

# **FUN THEORY**

**la creatività e il divertimento come chiavi  
di una comunicazione creativa ed efficace**

**Michele Dotti**



**L'allegria sta  
nell'anima e non  
nell'età...tutti  
abbiamo una parte  
del nostro essere  
bambino che non  
dovrebbe tramontare  
mai!**









**Children know no boundaries. Drive carefully.**

This message is provided by: ADC/BSW-Kreittschule, KEYSTONE, onepcon, Werbelische, CLEAR CHANNEL, JONES

1  
2  
3

4  
5  
6  
7  
8  
9  
10

11



**Children know no boundaries. Drive carefully.**

The message is provided by ACCOR, Kvaerner, EYESTONE, Charon, Wertheim, CLEAR CHANNEL, OUTDOOR





**Children know no boundaries. Drive carefully.**

This message is provided by: ADO/DSM-KristinSchulz, WPT006, slemm, WotterWote, CLEAR Channel, OUTDOOR





The film Superman Returns premiered exclusively at UGC Cinemas Antwerp. Superman had arrived and left his marks everywhere. All over town light poles and traffic signs were knotted. No one could visit Antwerp without noticing.





IWC  
SCHAFFHAUSEN  
SINCE 1868  
**Try it here:  
the Big Pilot's Watch.**

IWC  
SCHAFFHAUSEN  
SINCE 1868  
**Try it here:  
the Big Pilot's Watch.**







El aceite usado mata al planeta si lo tiras por el desagüe, o contribuye a salvar vidas si lo reciclas en nuestros **\*puntos de recogida**. En Madre Coraje lo convertimos en jabón para poblaciones marginales del Perú, y en combustible biodiésel.



\*Consulta nuestros puntos de recogida de aceite usado en [www.madrecoraje.org](http://www.madrecoraje.org)

**MADRE CORAJE**  
RECICLAR ES VITAL

-0,072 cal ↑

-0,068 cal ↑

-0,064 cal ↑

-0,060 cal ↑

-0,056 cal ↑

-0,052 cal ↑

**USE ONLY  
WHAT YOU  
NEED.**

 DENVER WATER







