



PINKSIE

The whale

design Matteo Ragni
e Massimo Minchio

TobeUs

TobeUs is a project born to be able to give a toy to a child that will age well, and last for years / To put something in a child's hands that is made completely from scented wood / To give adults and children time to use an object, to mark it, become fond of it, repair it, lose it and find it again / To speak to children about conscious consumerism / For the pleasure of trying to find awareness in design.

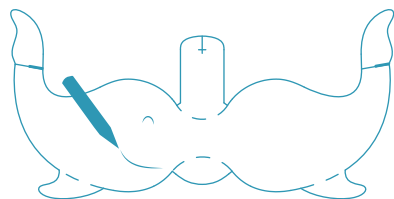
www.tobeus.it



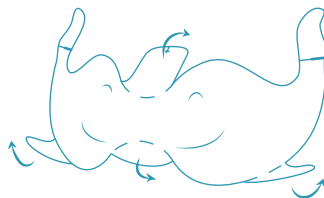
Pinksie the Whale

Pinksie is a thought provoking project which began in London in 2012 with the purpose to teach children to celebrate diversity, be imaginative and assist and care for others. Pinksie's activities are inspired by the "Pinksie the Whale" books about a pink whale who through her adventures overcomes her fear of being different.

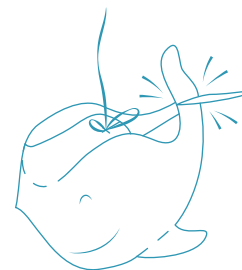
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DRAW / DISEGNA



FOLD / PIEGA



PLAY / GIOCA

TAGLIO ———
 CORDONATURA ———
 DISEGNO ———



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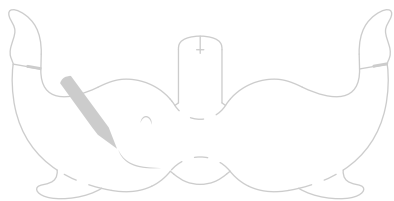
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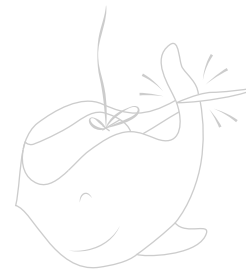
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