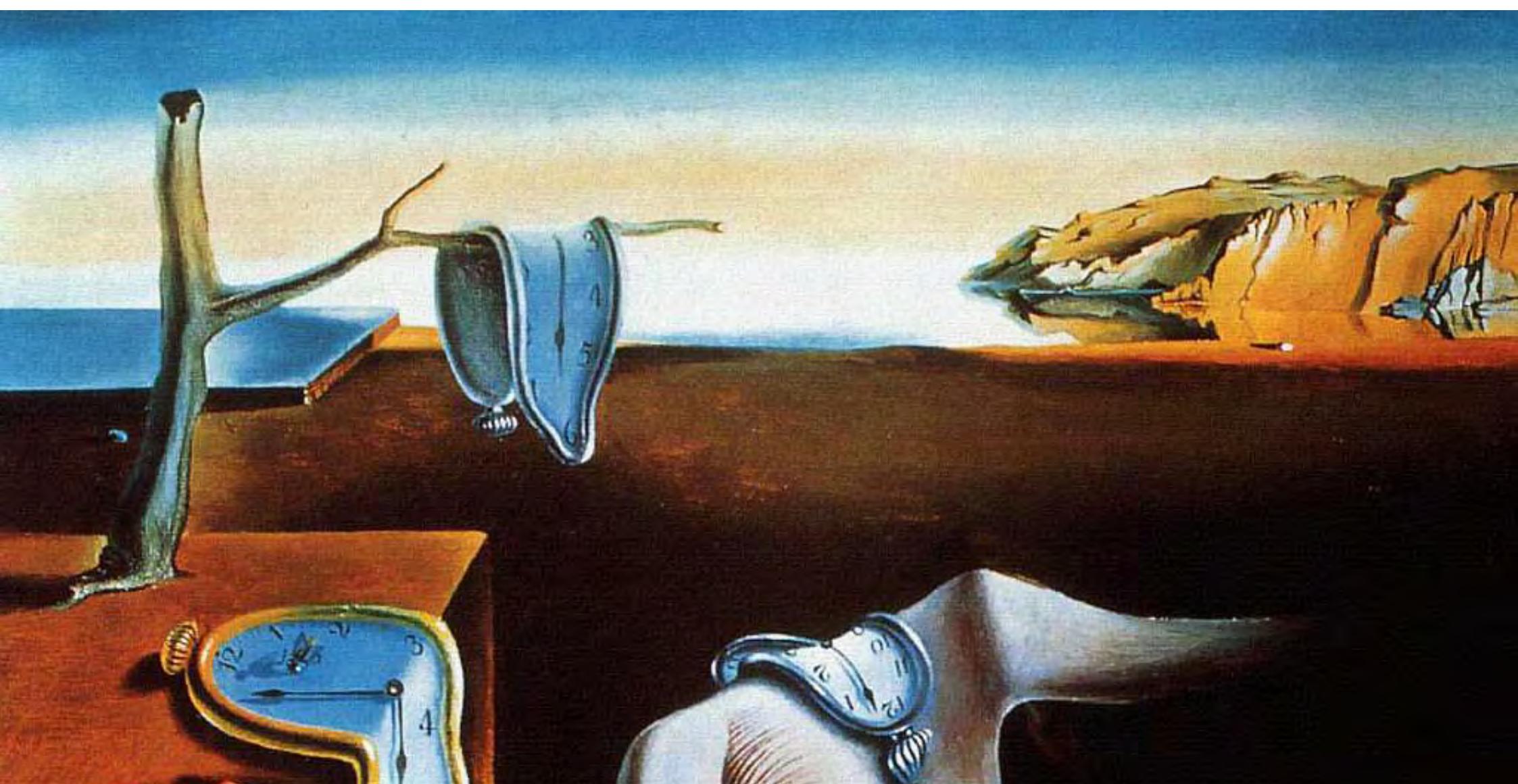


In tensione



# VALORI

## Elasticità



# VALORI

## Equilibrio

Semplice

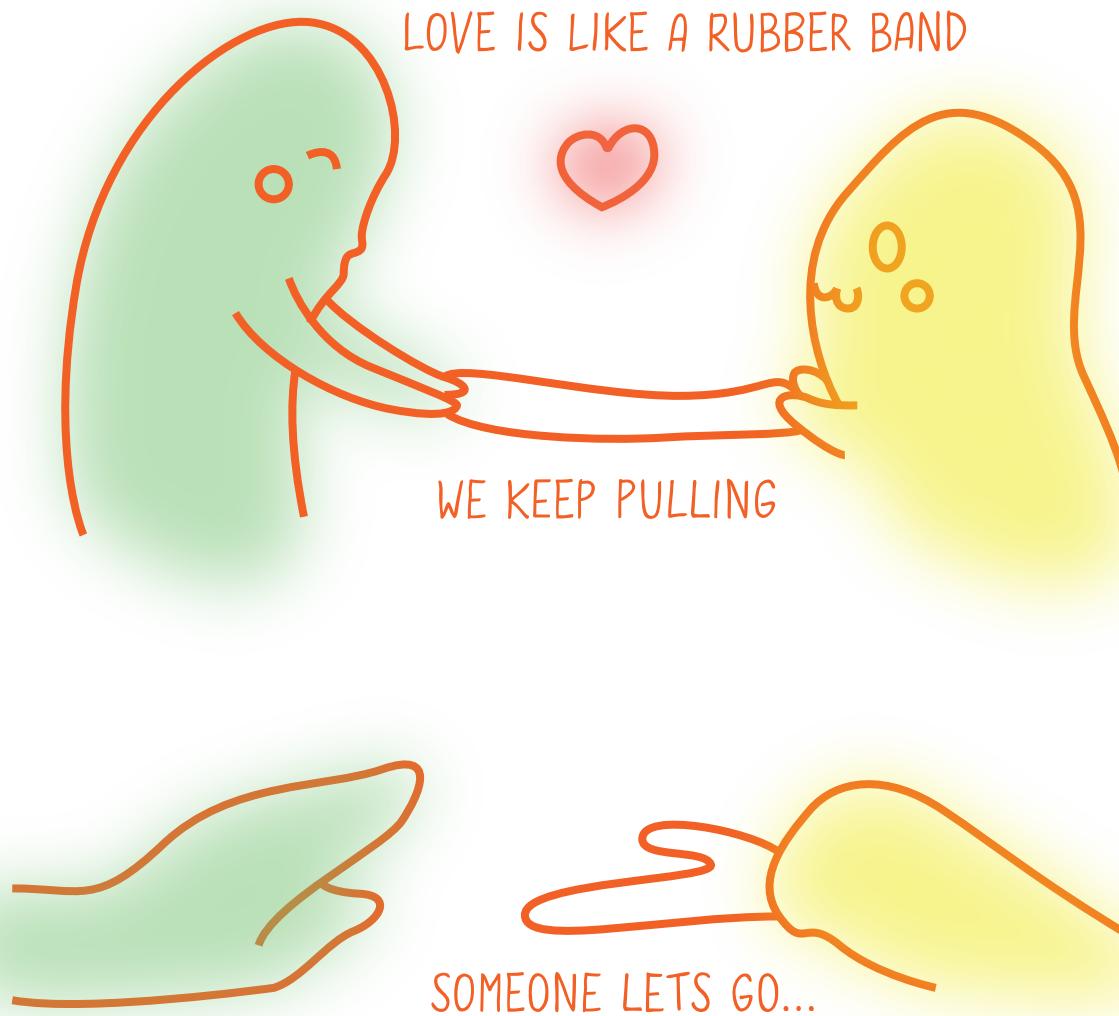
Continuo



Duttile

# VALORI

## Unione



# AZIENDA PRODUTTRICE



# ISPIRAZIONE

## Filosofia del divertimento

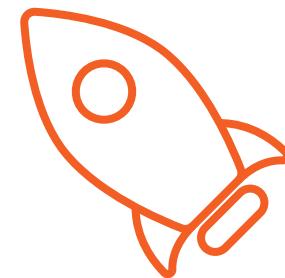


# OBIETTIVI



**Vision**

Portare la creatività  
in ogni ambiente



**Mission**

Ispirare e stimolare  
nuovi usi per l'oggetto

# NAMING

**SHILLY-SHALLY  
BOING LOOP SLUP  
CANGOO ENJOIN**