

H

UM

OR

O-METER

PROJECT  
Unigum Edizione and Riciclandia

WRITTEN BY  
Stefania de Toma

PRODUCER  
Riciclandia

GRAPHICS BY  
Thinklab

EDITORIAL PARTNER  
Festival delle Scoperte



## WHAT IS THE HUMOR-O-METER FOR?

Maybe you can use it to play, to look for a reflection in which to see our awakening. Or maybe you can use it at night, to sum up your day and see how it went. Or again, use it to let yourself be noticed by those around you, since the ways to let yourself be understood are never enough. A game to learn how to read ourselves a bit more deeply, maybe to truly understand us.

These are but fun digressions from the core of this bizarre tool, made up of joints and wooden hinges with which Riciclandia reproduced the machines drawn by Leonardo da Vinci, that with lightness pushes us to reflect upon our way of being, and maybe also how we approach the world. The colors here represented, which should report one's humor, much like the clouds, water drops, and the sun do in a weather app, are only eight. And yet each one of them has a thousand shades, sounds, meanings... this is a ludic opportunity to try and look "beyond"... color is not just a wavelength, or a sensation, but also a thought and an idea, the expression of many ways of seeing things. For the ancient Greeks, colors were life, lights, and emotion, so to each of them was assigned a meaning tied to their brightness, as if you could assign to light a color based on how bright it is shining. Because of this, it was even thought that the ancient Greeks could not even see colors as the rest of us human beings. This is how far and distant was their way of defining and describing them.

*Glaukòs* was the color of light, and it could paint in a different way every gaze of the eyes, from the faint glows of the aurora to the dazzling mediterranean skies merging with the sea the first hours of the afternoon. The Humor-O-Meter's aim is to let you acknowledge your emotions, while trying to stay far from cliches and simple pairings. Green of envy, red of rage, black of anger, white of fear... light blue of serenity but also blue of fear!

The Humor-O-Meter is an entertaining object that can act as a mirror, right there, where we pass by every day, on our desk, where we leave our home keys, or on the armrest of the sofa in front of the television.

### UNIGUM AND RICILANDIA

Riciclandia, a company that, from original craft creations to wood works that are borderline unbelievable, that has been recreating Leonardo's ideas, together with another company, Unigum, that for seventy years has been working on safety measure and procedures, they have been sharpening their wits to create special moments through events, projects, and small contraptions like the Humor-O-Meter, which at first sight might look like a toy, but if you are willing to go over the appearances, is able to let us and others know ourselves better. It is but a little push towards the care we should have for our own selves. And what better way to remember "Take care of yourself, you are a piece of art!" if not a wooden canvas full of colors and the outline of a paint brush for a gauge?

### INSTRUCTIONS FOR USE

Aln the morning, the mood we wake up with can be a color of the Humor-O-Meter. You can mark it as a warning for those around you but especially for ourselves, to ride a moment of courage, and boldness, or overcome

another moment in which we are fearful, and down.

There are hundreds of books and articles online about their origins, history, legends and destiny. A french academic dedicated to many of them some real and passionate monographs, of which any attempt to summarize them would be futile. Colors turn on and off within us like they did for the Greeks, to the rhythm of perceptions and emotions. And if the immediate impression of some of them is at times negative, we do not want to hide that there are some "no" days, and we mark them down too on our bizarre contraption. But the shades that nature gifts us, from the sky to the ground, allow us to find a glimmer of hope that pushes us through difficult times and... makes us see through pink colored glasses.

That is the color missing from the Humor-O-Meter, but that is always present within us, painting every dawn and every dusk of every day.

Warnings: the following colors and moods combinations are only suggestions and should not be considered absolutes.

### Blue

Bizzare is blue's destiny. In english countries feeling "blue" means feeling sad, melancholic, nostalgic for something that maybe will never happen and it appears that blues was first made up to get rid of this sadness. In Italy instead, blue almost always is synonym of the sky and the sea, we do not hear the african american musicians but Domenico Modugno, arms wide open, that flies in the "blu





dipinto di blu". It appears that humanity took centuries to develop the ability to see it, so much so that many historians hypothesized that the ancient Romans and Greeks were not physically able to. It seems impossible, but yet the infinite shades of blue, easily capable of stunning us when looking out at sea, are not remotely mentioned by Homero, that just describes some eye's colors and the gloomy darkness. Blue also does not appear in rainbows' descriptions. It seems like it slowly took its place in art first on some Medieval mosaics, and then slowly in religious representations, so much so that it became the mantle of Mary, and overall, together with gold, a dominant color in art. Maybe it is the color that is more "us": as soon as we open our eyes we are submerged in it. Feeling blue should mean feeling sincere with ourselves, proud of our choices, clear and with no filters.

Precious, like sapphires and lapislazuli.

## Red

The first color that prehistoric man was able to utilize for paintings and dyes, the first artificial dye, the foundation of the chemistry of colors. It may be because human nature has an innate need for red, the color par excellence even if it is not the predominant one in our lives.

In some languages the word "colored" means red or even "beautiful", as is the case for the Moscow square. Red is when you are in love, furious, shy, or excited, but also protected, not only by the horns that in Naples are the epitome of shelter from bad luck, but also because in ancient times red was considered the color of protection, omnipresent in burial sites, the color that made magnificent popes and emperors, the color which

honors those who walk on it, both the stars and the people we love. Because wearing red can be provocative but can also boost our courage. Red is the color of life and death because red and fierce is the blood that flows in our veins, that Christ spilled to save us. But it is also the color of Hell's fire, place of rebellion and eternal damnation. Red is the Fruit of Sin and the cheerful tomato, as well as love and passion. These are the moving forces in our lives that move us towards people, ambitions, a mission, art, or a profession. When the Humor-O-Meter strikes red, it may represent us as charging bulls, but also as leaders of our own lives, and those of others.

## Green

Rich in cliches is the color green, that oscillates between being the color of everlasting hope and the maddened color of the Wicked Witch of the East in The Wizard of Oz. Green seems to hang between positive and negative emotions: envy, greed, jealousy, but also calm, harmony, youth, sympathy, simplicity, friendship, trust. From the Egyptians we inherited the association with fertility, growth, and regeneration. Because green is the color of Mother Nature, generous and lavish, but also strict and cruel. Could this be why so many different emotions are associated with it? The truth is that we like the idea of green, so varied and infinite, from the vegetation on Earth to the subtle emerald seas of the Mediterranean coasts, a perfect mix of clear waters, sunshine, and a blue sky. It would be nice to be able to set the gauge on green and set the rhythm of the day with a swim in those waters, a walk in the woods ending into a quiet meadow. A famous

painter, Mondrian, defined it as "a useless color"; we need it to feel better, it is no coincidence that it is the color of ecological struggles, of pharmacies, of hospitals, of the green traffic light allowing us to pass. Setting the gauge on green on the Humor-O-Meter can only do us good. Avoiding unnecessary gambles, such as on gambling tables. Green!

## Yellow

So strange. A color so bright associated with envy, sickness, decline, autumn. Michel Pastoureau, a color biographer, reveals that one of the reasons for such acrimony is having lost its battle with gold, as yellow is what remains after melting the glittering, shining, precious gold. And so it took on being the color of bad luck, both because of the pale yellowish skin of sick people, and the yellow tint of the sulphurous geysers which are said to come directly from the depths of the devils. "And the ice in our hearts melts, and in our chests fanfares blare from their golden trumpets of sunlight", writes Montale at the sight of the lemon trees from a narrow doorway in the middle of the rubble leftover from the war. The yellow within us must be able to overflow, flood us inside and illuminate us. Setting the gauge yellow on the Humor-O-Meter could mean being or wanting to be bright and shining, both for ourselves and others. And if the pictorial iconography choose yellow as the color of betrayal, the one Judah is often dressed in, so to speak, we prefer to think of those lemons, and again, even more so, to the Sunflowers of Van Gogh, and the Ginestra by Leopardi.

## Purple

Purple is a blend that tastes like magic, or alchemy. In show business it is to be avoided like the plague and it is easily associated with mournful events. Yet it is one of the most beautiful colors that the flowers can take. A gift from nature, in both its lighter and darker shades, from the intense violets to the more subtle tints of the sky. Violets abash us with their color and scent, shoring up from the thick blankets of leaves during the harshest winters, and the wisterias know how to braid themselves into tunnels that appear to be slices of Paradise, that only last for a moment, but will always remain in our eyes. Feeling purple does not mean that something macabre has happened, but maybe that we are going through a *Middle-earth* to reach an important destination, or going through some difficult times.

Purple can give us a boost of self-esteem and make us more energetic and more battle-ready, since silk and velvet of this color lined the crowns of rulers, often bejeweled with amethysts. The Humor-O-Meter might really point to what we aim to be...

## Brown

With brown we end up on different ends of the spectrum: from the world wide famous hazelnut spread to something even more common and "foul smelling". It is hard to match our humor to a color that is more of a mixture of colors that hardly suits the expression "color" if not, to name extremes, an unstoppable need of sweet at the end of a very bad day. But the Humor-O-Meter leads us down strange roads. Brown originated as a more intense variant of orange, color of fire, and lava, the boiling heart of the earth. In Tuscany brown is called

*Terra di Siena* (Dirt of Siena) from the time of Vasari, and be it burned, natural, or dark, it gives this color a scent, a strength, and a heaviness that the others just do not possess. This is what is great about feeling brown. Feeling grounded, building the foundations of our ambitions, while that pure energy of the souls is like the magma that explodes from a volcano to become rock. Being strong like secular trees, maybe covered in scales like Roman armor that gave the name to the gigantic pine trees that grow on the peaks at over two thousand meters of height. Knowing that from the virgin dirt of autumn germinate the seeds, and that chestnuts are some of the sweetest fruits on earth, always remember that *nothing is born from diamonds, flowers are born from manure*.

## Gray

It is really difficult to find new insights with gray. We use it a lot in our clothing - sweatshirts, jackets, t-shirts, suits, even underwear - but we do not really enjoy being immersed in it. Gray is the color of dull, polluted, desolated cities. The sky - especially in the north - that during winter loses its blue and turns gloomy and melancholic. Add an everlasting fog, and rain on top of that, and who could stand that? We could sum up gray as the most uninspiring color. Where do you find salvation in a color so bland? It is not that hard, really. Just light it up. That is all you need, that is what made the Greeks see colors. And then gray can become as precious as platinum, as strong as steel, as beautiful as silver. Gray hair makes men charming and is now all the rage amongst younger women. Gray also complements itself, being the color of indecisiveness, and averageness: the road of compromise is often the wisest road to pursue. After all, our brain is

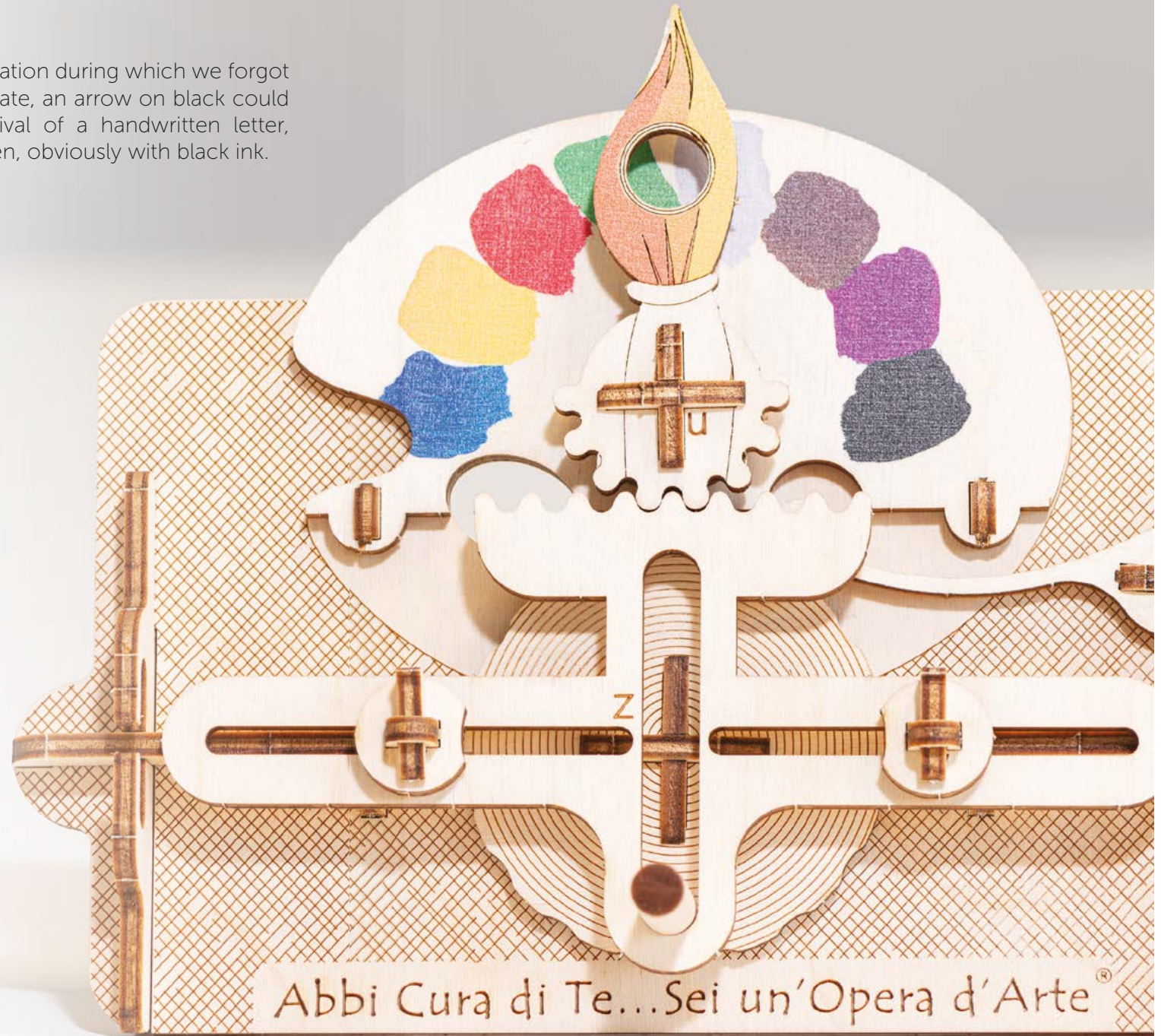
made up of gray matter, and it seems that nothing in this word was colored by chance, so much so that even gray can find redemption. Setting the gauge on gray on the Humor-O-Meter will not always be a bad sign...

## Black

In Italy, *seeing all black*, means being furious, and we all have the right and the duty to feel like that from time to time. But black is also a synonym of elegance, charm, the color of choice to make precious things stand out. Could have Leopardi sang to the moon in that sublime way if not engulfed by the darkness of night? The darker the night the brighter the Milky way, and the more falling stars you can see, the perfect occasion for a wish. And wishes are what drives us to choose the colors that paint our very existence. Considering black a positive color is not a stretch of the imagination: yes, it is the color of misery and soot, but it is also the color of caviar, symbol of luxury. It was also the first sign of graphic expression used by the first humans in caverns, together with the handprints they left: the color of writing, printing, the color used to communicate. Embossed black is for blind people and alternative to braille, a glimmer of light in a world lost in the dark. And if Leonardo considered it a *non-color*, the great and magnificent art of cinematography and photography of the 20th century made it the color by choice, close with white and maybe the *glaukós* the Greeks wrote of. Guernica by Picasso bears emotions that no other combination of colors could have ever measured up to. Setting the gauge on black on the Humor-O-Meter does not mean signing off on a bad day.



And in an era of communication during which we forgot how to actually communicate, an arrow on black could signal the unexpected arrival of a handwritten letter, composed by a fountain pen, obviously with black ink.





## DESIGNER NOTES

Since I was little I have always been fascinated by movement, I was drawn towards mechanics which became a catalyst in my youth, I remember disassembling anything that had screws, levers, or gears (without ever being able to put it back together) but only in my midlife was I able to really understand it.

For work I learned how to use CAD and with that I started experimenting with various mechanisms I had thought up with so much when I was a kid. Then I had the desire to actually hold them in my hands.

I spent many nights building my first CNC (made of wood) and its electronics.

With time, I mastered 3D designs, and as I was able to draw and create something, I brought to life many and any project that would pass through my mind.

Life always carries surprises and as I was pretty much retired, I found myself re-interpreting some of Leonardo's machines with wood, to be made through laser cutting machines and then marketed as assembly kits.

In these simple contraptions I wanted the strength of movement to stand out and I had to solve and mediate history through the limited size of the objects I realized. At the same time I had to measure myself up with the limits and/or the extraordinary pliability of precision cutting, the relative simplicity of assembly and the economies of scale that is necessary to market these contraptions.

In layman terms, I had to highlight the analogue simplicity of the base mechanisms, through the use of advanced digital tools. It felt like building a perfect, anachronistic, and yet interesting ultra-thin manual winding watch, with very sophisticated digital machinery.

The Humor-O-Meter, and in particular its simplistic but flashy, useless mechanism, was thought exactly to highlight this contrast, and it is what made this object, aside from precious, spectacular and unique, also interesting, and instructive.

Turning the crank turns the rotatory motion into linear motion and then again into a circular alternated motion with vague remembrances to Leonardo's creations, everything held together by efficient and archaic wooden wedges that contribute to the emotion of operating a true medieval machine, with a direct perception of its inner workings.

The colors and theme of the palette complete the object giving it not only an utilitarian feel, but also a pleasant look and a formal equilibrium that completes the view of the finished product, rendering it very recognizable.

I am sure that the very assembly is necessary to appreciate the object fully; the feeling of manipulating an ancient material (wood), the dry assembly that makes no use of glue, the use of wax to smooth its movement, the details in the components confirm once again the instructive qualities of this small and unique object.

*Paolo Pardi*





## HUMOR-O-METER

The following assembly kit is not a toy, it is for the assembly of a collector's item and can be assembled by anyone over the age of 14 years old.

The finished product is a collector's item not suitable for continued use.

Both during assembly and after completing the object, keep out of reach of children under 36 months because the small parts used during assembly could be ingested or inhaled with serious consequences. Dispose of the dangerous parts of the packaging immediately to avoid choking hazards (bags and wrappers, packaging sheets, tape, pieces of wood, etc...).

At the end of the assembly make sure you have glued all the small parts firmly so that they cannot be dispersed in the environment.

Do not approach the object with open flames as it is made up almost entirely of wood and therefore may ignite if exposed to heat and open flames.

The materials that make up the kit can be disposed of as domestic waste, however it is advisable to consult your local authority for a conscious disposal.

The kit consists of various sets containing the elements necessary for assembly.

The elements inserted inside the sets are all pre-cut and held together by small bridges that will break by simply pressing on them lightly with your fingers or possibly through the use of a screwdriver or with the edge of a coin.

In the event that the individual elements do not separa-

te, (despite our strict selection of materials, this is always natural wood which may contain non-homogeneous, non-identifiable consistencies within the composite) in this case only, it is advisable to have an ADULT intervene with a cutter or a sharp blade to release the bridges on both sides.

In case of chipping or breakage of the elements, read the general instructions.

Always lubricate the parts subject to wood on wood rubbing or rotation with the wax of a candle, with paraffin, talcum powder, or with a neutral and non-colored soap; the parts to be lubricated are identified by the instructions.

This kit does not require glue for assembly, assembly can be carried out dry with the aid of small wedges and 1 single screw, however, at the end of assembly it is advisable to block the wedges with a drop of vinyl glue to prevent the object from loosening, because of humidity, repeated use, or hot/cold weather, that causes the wood to shrink or widen.

#### RECOMMENDATIONS:

1) Always try to assemble the elements dry before gluing them in place to check the correct placement and orientation of the pieces (usually the pieces with an engraved side should be placed so that you will be able to see them).

2) Assemble the pieces labeled with letters or the ones that are mildly chipped on the inside or hidden places of the object.

#### **3) READ AND FOLLOW THE ASSEMBLY INSTRUCTIONS CAREFULLY**

The Kit is made up of n.3 precut sets from which 43 single elements are embedded; 1 wood screw; 1 rod that will act as a crank; 1 piece of paraffin to lubricate the moving parts; for a total of 45 elements.

Total estimated assembly time: 30 minutes.

Tools needed for the assembly (not included): sandpaper, to even out eventual chips, the bridges, and general final polish of the assembly;

white candle, or paraffine to lubricate the moving/rotating parts; vinyl glue, to fix into place the pin holding the assembly together;

toothpick, to put the glue on the elements that need it;

box cutter (if needed);

phillips screwdriver;

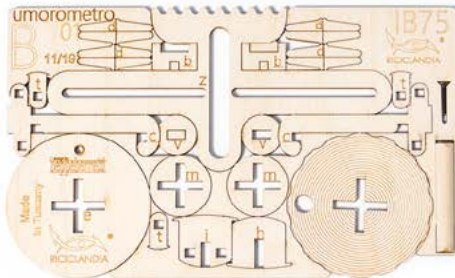
**WARNING: keep this instructs until the end life of the product**



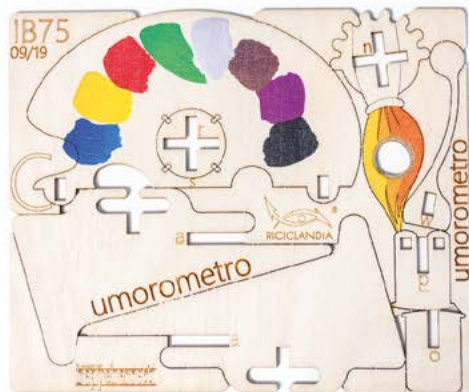
## CONTENT OF THIS PRODUCT



SET A - N. 3 ELEMENTS



SET B - N. 32 ELEMENTS



SET C - N. 8 ELEMENTS

1 SCREW - 1 ROD - 1 PIECE OF PARAFFIN/VAX

The manufacturer reserves the right to edit, modify, and/or update this kit with no warning.

## HOW TO CLEAN THE PRODUCT

During the assembly, and after having the finished product, it is possible that using the glue some elements might get stained, or that the elements themselves might be uneven (being made of raw, untreated wood). To fix these problems it's possible and advisable to clean the elements locally using fine sandpaper (80/100 grit).

This process is to be done only under the supervision of an adult, given the harmfulness of the dust created during the sanding (see safety instructions).

## PRODUCT MAINTENANCE

After completing the assembly, the product does not require any particular maintenance. It is advisable to dust the object from time to time with a soft brush to avoid the build-up of dust.

## WHAT TO DO IF:

1. an element breaks or gets chipped during the separation from the sets:
  - do not throw away the damaged elements and glue them together with vinyl glue (This object is made up of plywood, a layered wood material. The materials are chosen with the utmost care, but it is always possible that an internal defect may render the panels weaker and more easily damaged).
2. you mistakenly glued the wrong elements together:
  - if the glue still has not dried, separate the elements and clean them with sandpaper and/or a solvent (like nail polish remover, see safety instructions), and then

proceed again with the assembly;

- Sif the glue has dried and you are not able to separate the parts, soak a cotton ball in a solvent (like nail polish remover, see safety instructions) and dab the affected parts until you are able to separate the elements, then proceed as instructed in the previous point.
3. **one or more elements of the newly opened assembly kit are missing or broken (while the package at the time of opening must be intact, complete with the transparent thermo-sealed film) you can request via email the missing pieces to MULTITRANCIATI Srl by specifying:**
- model of broken/missing precut set (generally starting with an uppercase "i", eg "IL19"),
  - production lot (composed of a number from 01 to 10, a "/" and two more digits indicating the year of production, eg "01/16"),
  - name of the product (as is on the box),
  - element or missing elements and amount missing, always reporting them as codified on the assembly instructions,
  - a readable copy of the purchase receipt (scanned),
  - name, delivery address and phone number.

the email must be sent to this address "posta@multitranciati.it" with object as follows: "RICICLANDIA: richiesta materiali mancanti nel Kit [product name], [model id], [production lot]", replacing the information in the square brackets with the ones relevant to your case.

The materials will be sent within 15 working days to the address indicated in the email.

4. the complete assembled object gets damaged and/or broken proceed as per points 1 and 2 above.
5. **If other elements are damaged or break in a way such that the replacement of the piece is believed to be necessary**, the shape/design of the piece can be requested free of charge by email, so that you will be able to replace it independently, otherwise make a request by email to MULTITRANCIATI Srl (posta@multitranciati.it) with the same indications as in point 3 above with the subject "RICICLANDIA: richiesta materiali per sostituzione".
- We will reply as fast as possible with the pricing of the replacement pieces, payment method and time required for the delivery.

## HOW TO DISPOSE OF THE OBJECT

The product is made up of non-dangerous materials and can thus be treated as normal domestic waste; however, it is advisable to inquire about it with your local waste offices for an informed disposal..

## WARRANTY

This product is covered by a legal warranty - as expected by the current legislation in force at the time of purchase - lasting two years.

Any improper use or damage to the product not caused by or resulting from transportation, or from the breakage of pieces inside the package (which must be intact and sealed at the time of purchase), will not be covered by the warranty.

Improper use means:

turning the mechanisms until they wear out or damage the elements (improper continuous use of the product); breakages resulting from improper lubrication (see as-

sembly instructions);  
poor assembly;  
excessive use of glue;  
other uses not explicitly stated in the instructions and/or  
warnings.

**MANUFACTURER's INFORMATION**

**Multitranciati srl**

**Registered office:**

Via dei Fossi, 15  
53040 Rigomagno - Sinalunga (Siena)

Tel. 0575 837352

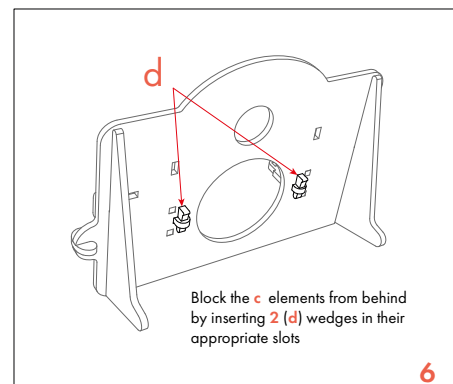
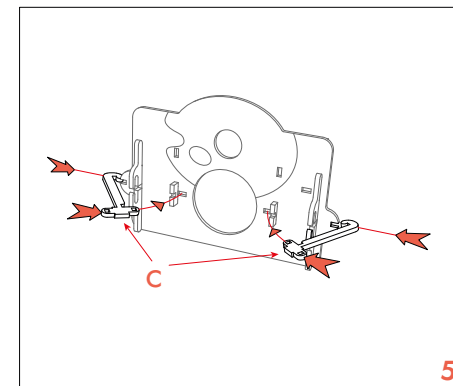
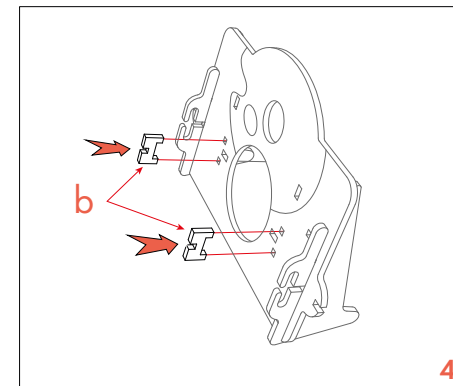
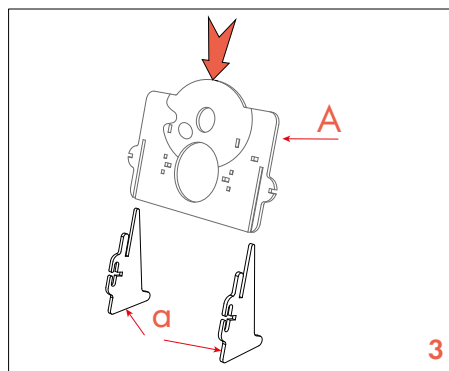
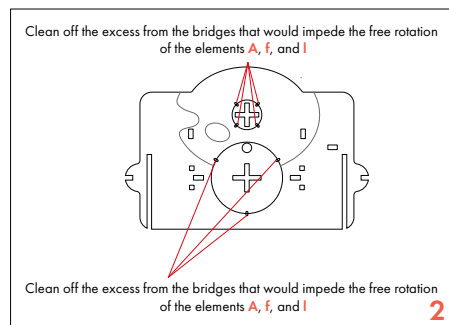
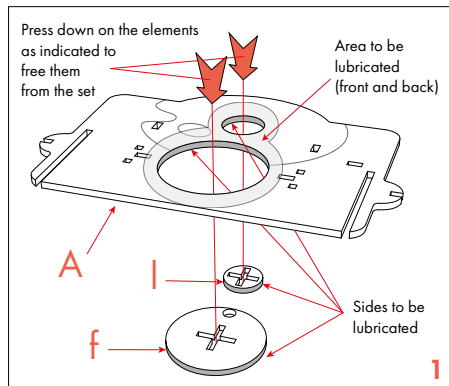
Fax 0575 837092

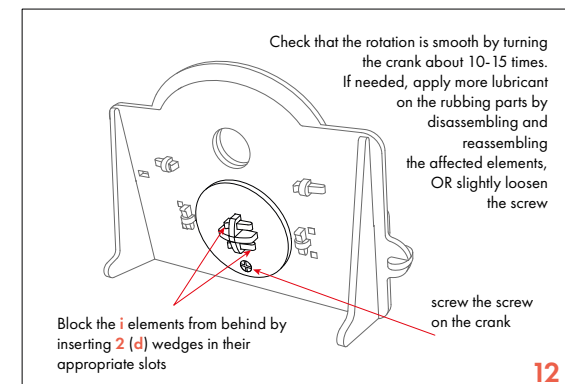
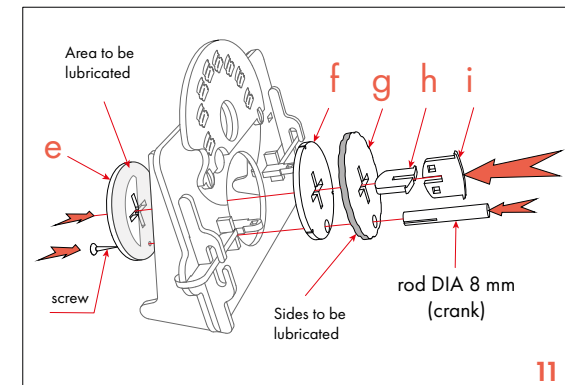
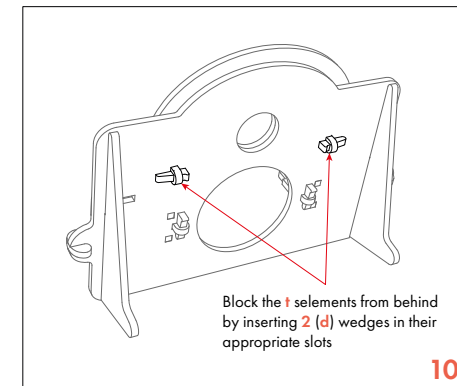
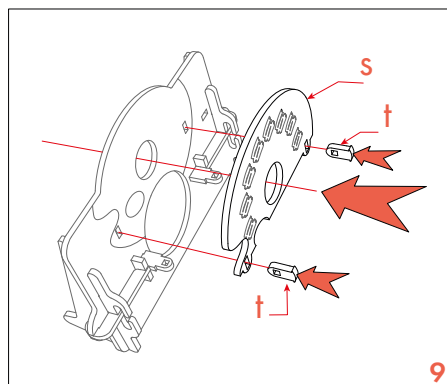
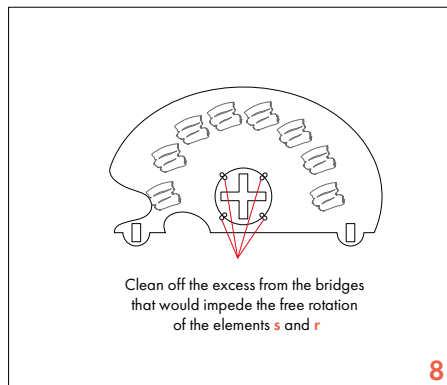
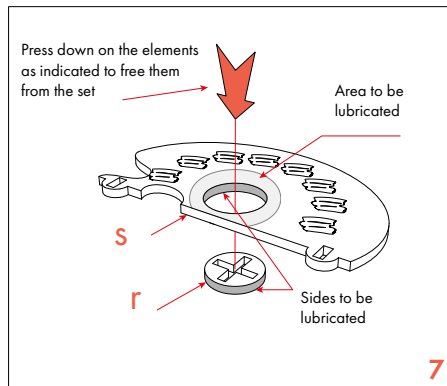
C.F. e P.IVA 0088205052

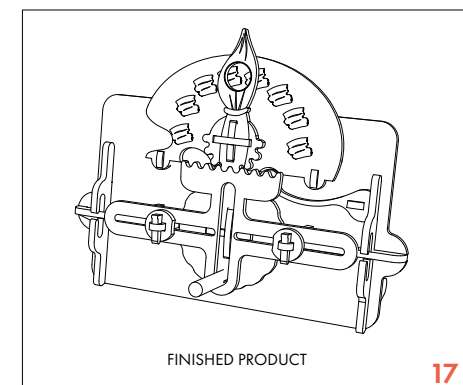
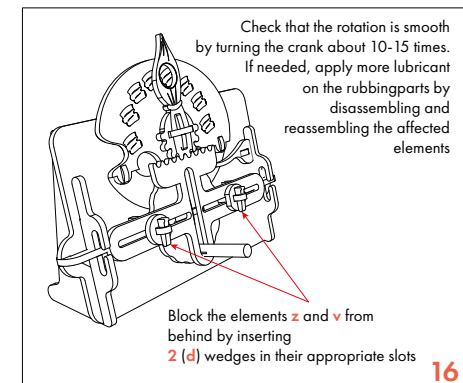
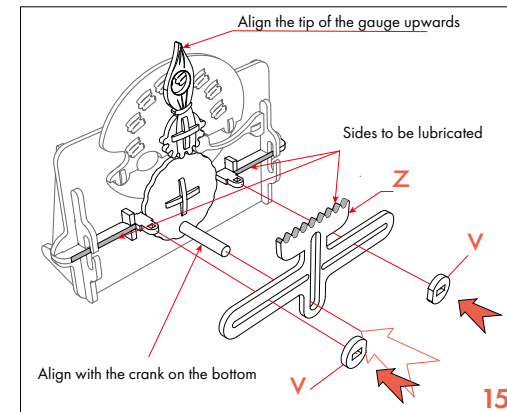
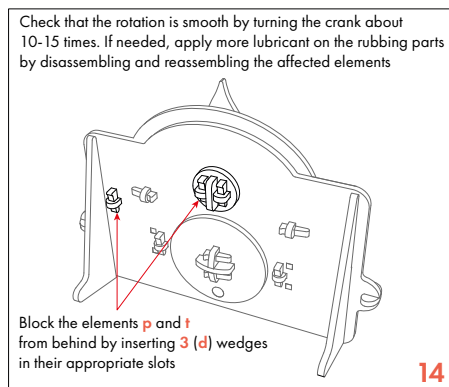
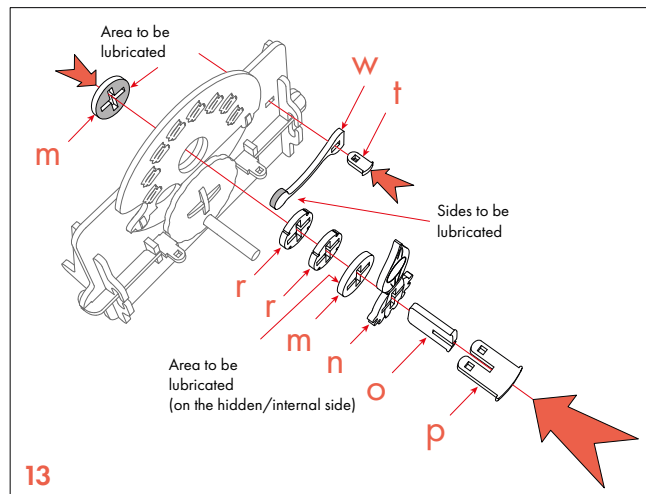
**[www.multitranciati.it](http://www.multitranciati.it)**

[posta@multitranciati.it](mailto:posta@multitranciati.it)











MADE IN ITALY  
CONCEIVED, DESIGNED,  
AND MANUFACTURED IN TUSCANY





**Il Genio in Bottega**, è una linea di Riciclandia in collaborazione con [ideedileonardo.it](http://ideedileonardo.it) nella quale convergono tutte le idee geniali che scaturiscono dall'aria che si respira negli ambienti dove si realizzano cose complicate scherzandoci sopra, e dove gli artigiani lavorano gomito a gomito con artisti, inventori, pensatori... **Il logo** con il quale si identifica questa linea indica chiaramente che si tratta di una Bottega Toscana, come quelle del medioevo che si sono rinnovate, aprendosi a idee e nuovi mezzi, cambiando poco o punto nella sostanza.

***Il Genio in Bottega** is a Riciclandia line in collaboration with [ideedileonardo.it](http://ideedileonardo.it) in which all the ingenious ideas that arise from the air you breathe in environments where complicated things are created by joking about them converge, and where artisans work side by side with artists, inventors, thinkers... **The logo** with which this line is identified clearly indicates that it is a Tuscan workshop, like those of the Middle Ages which were renewed, opening up to ideas and new means, changing little or nothing in substance.*



## UMOROMETRO modello in legno da montare

*wooden model to assemble*

in collaborazione con

**UNICUM**



Manual in English  
at the web address

Umorometro



7 426813 525654



**+14**



**MULTI TRINCIATI**

Via dei Fossi, 15

53048 Rigomagno - Sinalunga (Siena) - Italy

[www.riciclandia.it](http://www.riciclandia.it) [www.ideedileonardo.it](http://www.ideedileonardo.it)