



OUR PHILOSOPHY

The madhouse was born as a result of all the crazy people I had the pleasure and luck to meet during my voyages!

At this first stage we felt the need to unite the professionalism of all these different excellences, but without a politic or business principle underlying the union. The idea is not to have a hierarchy, in fact we do not even have a president, as each one of us is owner and manager of the madhouse at the same level...

This fact allow each crazy member to freely express his/her ideas, and to share them with all the madhouse, to the general benefit of each member.

One clear example of this concept is the creation of the "Crema del pastore", which has been created through different experiences and competences that we were able to put together in order to create an unique product.

As a result, the "Crema del Pastore" has obtained a national reputation, trough exposure on national press and television. This was possible thanks to the collaboration and synergies of a Maestro gelatiere, a producer of very special liquors, a producer of amazing "Cialde", along with the collaboration of a crazy hatter as well.

From this unique experience we demonstrated that an honest and open collaboration between different enthusiast professionals could create something amazing. From this first result we felt the need to repeat such an experience. As a consequence we had the idea of formally creating the madhouse, where we could share the different professionalism of every crazy member.

From this stage to the next one the step is natural and inevitable: the creation of the "Creative Madhouse". This is a virtual place where the objective is to melt together different experiences, creative capabilities, in order to overcome the barriers of the "old ways of doing things". We really want to express ourselves and our professionalism in a free manner, without a formal business relationship.

Even though we are just starting, we already are on facebook with the "ma sei matto" page, and we also have a website (www.maseimatto.it). Through this internet spaces we can all visit the madhouse and get to know the crazy people living in it! We will be implementing in the next future an IMatto application for iphones and smartphones as well. This will be realized by some crazy specialists member of the madhouse.

To conclude, as the crazy lawyer says,

"if they are not totally crazy, they are not one of us"