

Passion writes history.

MUSEO DUCATI



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Ducati Museum: Handing down success.

Officially inaugurated on October 16th 1998, the Ducati Museum houses the motorcycle manufacturer's entire racing history. Founded in 1926 by the Ducati brothers as an electromechanical company, today the company bears the fruit of almost a century of Italian labour and ingenuity, out of which it has amassed unforgettable victories and motorcycles, all of which are on display in the Ducati museum. The motorcycles are meticulously maintained and the museum houses such gems as the "Cucciolo" from 1946, with its simple 48cc four-stroke engine, the "Marianna" from 1950, as well as original designs by Fabio Tagliani, the engineer and "father" of the Desmodromic system that is still used in today's current production models.

The museum takes visitors on an emotional trip down memory lane, reliving such races as Imola's 200 Miles, the Isle of Man Tourist Trophy and the current world Superbike and Moto GP championships with riders including Smart, Hailwood and Bayliss, along with many others whose names have become synonymous with speed and spectacular victories on race tracks all over the world. As well as a large red "helmet" crowned by 33 legendary motorcycles arranged on an illuminated track, the Museum also boasts seven themed multimedia rooms that provide a 360 degree overview of the history of Ducati and its motorcycles. The Ducati Museum brings passion to life.





Ducati Foundation: Driving social responsibility.

The Ducati Foundation is the entity that dedicates itself with passion, professionalism and pride to carrying out not-for-profit activities that concern the world of Ducati. The Ducati Foundation is involved on various fronts in initiatives of a social, educational and cultural nature. The Foundation promotes campaigns that heighten awareness and educate people about road safety in Italy and in Europe. To conserve and underline the technical and historical heritage of the company, it nurtures and promotes culture through education and training, also stimulating creativity and human ingenuity through the School of Historic Italian Automobile and Motorcycle Restoration (the so

called "Scuola restauro auto e moto d'epoca Italiane").

Besides provoking discussion among its supporters, the School of Restoration, created and developed to support the rediscovery and promotion of the Italian motorcycle and automotive tradition of the 1900s, is an initiative that forms part of the inter-regional project "Motor Valley." It is sponsored by the Italian Ministry of Industrial Activities, promoted by the Region of Emilia-Romagna and implemented in collaboration with the Province of Bologna. The Ducati Foundation: a passion for values.



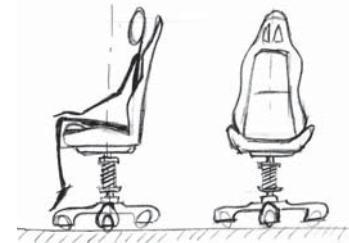


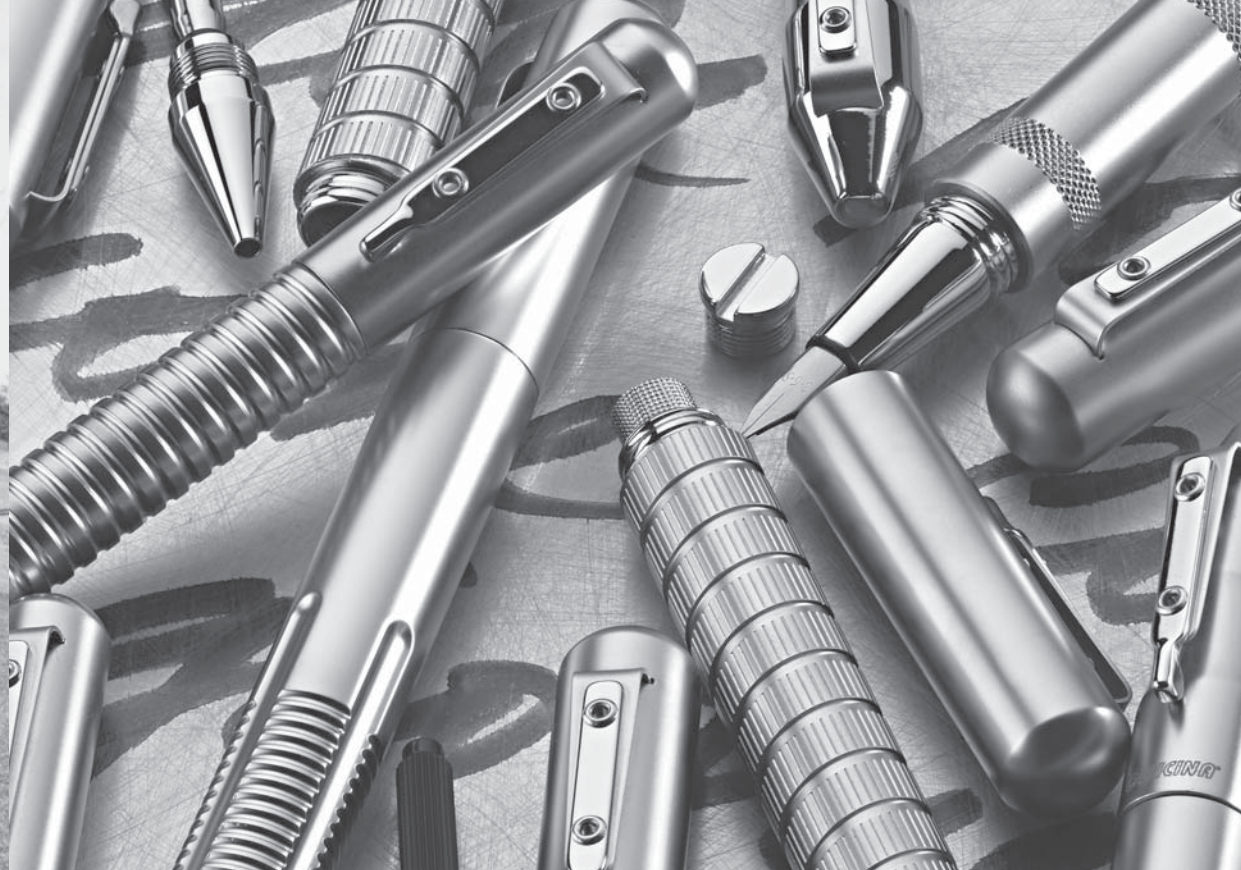
Experimenting with passion.

“Fisica in Moto” is the didactic interactive physics laboratory created by the Ducati Foundation in collaboration with the Malpighi High School of Bologna. A real bridge between schools and the world of work, it represents an advanced training experience that is at the same time very enjoyable, as visitors are given the chance to carry out interesting and fun scientific experiments.

Based inside the Ducati factory and entirely dedicated to students of middle/high school age who are taking scientific subjects, Fisica in Moto is composed of three different rooms that lead visitors through the laws of dynamics relative to translation and rotation. The first room reproduces workbenches, as found in a real Ducati workshop;

the second room contains a series of large interactive experiments that highlight fundamental physics and the laws of dynamics. The third and final room invites students to take part in a Moto GP of physics, by applying the concepts they have learned along the way. In this context, Newton’s laws, impulse theory, and angular momentum are no longer abstract concepts but are demonstrated through the experiments and through reflection on nature as well as in the greatness of physics at play. The didactic experimental strategy introduces students to the concepts of physics so as to guide them towards the construction of conceptual models. Fisica in Moto: scientific passion.







forcella OFFICINA

The Forcella model was created specifically for the *Officina Museo Ducati*. The pen is inspired by the fork of a motorcycle ("forcella" means motorcycle fork in Italian), and integrates itself with the collection perfectly.

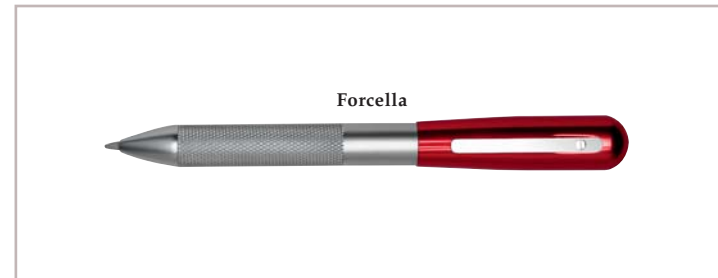
The pen has three different writing functions (black ballpoint pen, red ballpoint pen, and 0.5 mm pencil), and also included in the box are other accessories: an eraser, a touchpad pen refill and an orange highlighter refill.

FORCELLA 3+2 multifunction

black ballpoint pen – red ballpoint pen – pencil – touchpad pen refill – orange highlighter refill



a single style | body in brushed aluminum and a red anodized cap engraved with the *Ducati Museum logo* | engraved on the back of the cap at 180° from the clip





quattro tempi OFFICINA

The "4 tempi" (four-stroke) is an original product that can be easily transformed into four different writing instruments:

ballpoint pen or roller, 5.5 mm pencil, or fountain pen. In the box are five 5.5 mm lead refills (graphite, blue, red, yellow, and green). Photographed here to the left are the gift box and the four different configurations of the product.

OFFICINA "4 tempi"

ballpoint pen, pencil, fountain pen, or roller



*a single style
colours*

Ducati Museum logo

End Mill

anodized red with polished chrome cap

engraved on the back of the cap at 180° from the clip





due tempi OFFICINA

The new *Due tempi* (two-stroke) model was specifically created for the *Officina Museo Ducati* collection and is an original product with two functions: 2 mm pencil with a click mechanism and ballpoint pen.

The pencil can be used with either the button in view or with the cap screwed to the barrel of the pen. For practicality a pencil eraser and a pencil sharpener are also included.

Mini OFFICINA "Due tempi"

Ballpoint pen or pencil



<i>styles</i>	Micrometer – End Mill – Thread
<i>colours</i>	anodized red with polished chrome cap
<i>Ducati Museum logo</i>	engraved on the back of the cap at 180° from the clip





mini OFFICINA

MINI OFFICINA

Ballpoint pen

styles | Micrometer - End Mill - Thread
 colours | anodized red with polished chrome cap



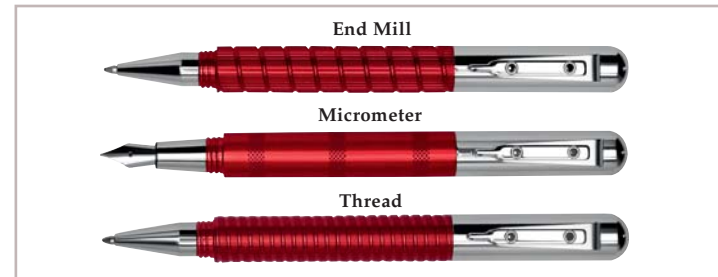
Ducati Museum logo | engraved on the back of the cap at 180° from the clip

Fountain pen

styles | Micrometer - End Mill - Thread
 colours | anodized red - polished chrome cap



Ducati Museum logo | engraved on the back of the cap at 180° from the clip





The Ducati Foundation and 3.6.5 by Giuliano Mazzuoli present the Officina Museo Ducati pen collection.


The *Officina Museo Ducati* collection is a line of writing instruments completely handcrafted in Florence, Italy. Every pen is sculpted from a solid piece of aluminum that is shaped and milled into an original object with functional characteristics.

The *Officina Museo Ducati* collection ("officina" meaning "workshop" in Italian) is the first range of writing instruments ever created by Giuliano Mazzuoli. The product line is inspired by workshop tools used in his grandfather's bicycle workshop at the beginning of the 1900s in Tavarnelle Val di Pesa, in the heart of the Chianti region of Tuscany, Italy. Passion and history are combined with mechanical excellence and a long tradition of motorsport.

From this synergy the *Officina Museo Ducati* collection was born. The pens are red, made out of anodized, polished chrome aluminum and adopt the form of an End Mill, Thread, and Micrometer. There are also two new models in the collection, created by Giuliano Mazzuoli to celebrate this prestigious partnership: the *Officina Forcella* pen, unique for its five writing functions, and the *Officina Due Tempi*, an instrument that can be converted from a ballpoint to a 2 mm pencil.

The strong personality of the collection is wrapped inside an original and retro-style packaging.





Passion writes history.

OFFICINA
GIULIANO MAZZUOLI