

MONDADORI PRESENTS “MOBI”: IN THE DUOMO MONDADORI MULTICENTER, THIS IS THE NEW WAY TO CONCEIVE A SPACE DEDICATED TO CHILDREN

From January, a range of learning and fun activities, meetings and creative laboratories to encourage children to read actively, consciously and with enthusiasm

Segrate, January 4 2012 – In the Duomo square Multicenter, Mondadori has opened “**MOBI**”, a newly conceived space dedicated to kids.

Created for children, but also for their parents, this is a colorful and cozy place right in the heart of Milan, where you can play and develop language skills accompanied by “Mobi” (Mondadori Bimbo) to discover books. Inside this space, in fact, on top of a very wide selection of books and toys divided and selected by age group, many didactic and play activities take place, with the aim of teaching children how to read actively, consciously and with enthusiasm.

Indeed “MOBI” is innovative in the design of its fittings, but most of all for the didactic contents supplied by MUBA (Museo dei Bambini Milano – Children’s Museum of Milan) and amusement opportunities created by **multimedia paths and creative labs**.

Many of the suggested activities foresee the use of tablets, with which children can interact and increase their imagination. Through 10 iPad, positioned on a large **interactive platform** in the center of the room, they can build their own ideal e-book, a veritable electronic book, with cover, title, author, and short story. The youngest (0 to 6 years old) will work thanks to illustrations, while the eldest (6 to 12 years old), will measure themselves against a more structured story. Moreover, by connecting to www.mobimondadori.it and by retrieving the e-book created inside the Mondadori Multicenter, it is possible to read the book itself on one’s iPad, color it and print it at home.

Creative labs also propose to children the exploration and the discovery of storytelling with reference to the four main themes developed in the multimedia project: the story’s **characters, places, animals and travels**.

Organized classes from January to May at MOBI every Sunday are free with necessary booking; the first event will take place on Sunday 8 January with two sessions (from 3 to 4 pm and from 4.30 to 5 pm) on the location of stories for children between the ages of 4 and 6; the complete schedule and all information on application are available at the Multicenter store.

Mondadori Multicenter opens its door to students too: the initiative **Alunni in libreria** (students in the bookstore) has been renewed. It offers a visit to discover the bookstore with a non-scholastic

approach to reading. Meetings will take place in the mornings until May, from Monday to Friday (info 0245441161).

As a completion to the Mondadori Multicenter offer for kids, *Sale&Pepe* **cooking classes** for children will take place in February on the store's "**Cook&Books**" floor: many meetings for youngsters to experiment with their own imagination while cooking and learning how to select ingredients. The class schedule can be found on www.corso-di-cucina.it.

The Duomo square Mondadori Multicenter is the largest space dedicated to culture and leisure in the heart of Milan. The store, with a surface of 4.000 square meters, offers its customers a wide range of books and dvds, a news stand and an exclusive line of stationary, gadgets and gifts; on the second floor you can find the most up to date digital technology, computers and phones. All this makes the Mondadori Multicenter a very pleasant meeting space for the whole family, where you can dive into culture surrounded by an atmosphere rich in stimuli and novelties.

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