

THE GYM BAG

Discover a kit that lets you discover the evolving story of FILA: The Gym Bag! Our continual education tool.

Here you will regularly find activities that are described in detail and downloadable. All of them are designed to expand your knowledge of our brand with creativity.

Let's get started!

PILOT ACTIVITY

MASK UP!

In ancient Greece, wearing a mask at Dionysian rites was a way of disrupting established social hierarchies and roles.

In medieval Venice, a masked face allowed people to poke fun at the doge, the city's most important figure.

And with the Gym Bag, we mask up to immerse ourselves in the history of sport!

MASK UP is an activity that allows young children to explore the history of FILA in a new way - or rather, with a whole new face!

Download your favourite shape and personalise it with markers and coloured pencils!

WHAT YOU WILL NEED

a sheet of paper
a piece of cardboard
round-edged scissors
A box cutter
string and/or chord

INSTRUCTIONS

From the website, download the pdf file of your favourite mask shape. Choose from a tennis-inspired mask (WHITE LINE), a mountain one (WHITE ROCK) or a mask for a swimming pool (AQUA TIME).

Print it on an A4 sheet of paper and glue it to cardboard.

Cut around the outline (perhaps an adult to help you with this part) using a box cutter or a pair of scissors.

Remove the eyes and pierce the dots on the outer edges.

Use colored pencils or felt-tip pens to decorate the mask. Use iconic FILA colours or any ones you like!

Lastly, thread the cord or string through the holes and adjust it to the width of your head.

Your mask is ready to be enjoyed!

FINALLY...

You don't want to keep us in suspense, do you? Take a selfie of the mask you made from your Gym Bag and tag @fondazione_fila_museum on Instagram.

We will feature the best ones in Stories!





