

2010 ROAD WHEELS
CERCHI IN LEGA

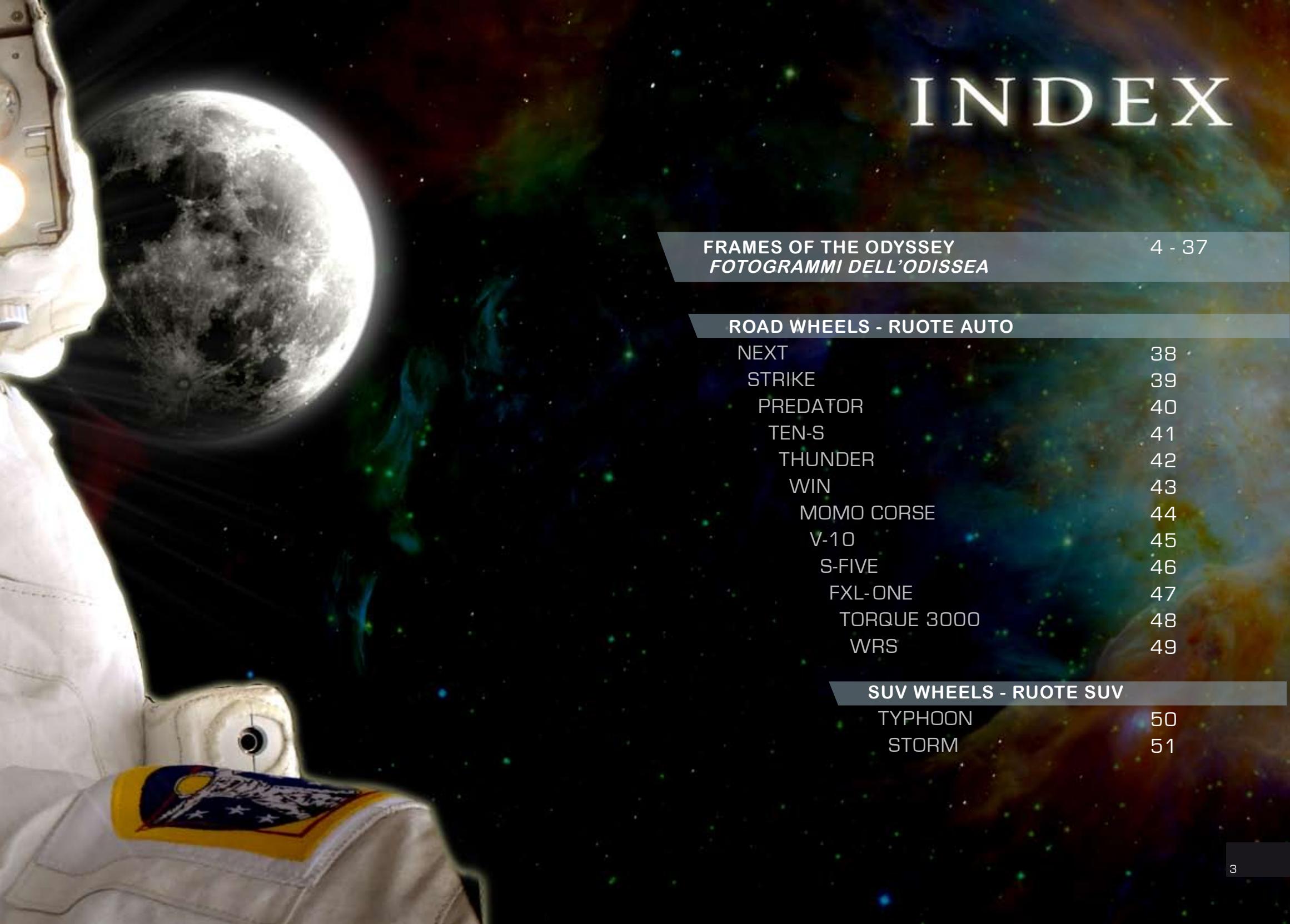
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THE NEXT ODYSSEY

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INDEX

FRAMES OF THE ODYSSEY *FOTOGRAMMI DELL'ODISSEA*

4 - 37

ROAD WHEELS - RUOTE AUTO

NEXT	38
STRIKE	39
PREDATOR	40
TEN-S	41
THUNDER	42
WIN	43
MOMO CORSE	44
V-10	45
S-FIVE	46
FXL-ONE	47
TORQUE 3000	48
WRS	49

SUV WHEELS - RUOTE SUV

TYPHOON	50
STORM	51



TUTTO EBBE INIZIO MOLTI ANNI OR SONO.

A QUEL TEMPO, RICORDO, MOLTI ERANO I PROBLEMI CHE AFFLIGGEVANO LE POPOLAZIONI DI TUTTO IL PIANETA: INQUINAMENTO AMBIENTALE, CONFLITTI INTERNAZIONALI, CRISI ECONOMICHE, POVERTÀ DIFFUSA IN MOLTE AREE.

MA, IN FONDO, ERANO I PROBLEMI DI SEMPRE. LA STORIA CI AVEVA ABITUATO A TUTTO QUESTO.

E TUTTO, IN QUALCHE MODO, SEMBRAVA "SOTTO CONTROLLO". I GOVERNI VIGILAVANO SULLA POPOLAZIONE, CONSENTENDO A OGNIUNO DI NOI DI TRASCORRERE LA PROPRIA VITA, NORMALMENTE.

NESSUNO POTEVA IMMAGINARE CHE COSA SAREBBE ACCADUTO.

I PRIMI DATI ANOMALI GIUNSERO DALLO SPAZIO: I NOSTRI SATELLITI RILEVARONO UN'IMPROVISA E DRASTICA RIDUZIONE DELL'UMIDITÀ DELL'ARIA.

QUELLO FU L'INIZIO DELLA CATASTROFE: IL CLIMA STAVA MUTANDO CON UNA RAPIDITÀ TALE DA SCONVOLGERE L'INTERO ECOSISTEMA.

IN POCHE SETTIMANE, I MARI COMINCIARONO A RITIRARSI, I FIUMI PRESTO DIVENnero ACQUITRINI E POI SCOMPARVERO DEL TUTTO, LA NATURA ABBANDONò VASTE REGIONI DEL PIANETA.

IT ALL BEGAN MANY YEARS AGO.

AS I RECALL, AT THE TIME THERE WERE MANY PROBLEMS AFFLICTING THE PEOPLES OF THE WORLD: A POLLUTED ENVIRONMENT, INTERNATIONAL CONFLICTS, ECONOMIC CRISES AND WIDESPREAD POVERTY.

BUT, IN ESSENCE, THEY WERE THE PROBLEMS THERE HAD ALWAYS BEEN, AND HISTORY HAD MADE US GROW USED TO THEM.

EVERYTHING SORT OF SEEMED "UNDER CONTROL" AS THE GOVERNMENTS WATCHED PEOPLE AND ALLOWED THEM TO GO ABOUT THEIR DAILY BUSINESS. NO-ONE COULD HAVE IMAGINED WHAT WOULD HAPPEN.

THE FIRST SIGNS CAME FROM SPACE: OUR SATELLITES PICKED UP A SUDDEN, DRASTIC FALL IN ATMOSPHERIC WATER VAPOUR.

THAT WAS THE BEGINNING OF THE CATASTROPHE: THE CLIMATE WAS CHANGING WITH SUCH SPEED THAT THE ENTIRE ECOSYSTEM WAS IN TURMOIL.

WITHIN A FEW WEEKS SEA LEVELS BEGAN TO FALL, RIVERS BECAME SWAMPS AND THEN DRIED UP COMPLETELY.

NATURE ABANDONED VAST SWATHES OF THE PLANET.

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L'ACQUA, IL BENE PIÙ PREZIOSO, DIVENNE RAPIDAMENTE L'UNICA RISORSA PER LA QUALE VALEVA LA PENA LOTTARE.

LE RISERVE ERANO ORMAI SCARSE, LE POPOLAZIONI ABBANDONARONO LE CITTÀ E SI SPOSTARONO FORMANDO IMMENSE CAROVANE, DIRETTE VERSO LE POCHE AREE RIMASTE ANCORA COLONIZZATE DALL'UOMO.

MA IL PROCESSO ERA ORMAI INARRESTABILE: DELL'ACQUA RIMASERO SOLO POCHE TRACCE IN PROFONDITÀ, E LIMITATE RISERVE IDRICHE ARTIFICIALI.

IL GENERE UMANO TENTAVA DI SOPRAVVIVERE ALLA CATASTROFE, MA IN POCO TEMPO OLTRE 5 MILIARDI DI PERSONE MORIRONO. TROPPO TARDI PER INTERVENIRE: GLI UOMINI SI AVVIARONO INESORABILMENTE VERSO LA PROPRIA QUASI TOTALE ESTINZIONE.

DELL'ARTE E DELL'INGEGNO DELL'UOMO RIMASE TRACCIA SOLTANTO IN ALCUNI LUOGHI: LE CITTÀ.

SUL PIANETA TERRA, MOMO ERA ANCORA UNA DELLE POCHE TESTIMONIANZE DELLA BELLEZZA E DEL DESIGN ESPRESSO DAL GENERE UMANO NEL CORSO DELLA SUA STORIA, E UNO DEGLI EMBLEMI DELLA CIVILTÀ AI QUALI L'UOMO NON VOLEVA RINUNCIARE.

I SOPRAVVISSUTI RIVENDICAVANO L'IDENTITÀ DELLA RAZZA UMANA E LE RADICI DEL LORO GLORIOSO PASSATO.

CONTINUAVANO A SPOSTARSI IN UN DESERTO SENZA FINE ALLA RICERCA DI ACQUA E DI ALTRE FORME DI VITA ANCORA A BORDO DI AUTOMOBILI EQUIPAGGIATE CON I PIÙ BEI CERCHI IN LEGA DI SEMPRE, QUELLI MOMO.

LA RAZZA UMANA ERA ANCORA LA SPECIE DOMINANTE DEL PIANETA E LOTTAVA PER LA PROPRIA SOPRAVVIVENZA.



WATER, THAT MOST VITAL RESOURCE, QUICKLY BECAME THE ONLY THING WORTH FIGHTING FOR.

AS SUPPLIES DRIED UP PEOPLE ABANDONED THE CITIES AND TRAVELED IN HUGE CONVOYS, HEADING FOR THE FEW REMAINING PLACES WHERE MAN COULD SURVIVE. BUT BY NOW THE PROCESS WAS UNSTOPPABLE: NATURAL SOURCES OF WATER COULD ONLY BE FOUND DEEP BELOW THE EARTH'S SURFACE, AND MAN-MADE RESERVES WERE EXTREMELY LIMITED. THE HUMAN RACE TRIED TO OVERCOME THE CATASTROPHE, BUT OVER 5 BILLION PEOPLE HAD DIED BEFORE LONG. IT WAS FAR TOO LATE TO GO BACK: HUMANS RELENTLESSLY HEADED TOWARDS ALMOST COMPLETE EXTINCTION.

OF MANKIND'S INGENUITY AND ARTISTRY, TRACES REMAINED IN JUST A HANDFUL OF PLACES: THE CITIES.

ON PLANET EARTH, MOMO WAS STILL ONE OF THE FEW SYMBOLS OF THE BEAUTY AND DESIGN THAT MANKIND HAD PRODUCED THROUGHOUT HISTORY, ONE OF THE EMBLEMS OF THE CIVILIZATION THAT MANKIND DID NOT WANT TO GIVE UP.

THE SURVIVORS PROCLAIMED THEIR IDENTITY AS HUMANS AND THE ROOTS OF THEIR GLORIOUS PAST. THEY ENDLESSLY MOVED AROUND THE DESERT IN SEARCH OF WATER AND OTHER LIFE-FORMS IN CARS EQUIPPED WITH THE GREATEST EVER ALLOY WHEELS, MOMO ONES.

THE HUMAN RACE WAS STILL THE DOMINANT SPECIE ON THE PLANET AND WAS FIGHTING FOR ITS EXISTENCE.

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2010
NEW

NEXT



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VATICANO - PIAZZA SAN PIETRO / VATICAN - SAINT PETER'S SQUARE 9



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STRIKE

2010
NEW
COLOUR



NEW YORK - STATUA DELLA LIBERTA' / NEW YORK - LIBERTY ISLAND



PREDATOR



PARIGI - PIAZZA CHARLES DE GAULLE / PARIS - CHARLES DE GAULLE SQUARE

TEN-S



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SAN FRANCISCO - PONTE GOLDEN GATE / SAN FRANCISCO - GOLDEN GATE BRIDGE

THUNDER





LONDRA - PALAZZO DI WESTMINSTER / LONDON - WESTMINSTER PALACE

WIN



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PECHINO - CITTA' PROIBITA / BEIJING - FORBIDDEN CITY 19

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MOMO CORSE

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V-10



BRASILIA - CONGRESSO NAZIONALE / BRASILIA - NATIONAL CONGRESS

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A post-apocalyptic scene featuring the Calatrava Tower in Barcelona. The tower, a white, curved structure with a spire, stands in a desolate, dusty landscape. In the foreground, there are skeletal, leafless trees in small, cracked pots. To the right, a large, rusted cylindrical structure, possibly a water tower or industrial tank, shows significant damage and decay. A thick plume of black smoke rises from behind the tower, suggesting a fire or explosion. The sky is hazy and brown.

S-FIVE

BARCELLONA - TORRE DI CALATRAVA / BARCELONA - CALATRAVA TOWER

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FXL - ONE

MOSCA - PIAZZA ROSSA / MOSCOW - RED SQUARE





TORQUE 3000

SHANGHAI - IL "BUND" / SHANGHAI - THE BUND



WRS

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SYDNEY - TEATRO DELL'OPERA / SYDNEY - OPERA HOUSE 31



A wide-angle photograph of the Giza Necropolis in Egypt. In the foreground, the rear side of a bright red sports car is visible. The middle ground shows the Great Pyramid of Giza and other smaller pyramids under a hazy, orange-tinted sky. A massive, powerful sandstorm is captured in motion, with a bright yellow-orange core and turbulent white edges, sweeping across the desert floor. The ground is sandy and scattered with large, light-colored boulders.

TYPHOON

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STORM





RIO DE JANEIRO - MONTE CORCOVADO / RIO DE JANEIRO - CORCOVADO MOUNTAIN



6,5"X15"
7,0"X16"
7,0"X17"
8,0"X17"
8,0"X18"

ANTRACITE OPACO - MATT ANTHRACITE
DIAMANTATURA - DIAMOND CUT



(TÜV) 6,5"X15"
(TÜV) 7,0"X16"
(TÜV) 7,0"X17"
(TÜV) 8,0"X17"
7,5"X18"
(TÜV) 8,0"X18"
8,0"X19"
(POSTERIORE-REAR) 9,5"X19"



ARGENTO - SILVER
DIAMANTATURA - DIAMOND CUT

NERO LUCIDO - GLOSSY BLACK
DIAMANTATURA - DIAMOND CUT

ANTRACITE OPACO - MATT ANTHRACITE
DIAMANTATURA - DIAMOND CUT





6,5"X15"
7,0"X16"
7,0"X17"
8,0"X17"
8,0"X18"

NERO OPACO - MATT BLACK
DIAMANTATURA - DIAMOND CUT



PREDATOR

(TÜV) 6,5"X15"
(TÜV) 7,0"X16"
(TÜV) 7,0"X17"
(TÜV) 8,0"X17"
7,5"X18"
(TÜV) 8,0"X18"
8,0"X19"





■ NERO OPACO - MATT BLACK



■ BIANCO LUCIDO - GLOSSY WHITE

6,5"X15"
7,0"X16"
7,0"X17"
8,0"X17" (TÜV)
7,5"X18"
8,0"X18"



THUNDER

5,5"X14"
6,5"X15"
6,5"X16"
(TÜV) 7,0"X17"



■ ARGENTO - SILVER



■ NERO OPACO - MATT BLACK





ARGENTO - SILVER
DIAMANTATURA - DIAMOND CUT



NERO LUCIDO - GLOSSY BLACK
DIAMANTATURA - DIAMOND CUT

6,0"X14"
6,5"X15" (TÜV)
7,0"X16" (TÜV)
7,0"X17"
7,5"X17" (TÜV)
7,5"X18"
8,0"X18" (TÜV)



6,5"X15"
7,0"X16"
7,0"X17"
8,0"X17"
7,5"X18"
8,0"X18"
8,0"X19"



ARGENTO - SILVER
DIAMANTATURA - DIAMOND CUT



NERO LUCIDO - GLOSSY BLACK
DIAMANTATURA - DIAMOND CUT





6,5"X15"
7,0"X16"
(TÜV) 7,0"X17"
(TÜV) 8,0"X17"
(TÜV) 7,5"X18"
(TÜV) 8,0"X18"
(TÜV) 8,0"X19"



ARGENTO - SILVER
DIAMANTATURA - DIAMOND CUT



NERO LUCIDO - GLOSSY BLACK
DIAMANTATURA - DIAMOND CUT



FXL-ONE

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NERO LUCIDO - GLOSSY BLACK
DIAMANTATURA - DIAMOND CUT

6,5"X15"
7,0"X16"
7,0"X17"
8,0"X17" (TÜV)
7,5"X18"
8,0"X18"



TORQUE 3000

(TÜV) 6,5"X15"
(TÜV) 7,0"X16"
(TÜV) 7,0"X17"
(TÜV) 8,0"X17"



■ ARGENTO - SILVER



NERO LUCIDO - GLOSSY BLACK
BORDO IN ACCIAIO CROMATO - CHROMED STAINLESS STEEL LIP



8,5"X20"

ARGENTO - SILVER
BORDO IN ACCIAIO CROMATO - CHROMED STAINLESS STEEL LIP



TYphoon

7,5"X17"
8,0"X18"
(TÜV) 8,5"X20"



■ ARGENTO - SILVER



STORM

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LA GRANDE AVVENTURA DELL'UOMO SEMBRAVA ORMAI STORIA.
MAN'S GREAT ADVENTURE LOOKED TO BE AT AN END.





MA, IN QUALCHE LUOGO REMOTO, LA VITA AVEVA RIPRESO IL SUO CAMMINO.
MOMO NE ERA L'UNICO TESTIMONE.
*BUT, IN A FEW ISOLATED PLACES, LIFE HAD BEGIN TO MOVE FORWARD ONCE MORE.
AND MOMO WAS THERE TO SEE IT.*



A photograph of a dark night sky filled with stars and a visible galaxy or nebula. The horizon is a bright, glowing blue and white band, likely from Earth's atmosphere or a light leak in the camera. The foreground is mostly black.

TO BE CONTINUED...

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58
MOMO SI RISERVA IL DIRITTO DI APPORTARE IN QUALSIASI MOMENTO MODIFICHE AI PRODOTTI DESCRITTI IN QUESTO CATALOGO PER RAGIONI DI NATURA TECNICA E COMMERCIALE.
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