

EXECUTIVE SUMMARY

The **Amiata»Dakar** project is a concept developed by ISIA Florence and Kove Italia, under the patronage of the Union of Municipalities of Mount Amiata and with the support of several companies.

A JOURNEY, FROM MOUNT AMIATA TO THE MOST REMOTE RALLY TRACKS.
 AN EXPERIMENTAL NARRATIVE, A GLOBAL MOTORCYCLE, A POST-GLOBAL STORY

THE CONCEPT

The project involves racing the **Africa Eco Race 2027** (Tangier-Dakar, 24 January-6 February 2027) as the core of a 2027 rally season, and recounting it beyond the usual rhetoric, by choice, by design, and thanks to specific technological tools. The motorcycle is a **Kove 450 Rally EX**, in train to be "augmented" within the Hyde Lab at ISIA Florence, featuring superstructures created with additive manufacturing, as well as sensorization and connectivity interventions. Beyond sporting performance, the project has an exploratory and experimental soul that traverses phases, places, and states of mind, and returns a narrative content that is not acrobatic—at least not intentionally—but more accessible, intimate, and introspective. What emerges is a travel (or log?) diary, resulting from the novel way of composing content derived from the direct recording of data, images, and sounds from the connected vehicle during the race, as well as the pilot's data and his own monologues, even transcribed. The produced content will be relayed into the ether according to possible connectivity, ultimately returning this augmented and shared diary—never didactic, multichannel, and far from the narrative customs of motorsport. Yes, perhaps *"On Any Sunday"* is a good reference. The poetics of the journey, research, and human exploration: the design, the construction, the fundraising, the preparation, the territories, the thoughts, the worries, and the exaltation of milestones in a series of short video episodes.

THE CONTEXT

The project has specific roots in university research and design. **ISIA Polytechnic of Arts of Florence**, through its **Hyde Lab** focus, conducts research in the field of next-generation mobility, interpreting the present according to the discipline of design and attempting to prefigure a more desirable future through objects, or more generally through the tools of material culture. The pilot himself, **Mirko Tattarini**, is a professor of Strategic Design in the Master's degree program at **ISIA Florence**, which is why he carries the nickname "prof," ever since his fellow riders discovered this unusual academic background. While the cultural and methodological matrix is defined and particular, the pilot's and the initiative's supporting geography of origin has its own specificity: snow on the sand. It used to snow here, on **Mount Amiata**. In winter, it was often possible to ski home along the provincial road. Climate change has subtly granted us seductive autumns and early springs, but little snow falls now. It is precisely the memory of that snow—and snow is magical, like sand—that we carry with us on a unique journey, starting right from Tuscany and **Mount Amiata**, feeding on speed and design, exploring the desert, and eventually returning to the mountain, passing through Florence. A story of introspective acrobatics where speed becomes meditation, the race a discovery, and the journey a sacred path. Working alongside **Kove** is a team composed of researchers and specialists in Design and Communication, a few professors, some students, and local companies/laboratories. A varied set of skills that generally only official teams have access to.

In this difficult era of uncertainty and change, it is worthwhile relaunching, with a post-global story, animated by a conscious and ideological thrill.
 The human adventure continues - despite errors, horrors
 and changes underway.

"May you live in interesting times"

*quoted by Slavoj Žižek, 2012



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CHECK IGNITION,
AND MAY GOD'S LOVE
BE WITH YOU

David Bowie

SPACE-TIME, BIKE



Running rallies is a bit like finding the route only to get lost within it. Contemplative action in its purest form, a parable of the transient and of impermanence. Exclusion of the self from the other and immersion in the otherness of the self all at once. Meditation. Sometimes the state of grace, the flow, is such that relativity is no longer valid. You are the singularity that a wormhole shoots straight to the next note.

But in part, this too is a story out of time, at times melancholic in its vintage nature. Certainly, no racing motorcycle will ever again be "more beautiful than the Nike of Samothrace," but the direct experimentation of physics, of gravity, the law of laws and the force of forces, remains an experience that pumps you into the heart of the world.

The idea of having to give up forever the thrill of the extreme confrontation with space/time-speed and resistance in synthesis—remains difficult to accept. This thing of resisting the vectors of the universe that push in opposite directions to those desired, this thing of experimenting with Euclidean and non-Euclidean geometries on one's own body, seems timeless to me, not just a 20th-century thing. And it doesn't prevent us from being men and women of today, aware and even committed to the great problems and uncertainties that afflict us. And if it is entirely evident that our motorcycle stories are minuscule in the face of planetary priorities—environment, pandemic, great migrations—it is equally true that great problems have never excluded individual projects, the poetry of endeavors more contemplative than functional. And so we try, aware of the modest nature of our own, and immersed in contradictions.

In fact, we live in the late era of internal combustion engines and motorsport itself. The technical/aesthetic paradigm is changing, and the new one will unfold once this electric interlude, which is as temporary as it is unsustainable, is overcome. But then it will be the time for a new culture of travel, sound, and scent, where the motorcycle race becomes a downhill run, whose primary sound is that of the wind through the helmet, along with friction, or the rolling across the terrain of Pangea Ultima. And it is precisely the wind, the rustle, the whistles, that mark the coordinates of movement, indicators of speed and position, of gliding or of flight. Fantastic.

"When continental drift makes all the continents reunite into one, well, imagine that rally.

Assuming there are still motorcycles and human beings."

Mrk



2027

Mirko Tattarini - Hispania Rally



THE PILOT

Mirko Tattarini "Prof."

Mirko Tattarini was born and raised on Monte Amiata, a unique natural enclave located in Southern Tuscany, a land of visionaries and anarchic personalities. In the 1980s, he was an Alpine skiing athlete on the national and international circuits, later practicing track and field in sprinting disciplines (10:60s in the 100m dash among his personal bests).

He subsequently undertook Design studies at ISIA Florence and the Minneapolis College of Art and Design in the USA.

He first rode a motorcycle at the age of 13, and has gotten on and off many times since, resuming enduro around the 2000s to dedicate himself to rally racing starting in 2015. He has competed in the Italian Motorally Championship and other international rallies including Transanatolia, Hispania Rally, Albania Rally... with several results (second absolute in stage 1 and 5t at Albania Rally, first veteran in several Transanatolia stages...), and founder of MRK Design Studios and professor in the Master's degree program at ISIA Florence, he has traveled and worked as a designer and international development expert in over 50 countries*:

* Albania, Argentina, Austria, Belgium, Bosnia Herzegovina, Brasil, Bulgaria, Canada, Cabo Verde, China, Chile, Croatia, Czech Republic, France, Germany, Japan, Georgia, Greece, Hungary, Israel, Kenya, Kosovo, Kuwait, Latvia, Lebanon, Lithuania, Macedonia, Madagascar, Malta, Morocco, Moldova, Monaco, Montenegro, Nederland, Poland, Portugal, Qatar, Romania, Russia, San Marino, Serbia, Sierra Leone, Syria, Slovenia, Spain, Switzerland, Tunisia, Turkey, UAE, UK, Uruguay, USA.

** Press review and CV available upon request.



Mirko Tattarini - Downhill 1987

SNOW ON SAND

It might seem like a bold association, a weak connection, or a near-antinomy. Instead, it is a journey of spatial and inner, natural and cultural exploration. A unique path that starts right from Monte Amiata, feeds on speed and design, explores the desert, and eventually returns to the mountain.

How many of us, who grew up in the 80s or shortly after, remember the boredom of provincial afternoons, endured by devising ways to make a 50cc or 125cc scooter look like the great rally bikes of that time? Afternoons of makeshift fairings and improbable bodywork adapted with radical discontinuities, adorned with tobacco sponsors. And always dreaming of the **Cagivas**, particularly the 1987 model, the most beautiful of all time. A decade perhaps not counted among the noblest in history—from Reaganite hedonism to the paninari—but which certainly gave something, and how. In no particular order: U2, **Depeche Mode**, but also the **Pixies**. **Blade Runner** in the cinema and William Gibson's **Neuromancer**. Marc Girardelli and Pirmin Zurbriggen competing for the Alpine Ski World Cup. The fall of the Berlin Wall, and then yes, it was the golden age of the Paris-Dakar.

There were no contraindications. Or rather, even if they already existed, we were barely aware of them. Environment, late colonialism, geopolitical upheavals—for us, it was adventure. Period.

The speculations of those afternoons become reality with the participation in the Africa Eco Race 2026, starting next January 25th.

Beyond sporting performance, the project therefore has a narrative soul that traverses phases, places, and states of mind.

This is why we prefer “**On Any Sunday**” over Red Bull performances. Not a hyper-acrobatic style, but a more accessible, introspective narrative register. But also an augmented diary, in the unprecedented way of including content derived from the direct recordings of texts, data, images, and sounds from the connected vehicle during the race.

The content produced will be relayed into the ether according to connectivity and will return a shared diary, never didactic, multichannel, and far from the usual rhetoric of motorsport.

“Why this image? Because for me, the relationship with the vectors of universal laws begins there, in downhill skiing, the most intense speed experience one can conceive: acceleration, deceleration, centrifugal, centripetal forces, and all of gravity on one's body, with no intermediation except for two thin blades gliding on or flying above the snow”. Mirko

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COLLABORATIONS

The project, as an initiative involving ISIA Florence (the first University Institute for Design founded in Italy, now included in the AFAM sector - High Education in Arts) is recognized by the Ministry of University and Research.

With various regional and local patronages forthcoming, the project already represents an example of fruitful collaboration with territorial authorities and national and international economic stakeholders.

The collaboration with the Pelpi International group and Kove Italia is an important foundation for the development and feasibility of the project, along with numerous technical and economic collaborations.

MIUR
AFAM
ISIA



Ministero dell'Istruzione, Università e Ricerca
Alta Formazione Artistica, Musicale e Coreutica
Istituto Superiore per le Industrie Artistiche



ISIA

Firenze

**Politecnico
delle Arti
e del Design**

Hydelab



上海 佛罗伦萨
中国设计交流中心
Shanghai Florence
Sino Italian Design Exchange Center

KOVE

ANLAS



06

VISIBILITY (PHYSICAL)



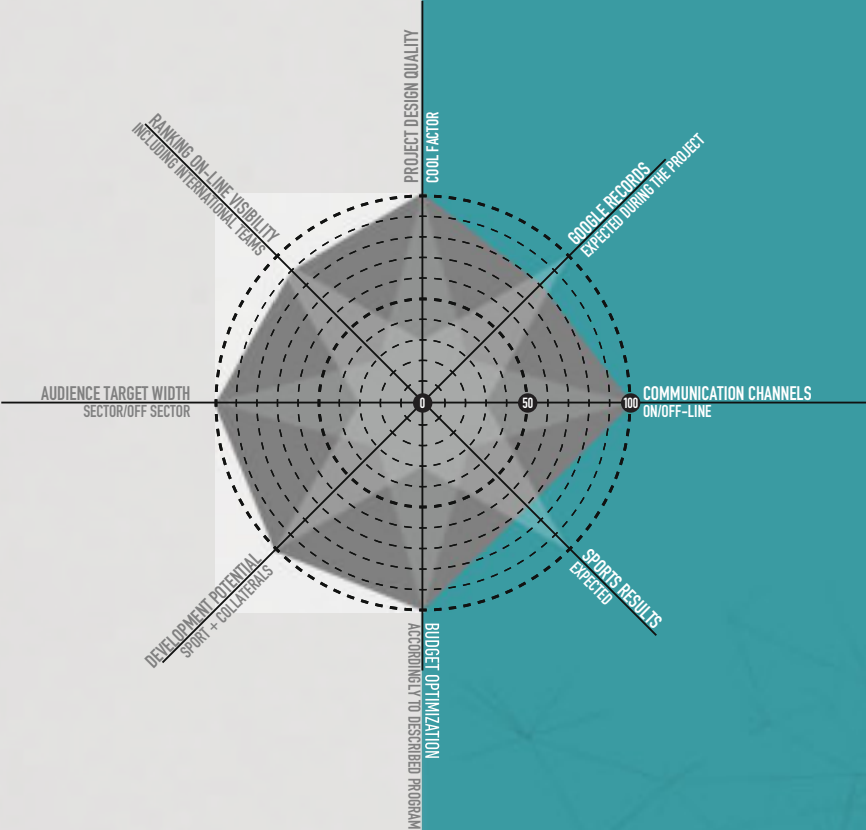
JACKET+JERSEY

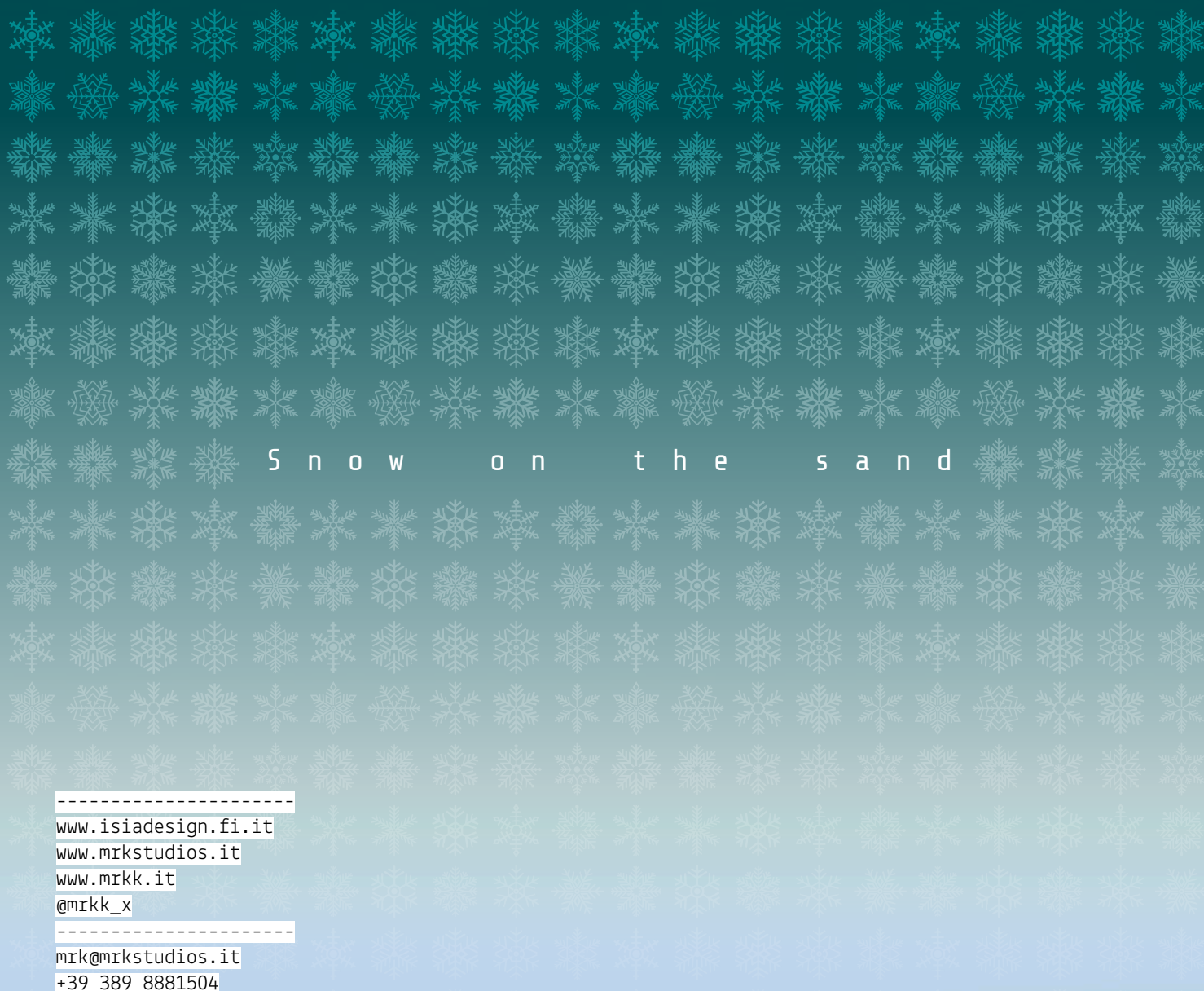


VEHICLE



VISIBILITY
STAR DIAGRAM





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MINTA»DNKR

A POST - GLOBAL STORY

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thanks