

MOTOMORPHOSIS

IMPARIAMO A CONDIVIDERE LA STRADA

Campagna di sensibilizzazione condivisa con Polizia di Stato, sui temi della educazione, della sicurezza e della mobilità stradale. **ACCENDI LA MENTE
USA LE MANI**



www.motomorphosis.it

TOGETHER FOR SAFETY

XXIT
E51
Triennale
International
Exhibition
Milan 2014
11/10/2014 - 15/10/2014
11/10/2014 - 15/10/2014
Design
After Design
LA TRIENNALE DI MILANO



MOTOMORPHOSIS

LET'S LEARN TO SHARE THE ROAD

The Motomorphosis campaign continues, shared by the State police, to raise awareness on the project topics: education, safety and road mobility.

**TURN YOUR MIND ON
USE YOUR HANDS**

**DON'T USE THE CAR HORN UNNECESSARILY
IT'S ONLY AN ACOUSTIC DISTURBANCE**

**BLUETOOTH/ EARPIECE OK
DOUBLE EARPIECE/
MOBILE PHONE NO**

**RIDING THE BICYCLE ON THE
SIDEWALK IS RUDE AND
DANGEROUS FOR PEDESTRIANS**

The infographic illustrates three road scenarios. The first shows a car horn icon with a red prohibition sign over it, indicating that unnecessary use of the horn is discouraged. The second shows a car with a headset icon, indicating that using a single Bluetooth earpiece is acceptable, while a crossed-out mobile phone icon indicates that using a double earpiece or holding a phone is not. The third shows a motorcycle on a sidewalk with a red prohibition sign over it, indicating that riding on the sidewalk is rude and dangerous for pedestrians.

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TOGETHER FOR SAFETY

XXIT
ESPOSIZIONE
MONDIALE
DEL MOTO
MILANO
LA TRIENNALE DI MILANO

