

# IL GRANDE ALFONSO

ROMANO GAROFALO MARZIO LUCCHESI





## SUMMARY

1. ALFONSO'S PRESENTATION
2. THE AUTHOR: ROMANO GAROFALO: BRIEF PRESENTATION
3. PRESENTATION BY FERRUCCIO ALESSANDRI
4. THE BOOK
5. STRIPS AND DRAWING: sunday special, three or more pages stories, joke, cartoons
6. THE CHARACTERS CO-PROTAGONISTS
7. FILM LIVE-ACTION
8. SIT-COM
9. GRAPHIC NOVEL
10. THE SERIES IN ANIMATION
11. MERCHANDISING & PUBLISHING
12. MOSTRALFONSO ON TV
13. BORDIGHERA AWARD "PALMA D'ORO"
14. PRESS REVIEW





### PECULIARITIES

Alfonso is a tender yeti who leaves the snow mountains to reach the civilization. Adopted by a good old woman he begins to discover the world. And he has many things to learn, because he is devoid of any knowledge. Alfonso begins his social life with a certain success and many deceptions that he confronts with optimism and confidence.

### TARGET

Teen-agers are crazy for Alfonso but adults also like him, whereas girls would like to "fondle" him for his tender and defenceless appearance. Moreover babies, either for the intellegibly language of the strips or for the spirit of emulation to the grown-up, follow the Alfonso adventures with great interest.

### INTERNATIONALITY

Alfonso was created to have the largest international exposure. His problems of adaptation to the surrounding environment reflect situations typical of each of us, in every part of the world. This gives us the opportunity to repropone the character all over the world in publishing, TV and merchandising fields.







## **ROMANO GAROFALO THE AUTHOR: BRIEF PRESENTATION**

Journalist, graduated in Literature and Philosophy (University of Bologna), Romano Garofalo arrives in the world of comics with Jonny Logan, a great editorial success that also appeared on TV in the popular Supergulp series (Rai Due).

During the years Romano Garofalo has conceived and created numerous other characters published in many newspapers, periodicals and newspapers for children:

- Slim Norton and Il Barone Von Strip, published in the "Wizard" of Mondadori publisher, Gangster Story, based on drawings by Clod (Claudio Onesti), published in Germany in the magazine "Zack" and, simultaneously, in France and Belgium in the Formula 1 periodicals and Super As;

- MostrAlfonso, published on Corriere dei Piccoli by Rizzoli publisher, Radiocorriere of Rai Tv, Famiglia Tv, television insert of Famiglia Cristiana, Resto del Carlino, Giornale di Bergamo, Corriere di Romagna and countless other newspapers and periodicals in Italy and abroad;

In the 87/88 season MostrAlfonso became the protagonist of a television program on the national circuit Odeon Tv (Slurp)



[[CLICK HERE](#) to see his complete biography]

### **AWARDS**

- 1st Cartoonist Prize in Rapallo- 1975: for Jonny Logan
- Palme d'Or at the Bordighera International Humor Show for Mostralfonso
- Winner of the "Evening Country" competition: for the policeman and the motorist
- "Nomination" Cartoon on the bay: for Sauro the dinosaur





We are all victims of habit much more deeply than we can think, and this out of habit. It seems natural to have planted a strange trunk in the middle of the face and placed monstrous fleshy pavilions on the sides of the head, simply because we have always seen these horror film peculiarities in our neighbor and on our face when we look in the mirror. We get to write poems on the details of the face of the beloved woman, on the bristles on her skull, on the fangs in her mouth ... Puah! And so it also seems natural to kill for fun and say that it is sport, as hunters do, or to say that it is a necessity, as statesmen do, or to assert that it is justice, as well-meaning people do.

It seems very natural to eat the meat of other living beings, to dirty the water, the air and all the rest of our Planet Earth to have a few billion new model toasters, to consider other living beings as personal property ... Do I have to continue?

Well the king is naked and nobody notices. In order to see it, the eye of the innocent is needed. In the fairy tale the innocent was the child, but then there was neither television, nor consumerism to the bitter end, nor advertising conditions.

For innocence, a monster is now needed.

A monster, of course, according to the habitual point of view of us monsters, who impudently consider perfection in our image and likeness.

Here is this type of narrative and I would say almost philosophical necessity, satisfied by Romano Garofalo, with his Alfonso. Let's try to see with the eye of the good monster what is not good, even if it can always be so: maybe we will become a little bit better too ....

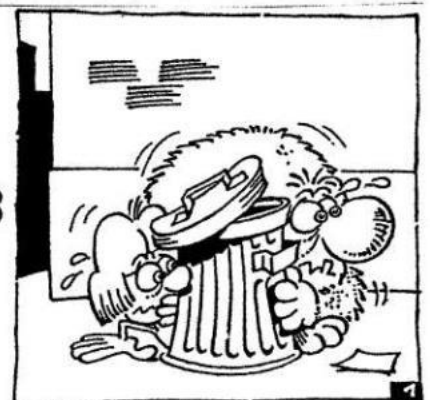
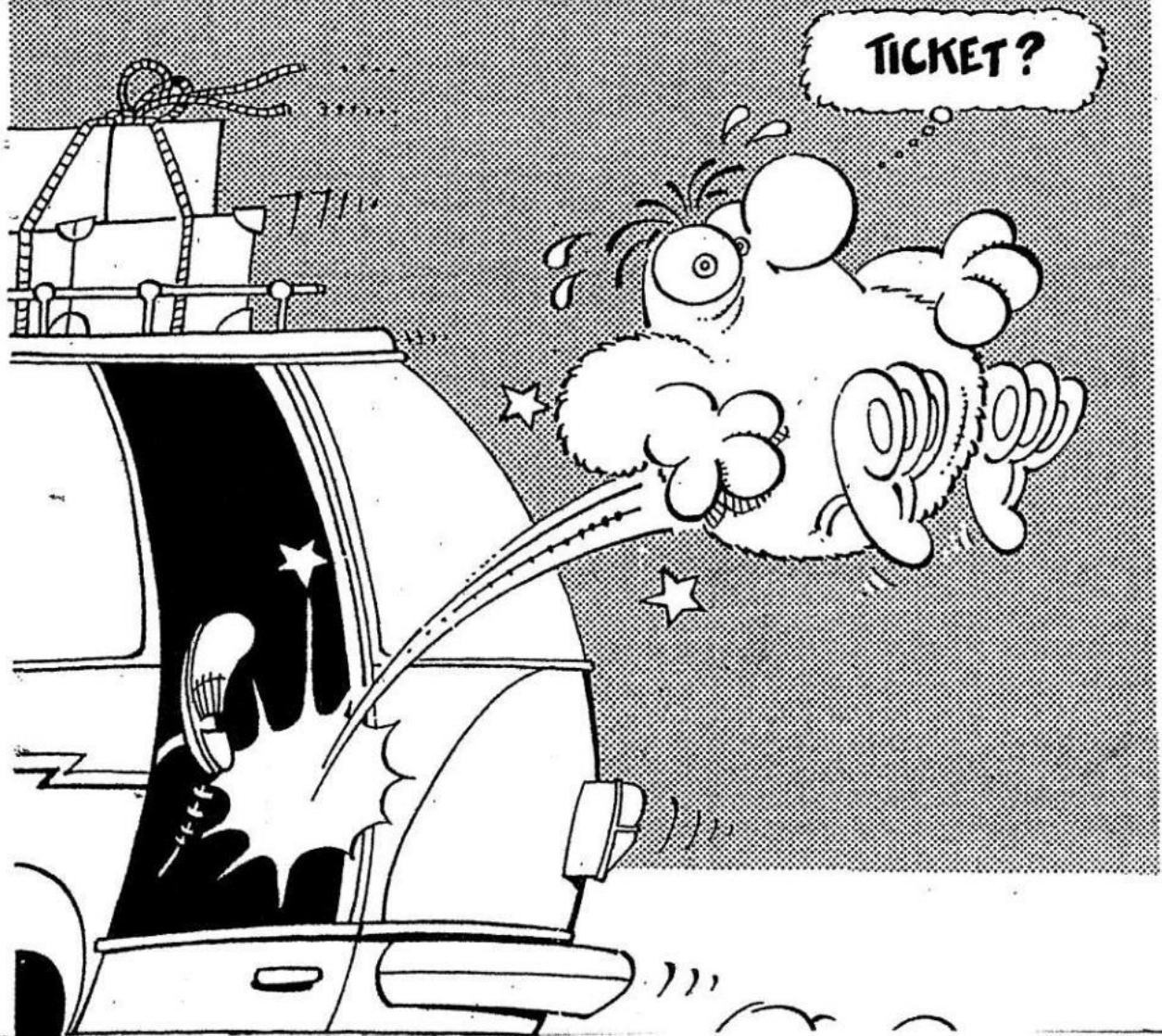
In all cases we will have a lot of laughs. Who said that morality must be crying and respectable?

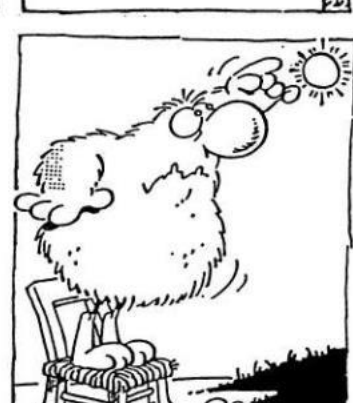
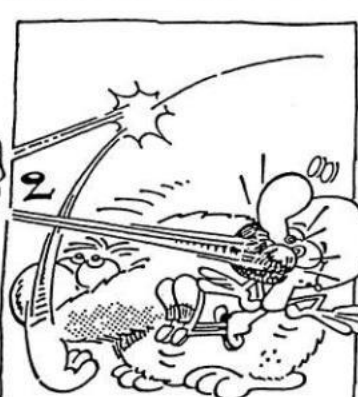
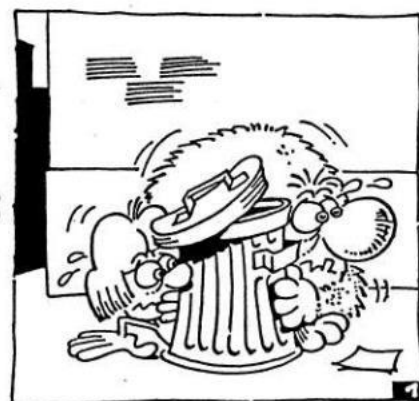
Ferruccio Alessandri



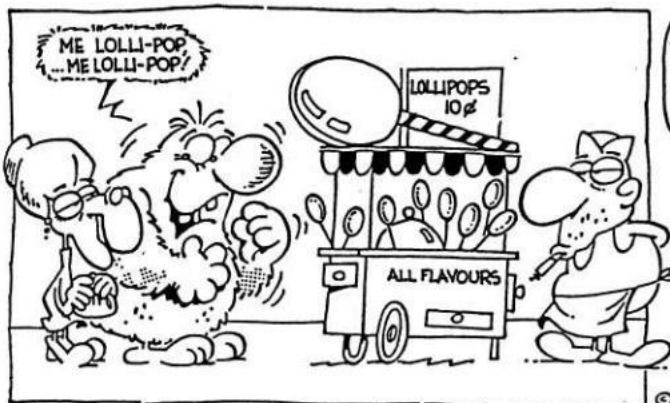
# And so, Alfonso arrived...

ALFONSO IS A SMALL ABOMINABLE SNOWMAN THAT ONE FINE DAY ARRIVES BY DELIVERY INTO CIVILIZATION... AND HE BEGINS HIS NEW LIFE OF NEW EXPERIENCES









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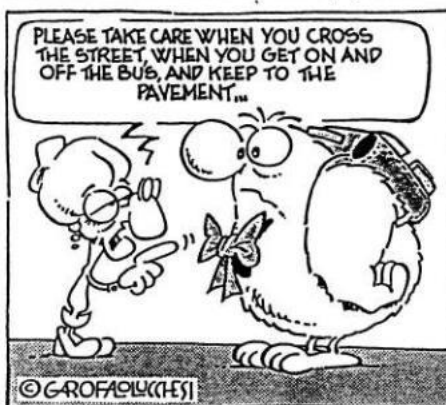
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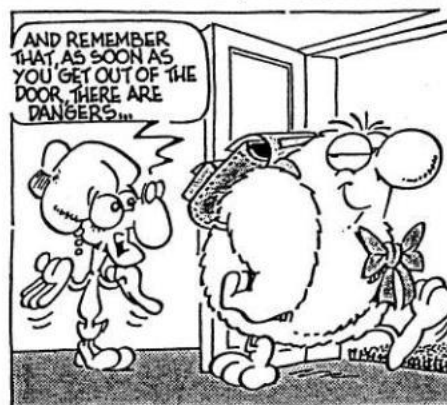
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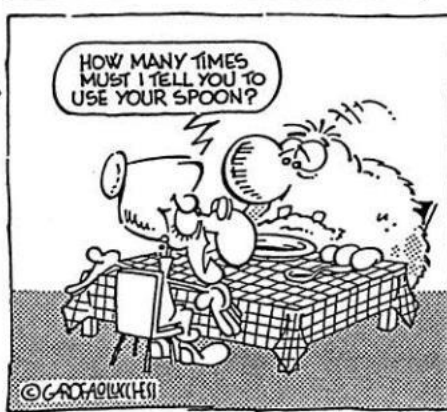
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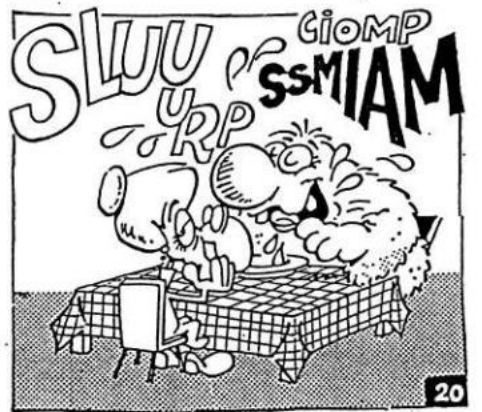
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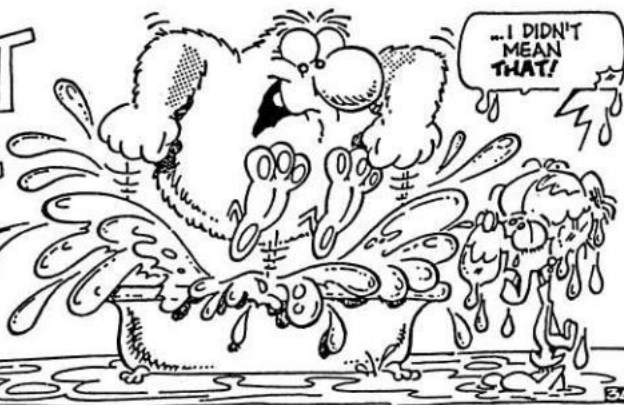
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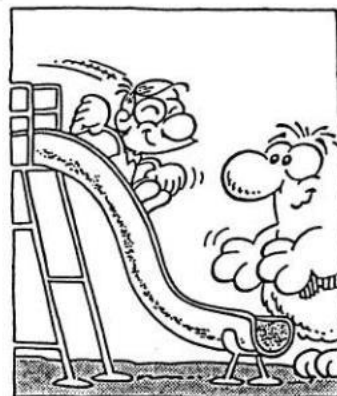
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ONE...  
TWO...  
THREE...



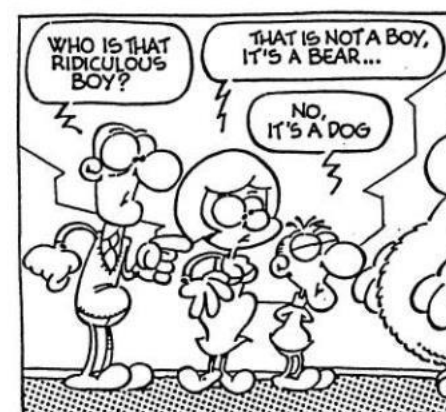
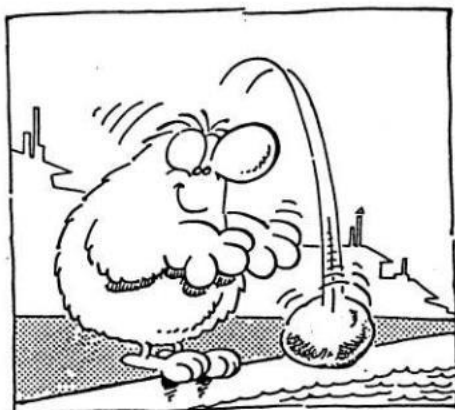
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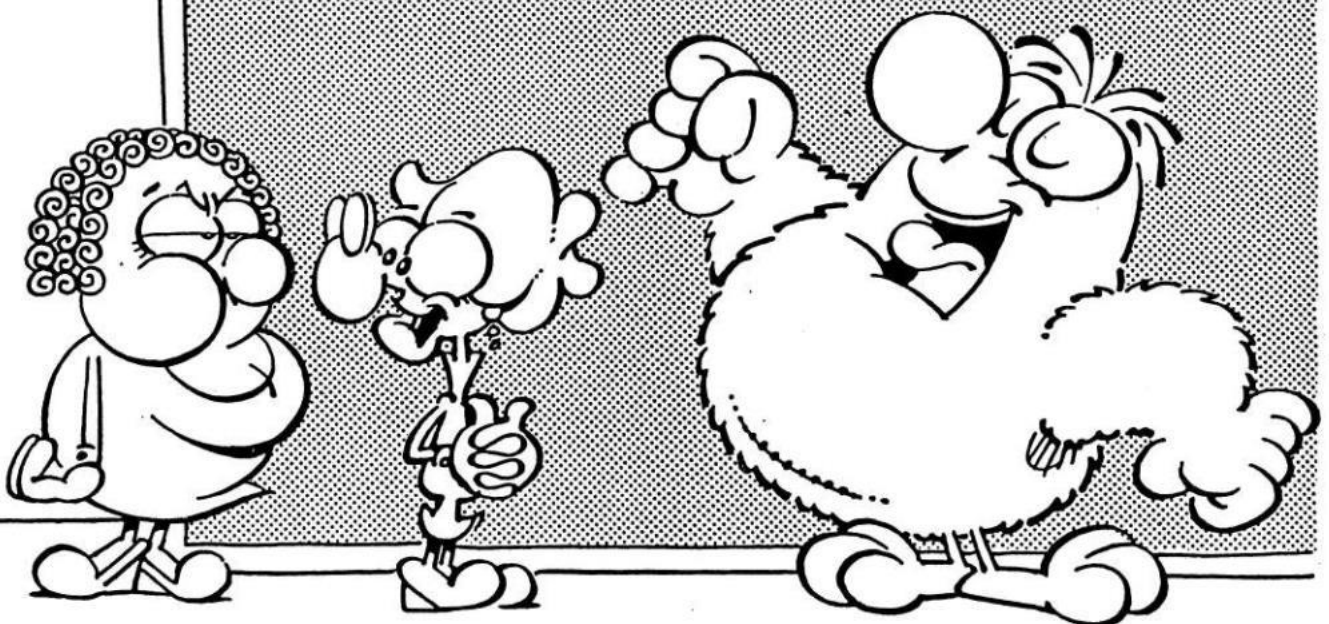


## THE GRANMA

ALONE AND DEFENSELESS IN AN OFTEN HOSTILE ENVIRONMENT,  
ALFONSO IS ADOPTED BY A SYMPATHETIC OLD LADY WHOM HE  
LEARNS TO CALL "GRANMA"

ALFONSO HAS LEARNED  
TO PRONOUNCE HIS  
FIRST WORD...

GRANMA...







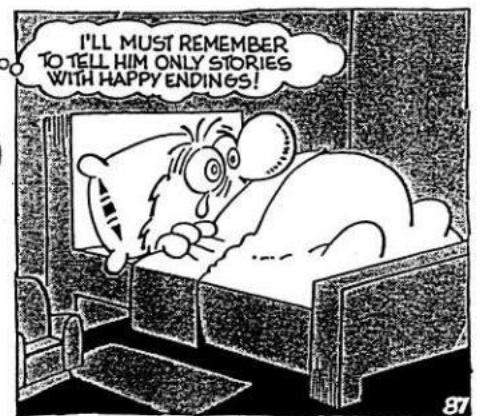
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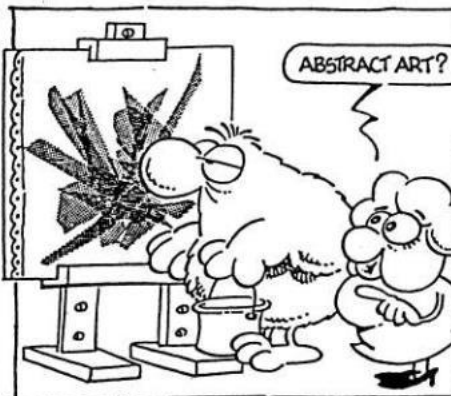
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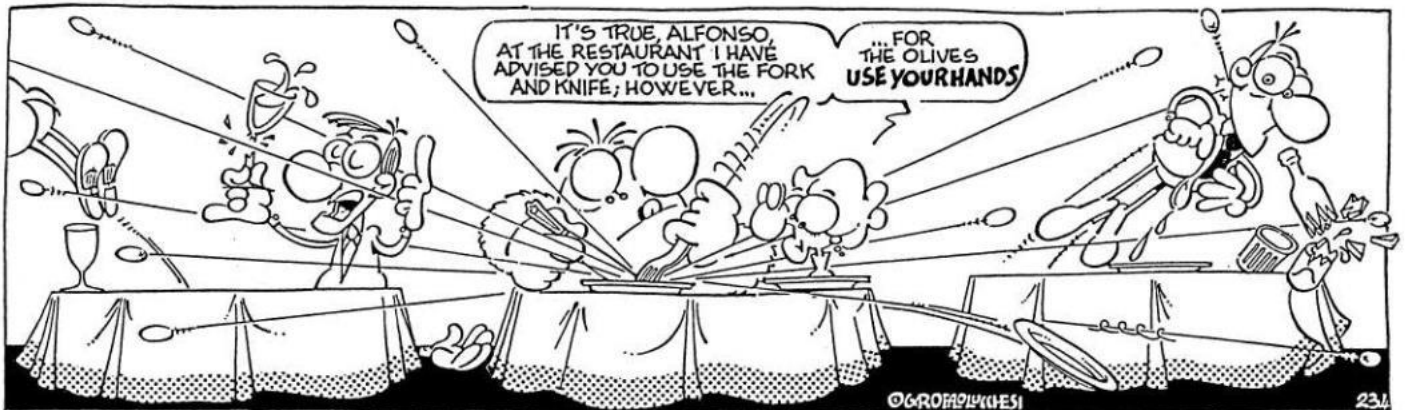


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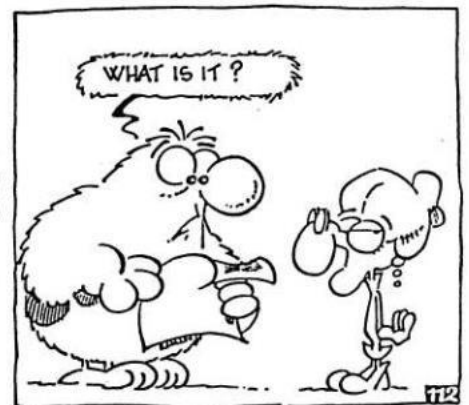
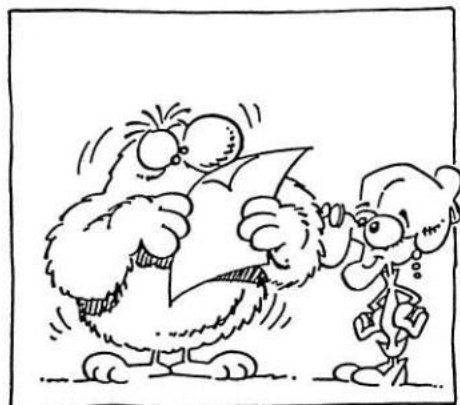
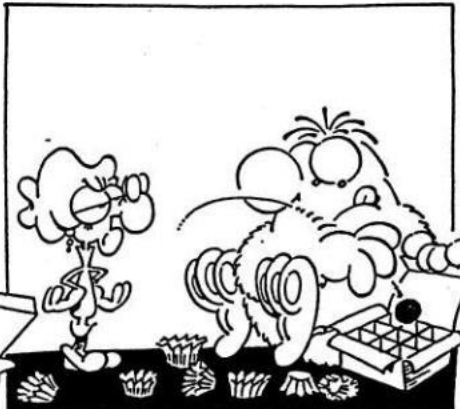
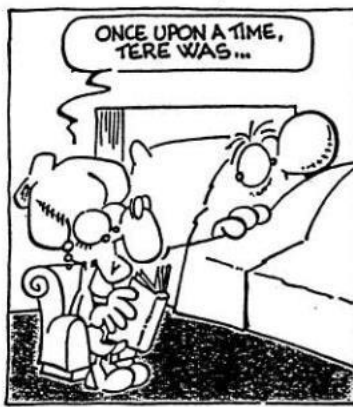


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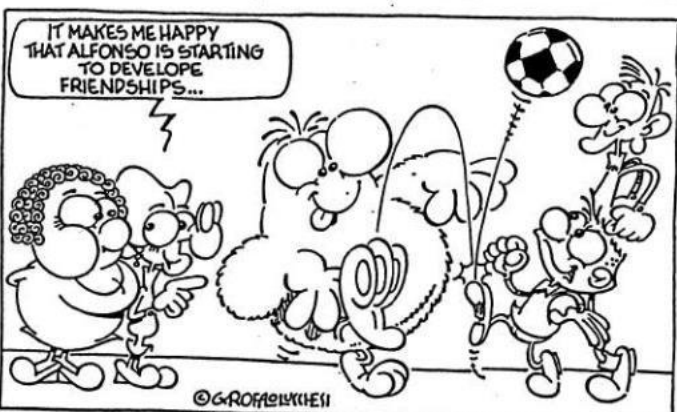






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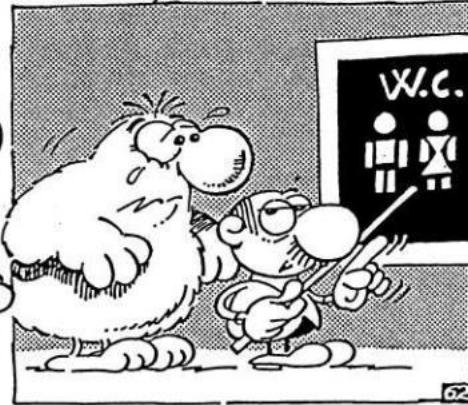
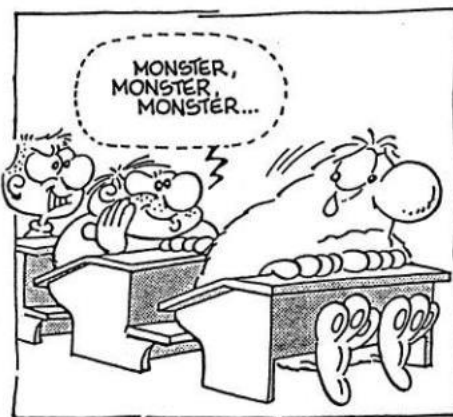
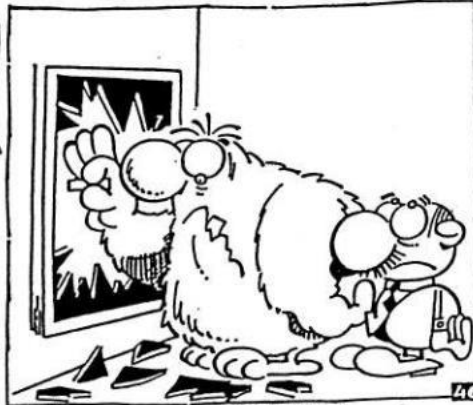
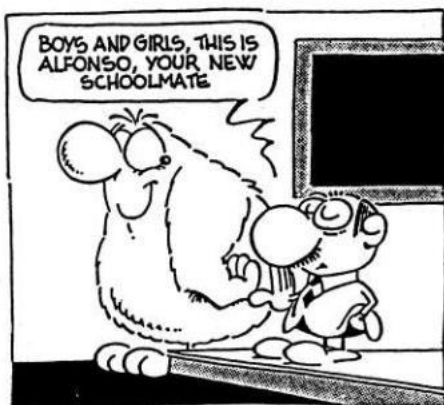


## AT SCHOOL

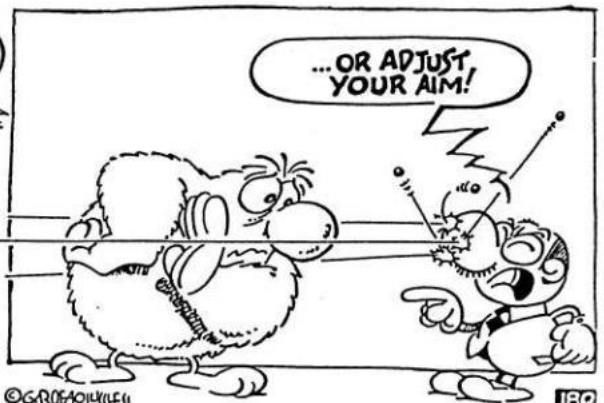
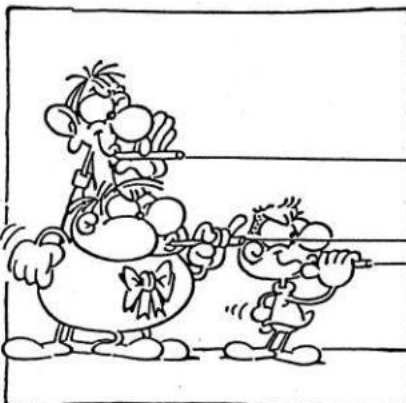
BY NOW HE HAS ARRIVED, AND ALFONSO MUST GO TO SCHOOL, ALSO. THE PROTECTIVE HOUSE OF GRANMA MUST TRADE PLACES WITH AN ENVIRONMENT MORE COMPETITIVE.

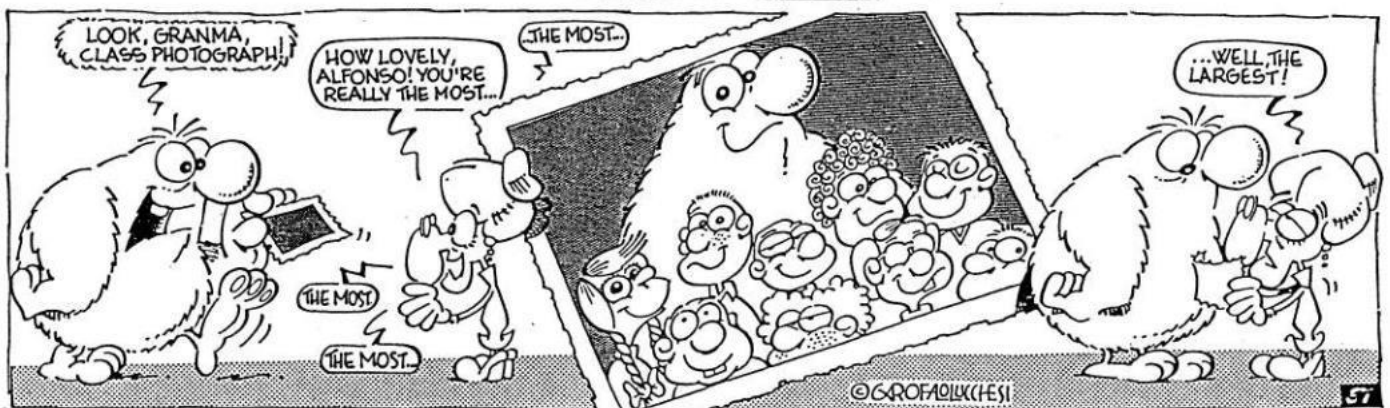
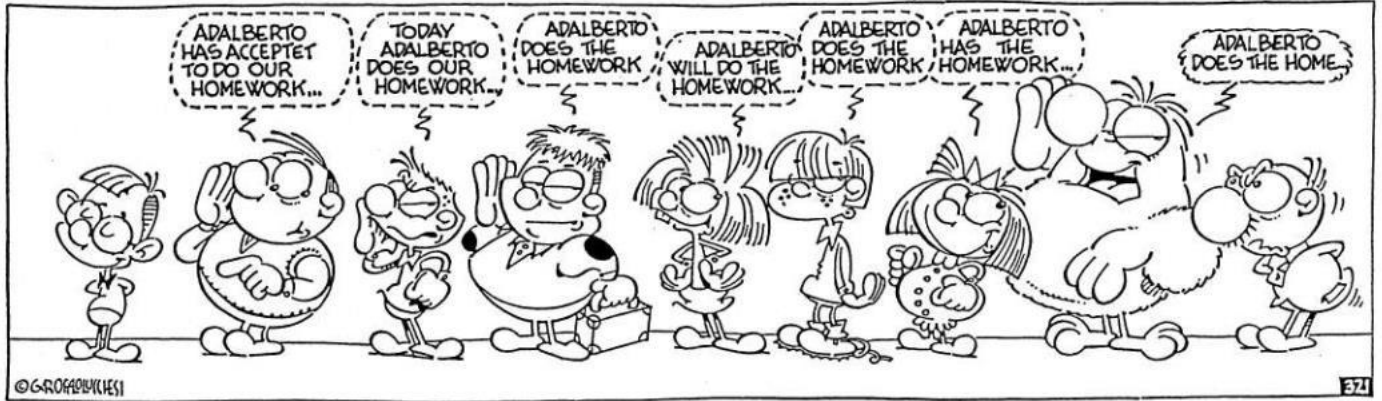
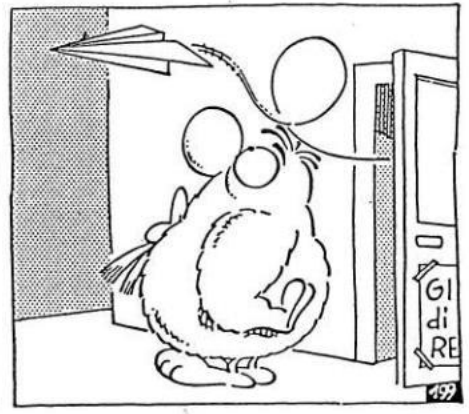
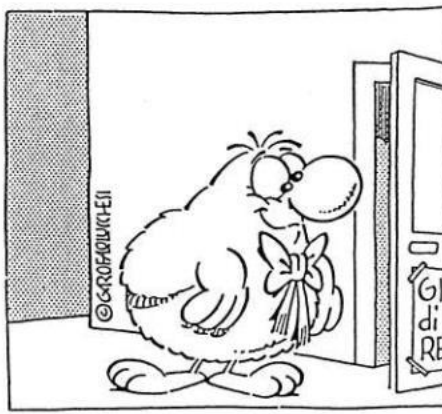
REMEMBER, ALFONSO, NOW THAT YOU ARE ENTERING THE WORLD OF SCHOOL; IT'S THE FIRST IMPRESSION YOU MAKE THAT COUNTS...



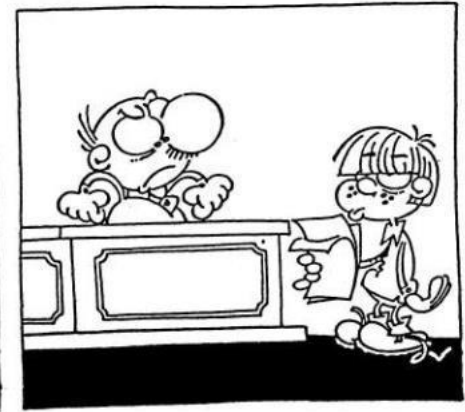








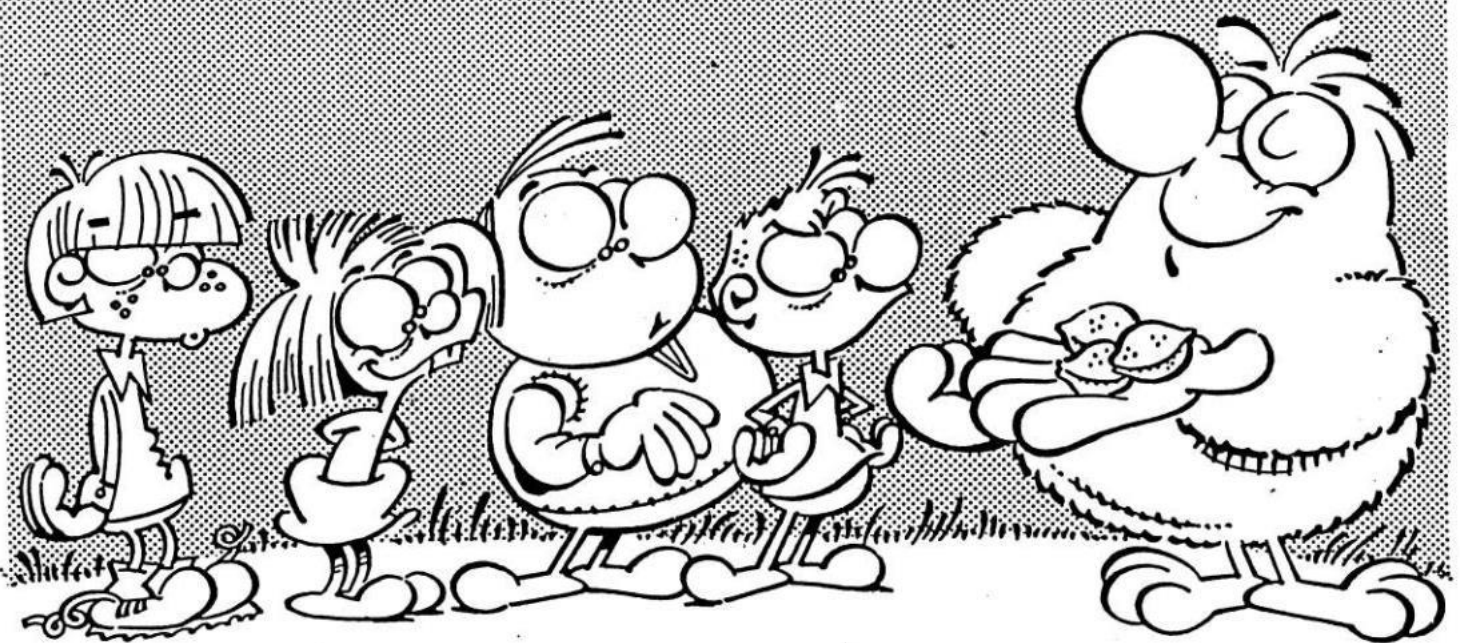




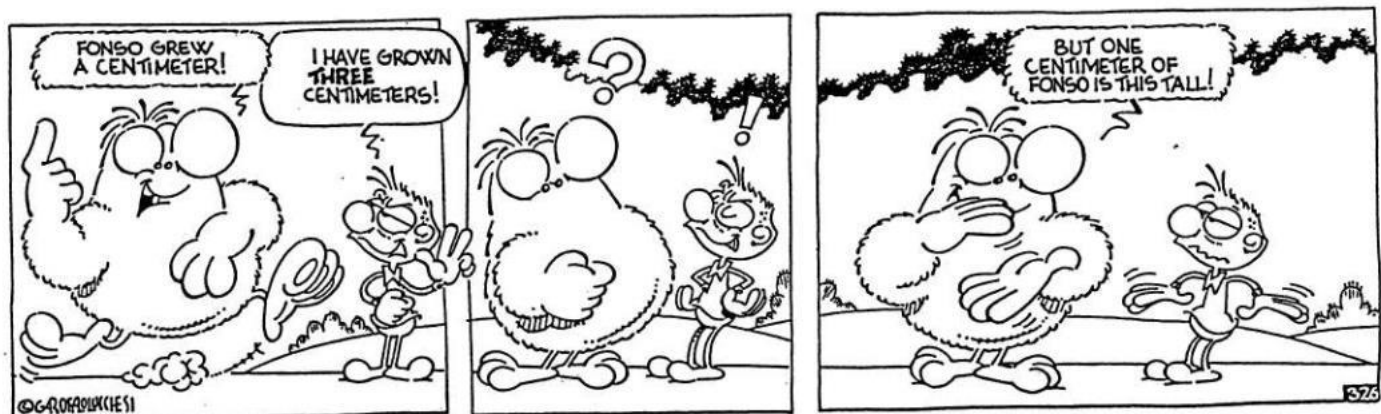
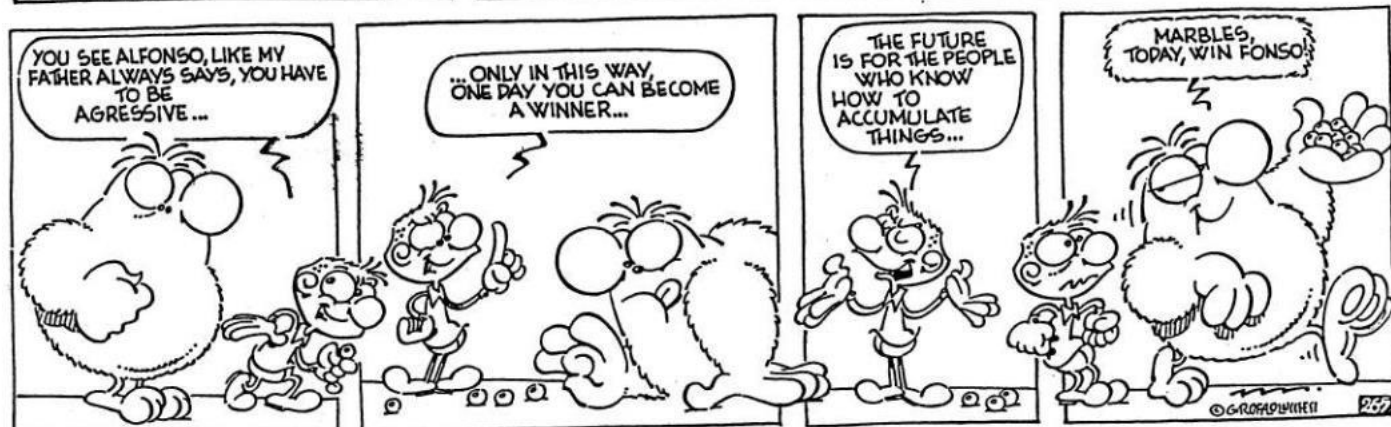
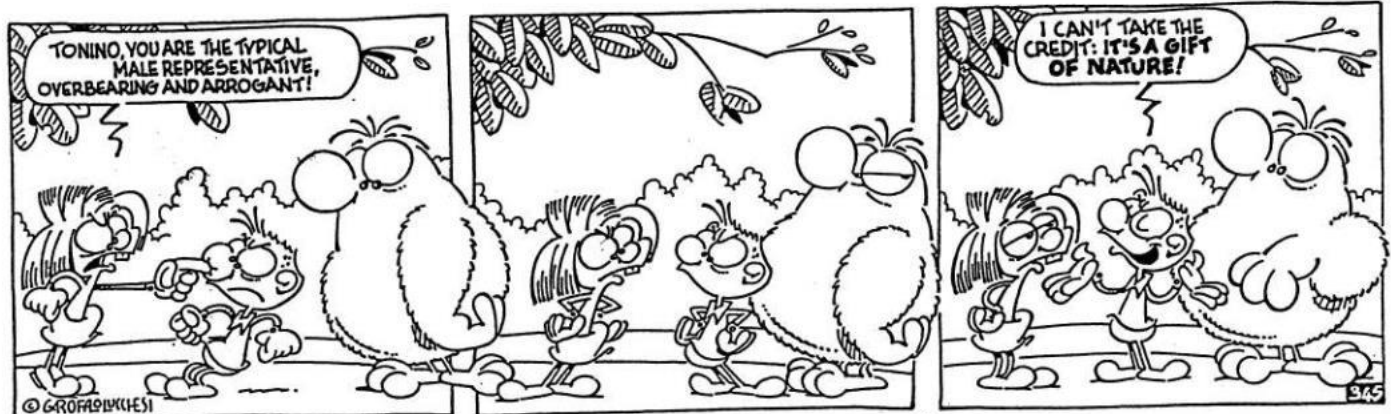
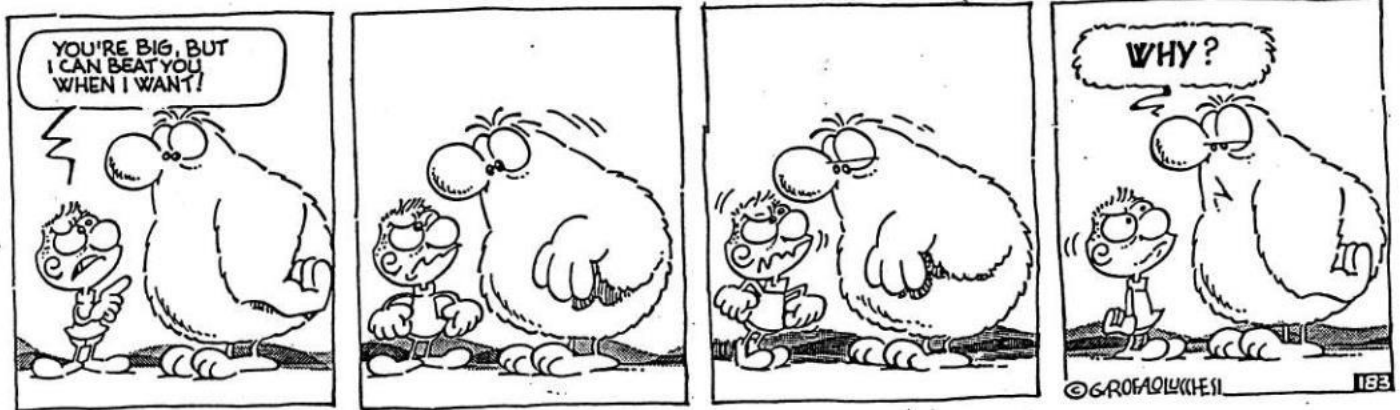
## THE NEIGHBORHOOD GANG

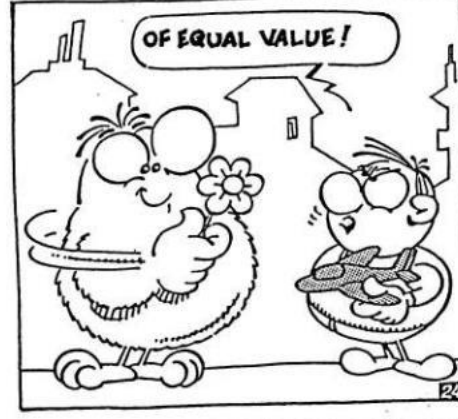
EVEN THOUGH THERE WAS DIFFICULTY AT FIRST, ALFONSO GOT HIMSELF ACCEPTED BY THE NEIGHBORHOOD GANG, IN PART BECAUSE HE REVEALED...UNSUSPECTED QUALITIES

ALFONSO BECAME POPULAR WITH THE BOYS AND GIRLS OF THE NEIGHBORHOOD BECAUSE HE CAN BREAK OPEN THREE WALNUTS WITH ONLY ONE HAND

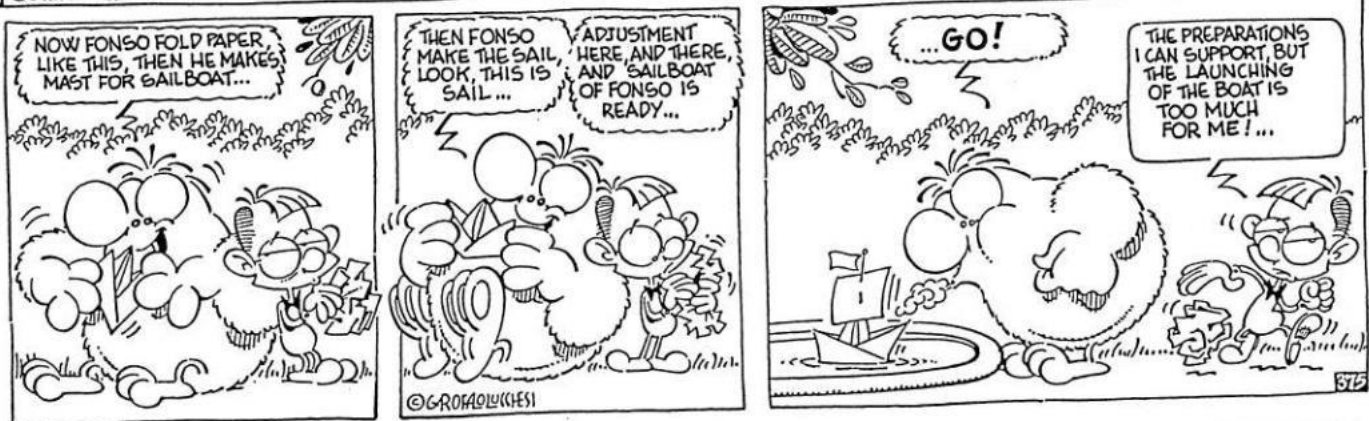
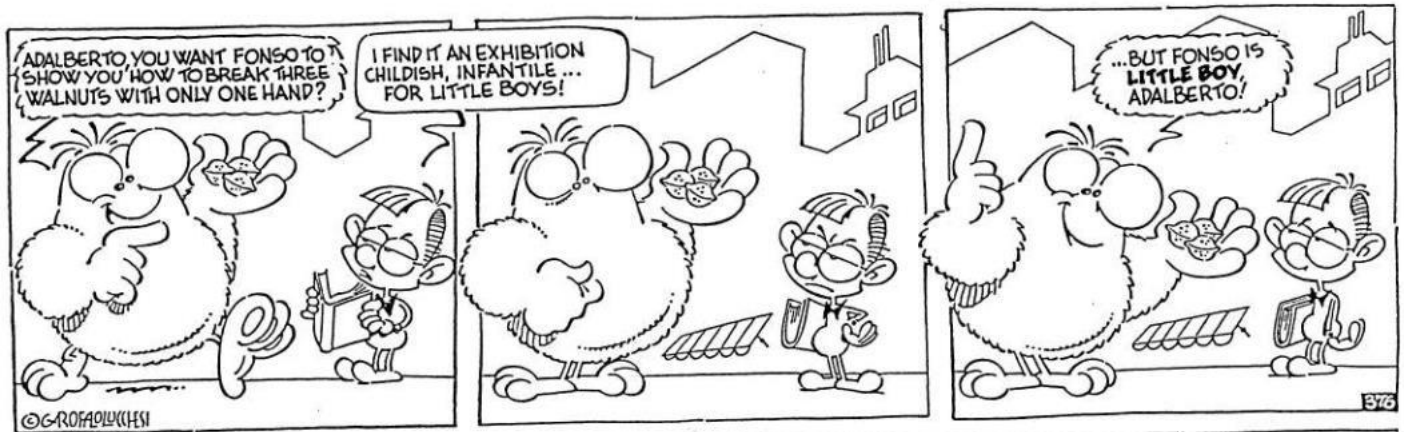


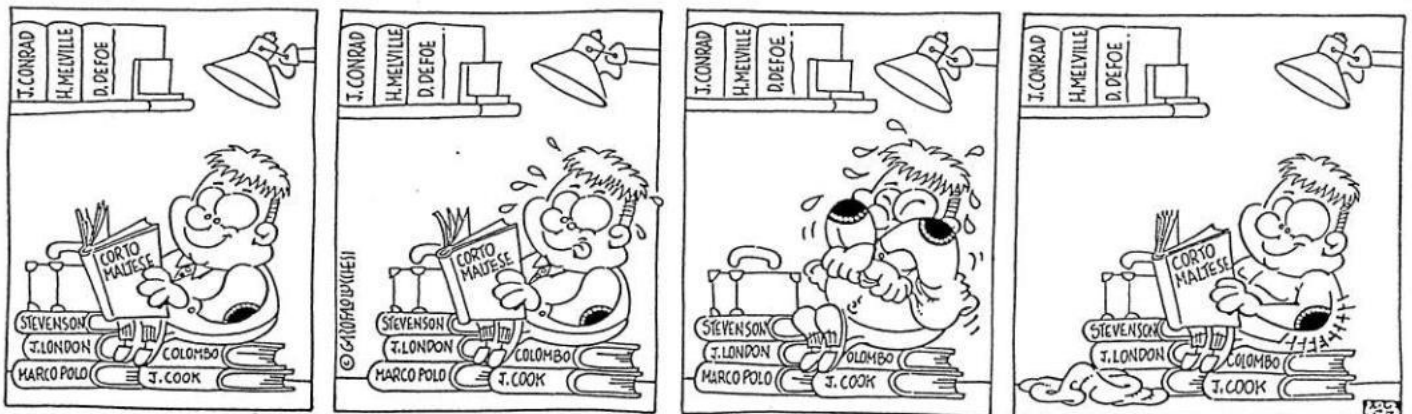
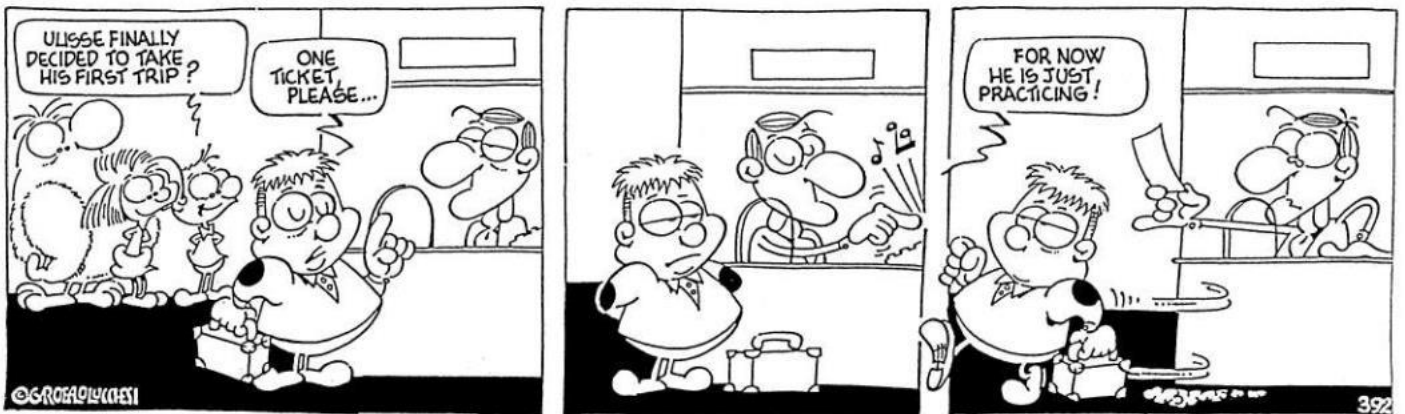
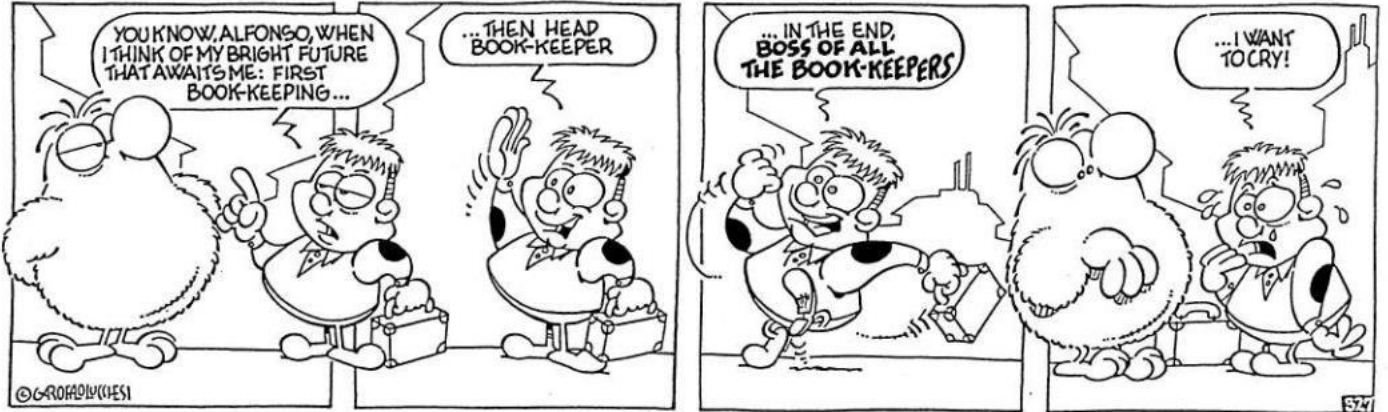








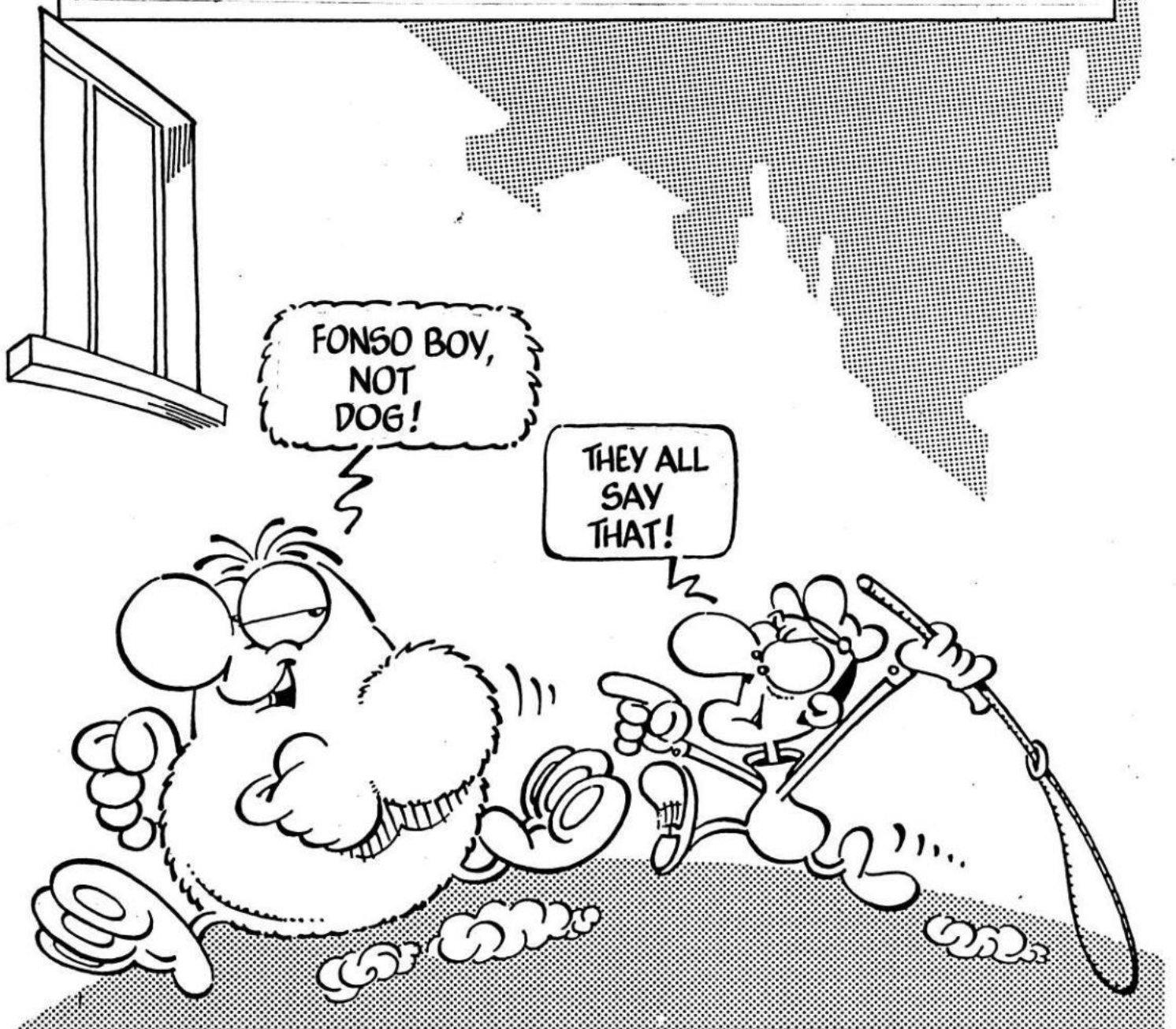


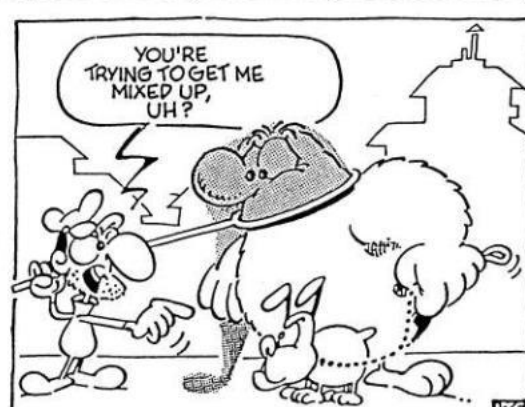
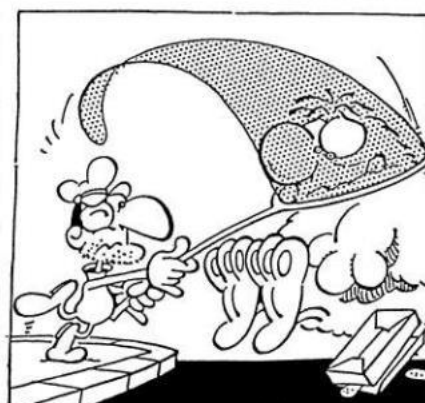




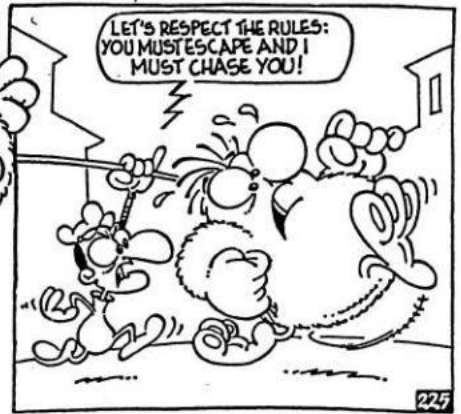
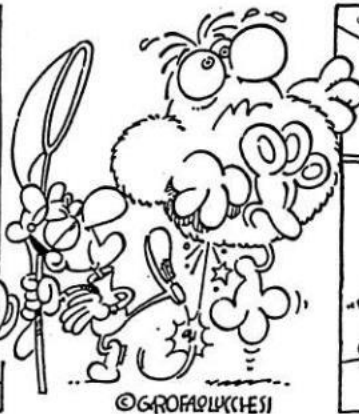
## BERTO THE DOG-CATCHER

BERTO, THE DOG-CATCHER, DOES NOT WANT TO GIVE IN TO THE IDEA THAT ALFONSO IS A BOY AND NOT A DOG. KNOWING THAT ADMITTING TO THE EXISTENCE OF "DIFFERENCES" WOULD SIGNIFY ACCEPTING IT, SOMEONE LIKE BERTO, HE CAN'T BRING HIMSELF TO DO IT







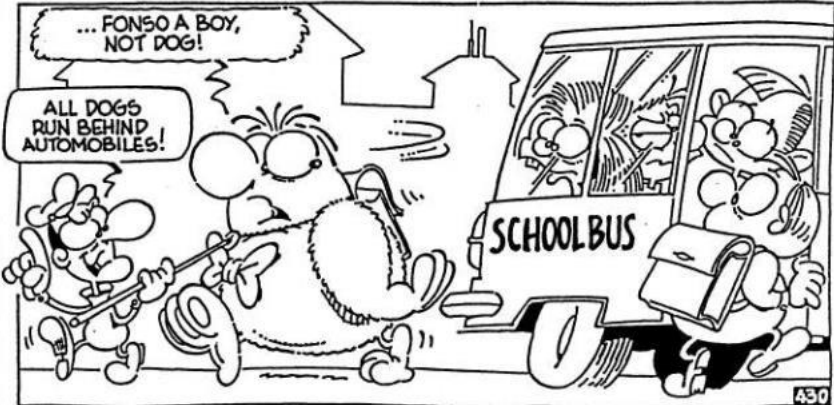


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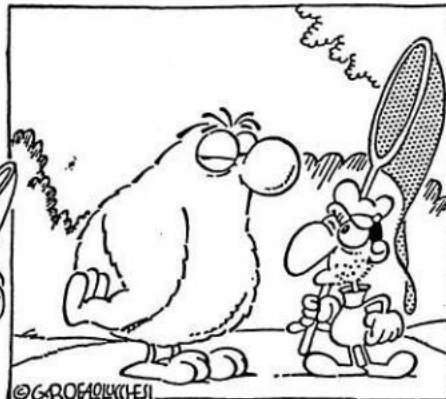
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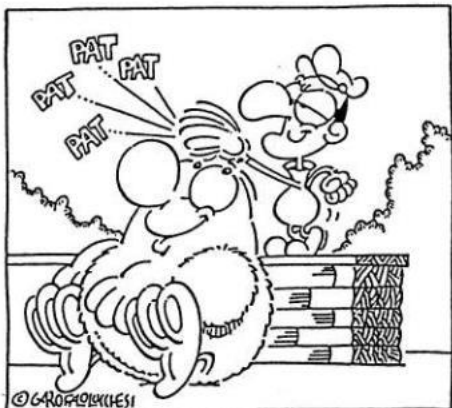
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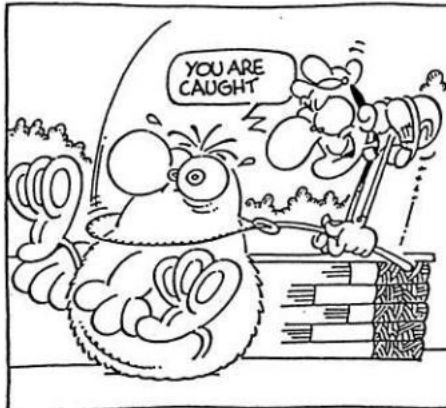
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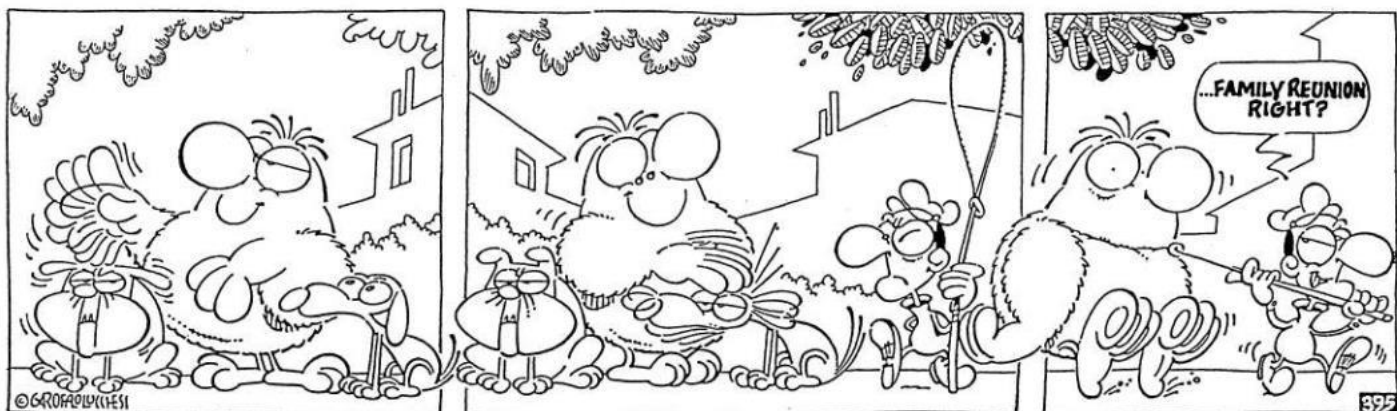
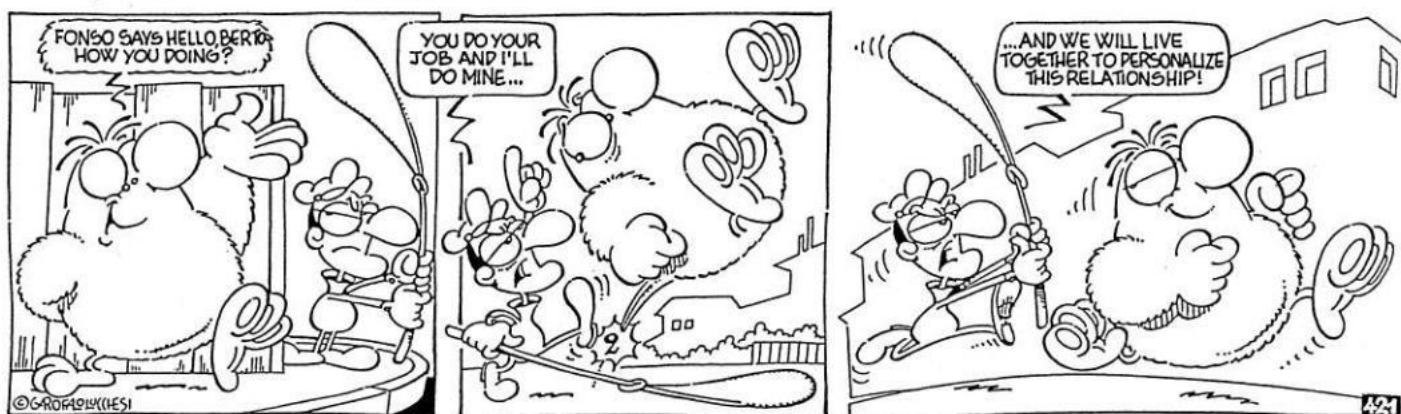
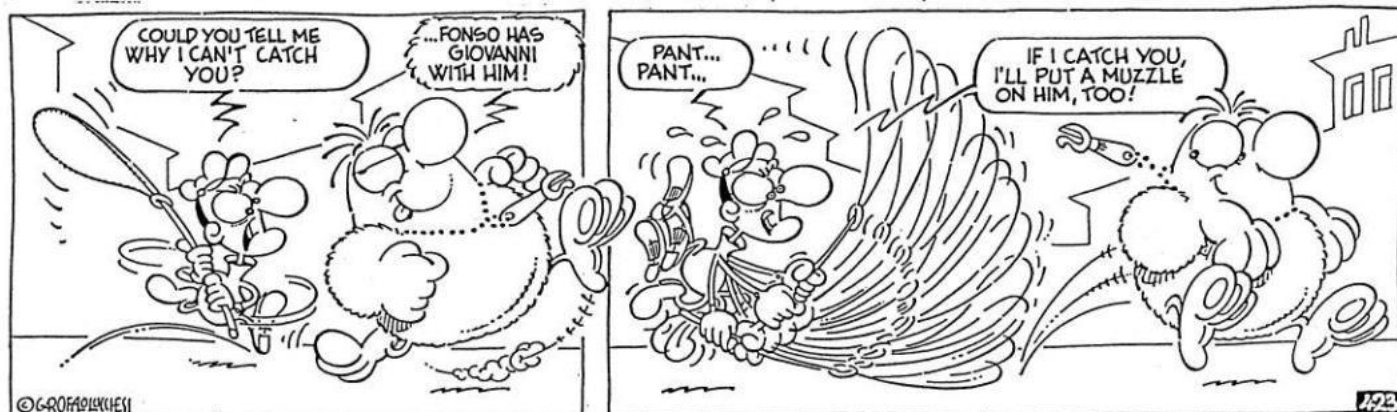
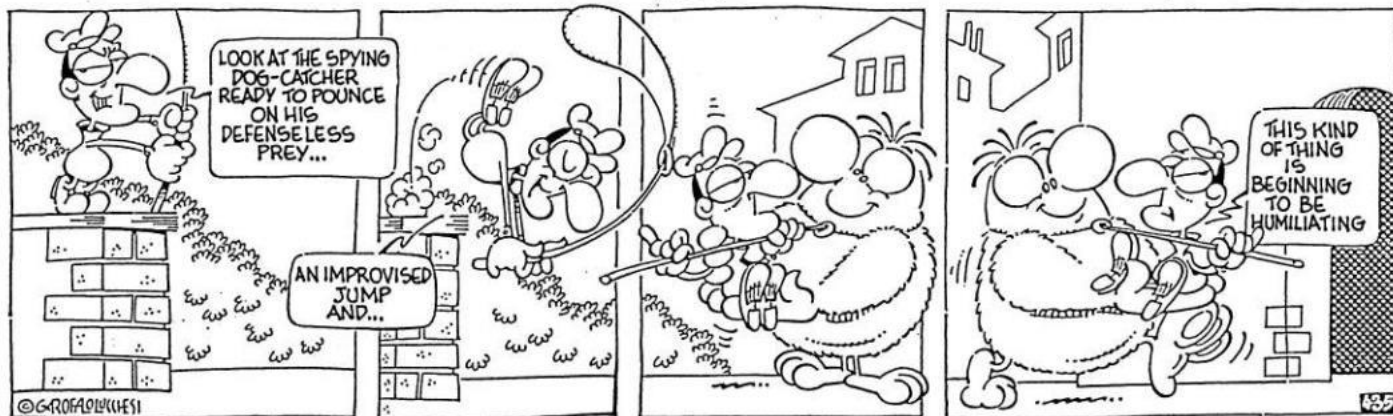
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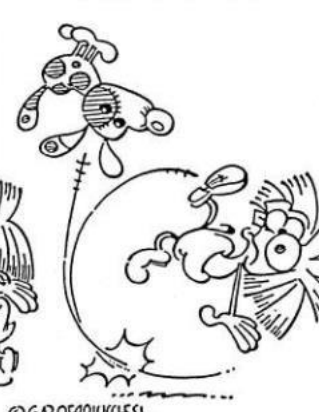
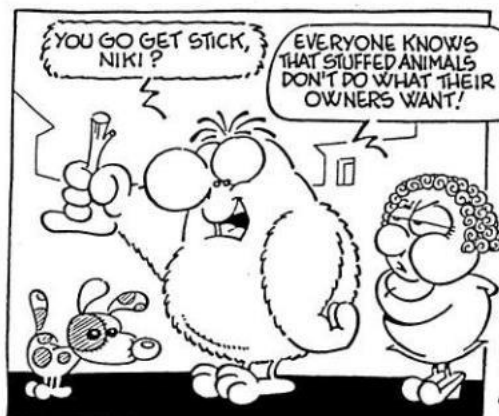
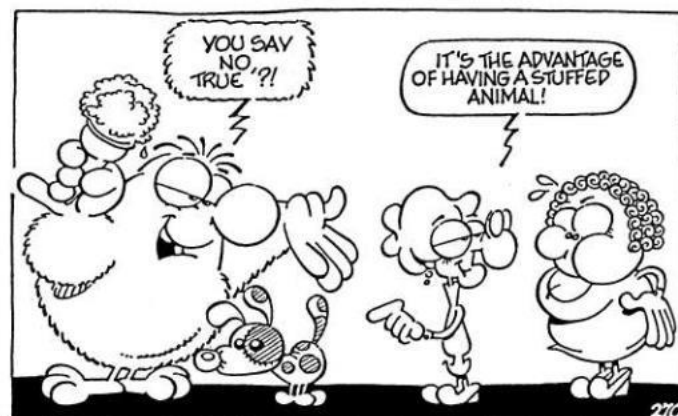
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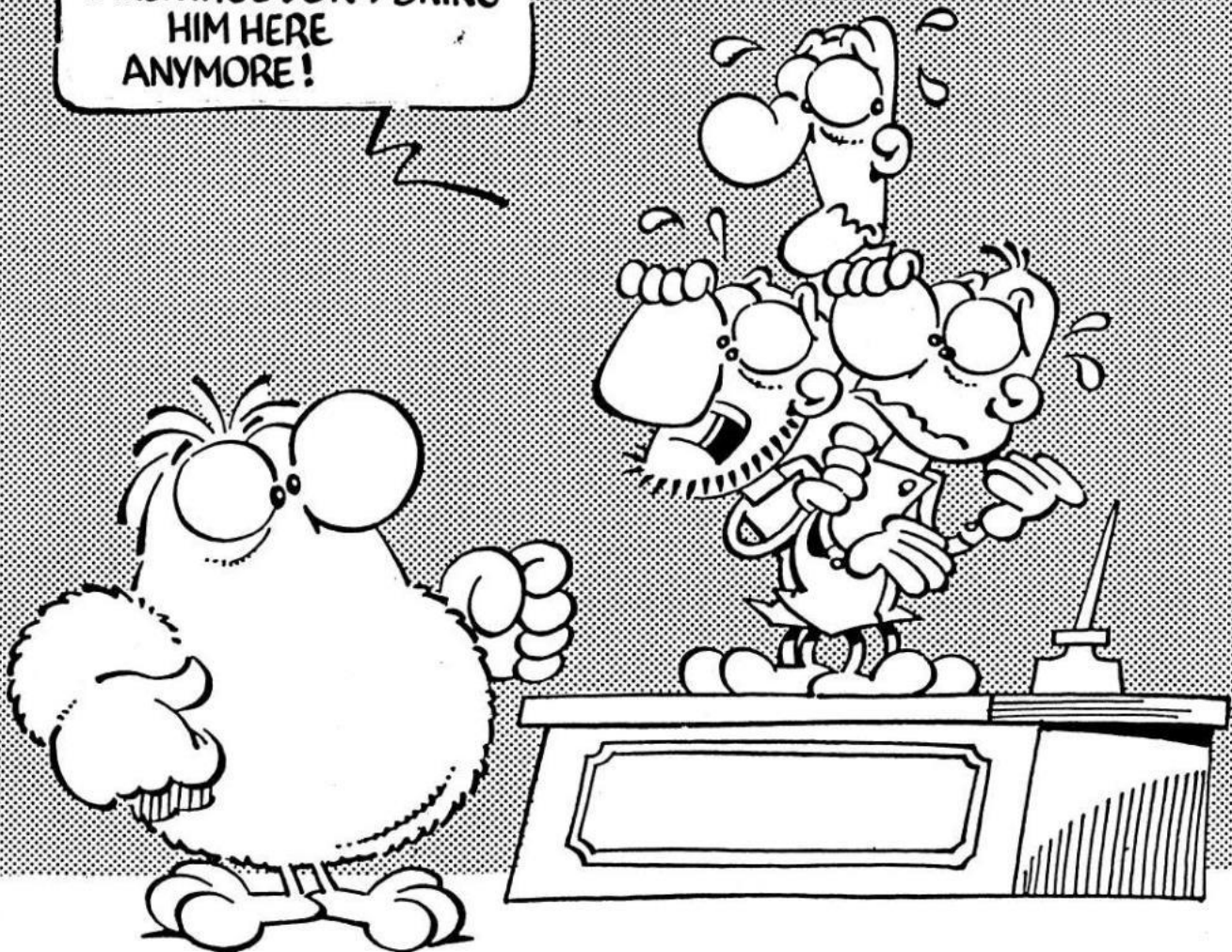




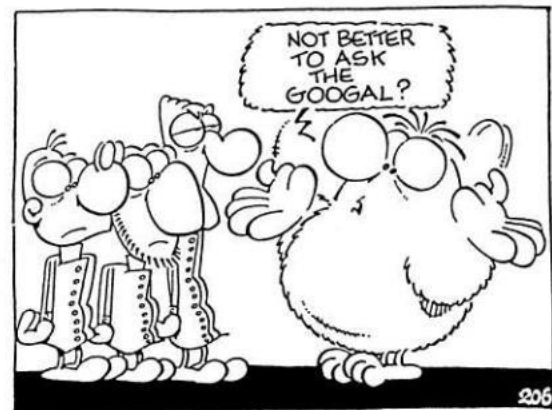
## THE GOOGAL

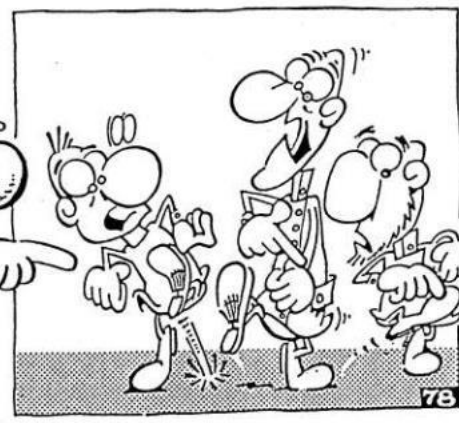
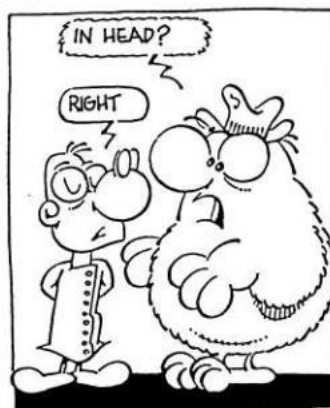
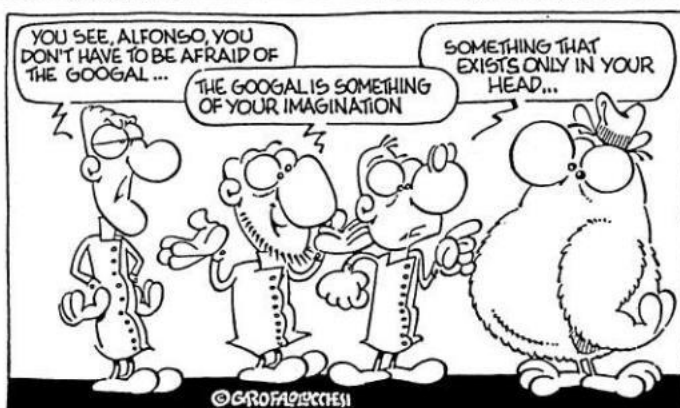
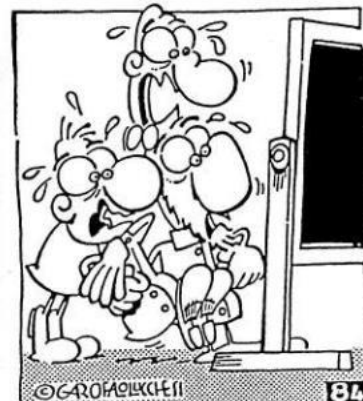
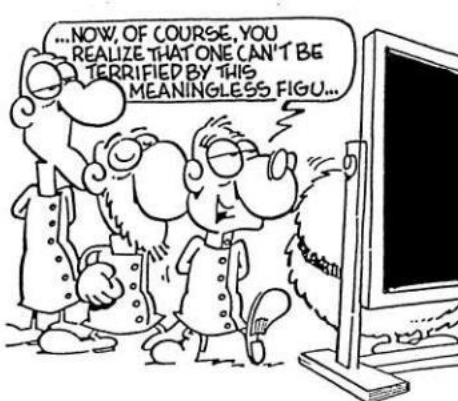
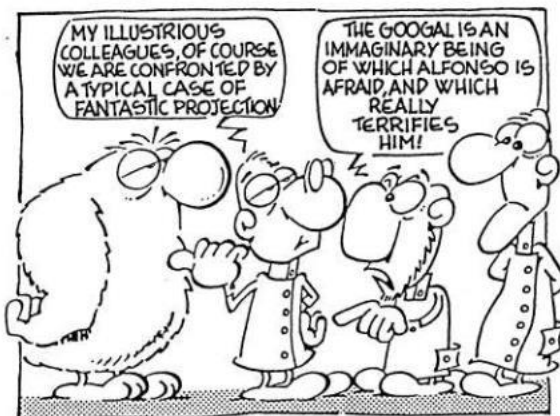
ALFONSO HAS AN IMAGINARY FEAR: THE GOOGAL. THE PSYCHOLOGISTS TO WHICH ALFONSO IS INTRUSTED WITH TO HELP HIM ADJUST TO SOCIETY, TRY TO CONVINCE HIM, WITH LITTLE LUCK, THAT "THE GOOGAL DOESN'T EXIST"

...OR WE CONVINCE YOU  
THAT THE GOOGAL IS AN  
IMAGINARY FEAR,  
OTHERWISE DON'T BRING  
HIM HERE  
ANYMORE!





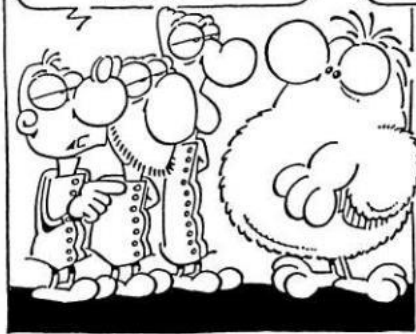




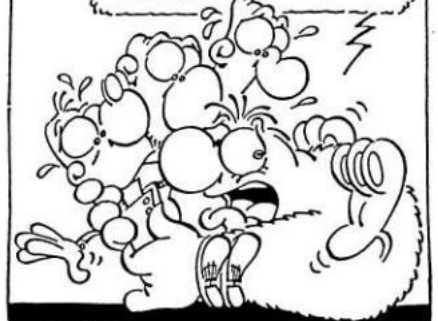


YOU SEE ALFONSO THE GOOGAL IS NOT A REAL BEING, BUT IMAGINARY...

...THINK ABOUT IT AND YOU'LL SEE THAT YOU WILL NOT BE AFRAID ANYMORE...



WHEN FONSO THINKS ABOUT GOOGAL, ME ALWAYS AFRAID!



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WE'VE GOT TO PREVENT ALFONSO FROM BEING TERRIFIED OF THE GOOGAL...

...LET'S TELL HIM ABOUT THE DEVIL INSTEAD...



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A NEW DEVIL DRIVES AWAY AN OLD ONE!

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GOOGAL! GOOGAL!



ALFONSO, YOU MUST ABSOLUTELY GET RID OF YOUR ABSURD FEAR OF THE GOOGAL...



...OR AT LEAST KEEP IT OUT OF HERE!

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DON'T YOU THINK, DISTINGUISHED COLLEAGUES, THAT ALFONSO SUFFERS FROM BEING SO DIFFERENT?

WELL, I DON'T THINK SO, I DON'T EVEN THINK HE REALIZES IT...



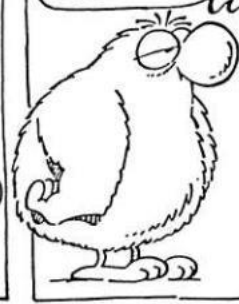
LET'S GIVE IT A TRY...

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MONSTER!

WE CAN'T SAY WHETHER HE SUFFERS OR NOT BUT FOR SURE ...

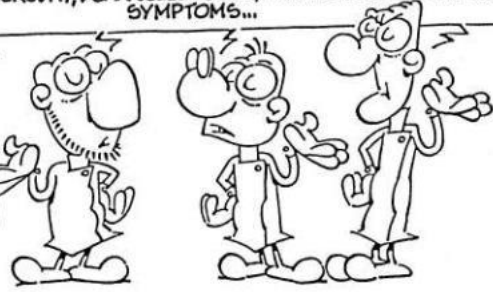
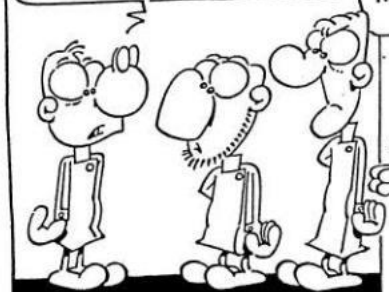


...HE'S STARTING TO HAVE UNCONTROLLED REACTIONS!

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TODAY, ILLUSTRIOUS COLLEAGUES, LET US TRY TO UNDERSTAND HOW THE FEAR OF THE GOOGAL WAS BORN...

TO ME, WHAT STARTED IT WERE PRIMORDIAL AND ATAVIC EXPERIENCES... THE INFLUX OF A HOSTILE ENVIRONMENT CERTAINLY HAD A DETERMINING ROLE... ANCESTRAL HEREDITY, DEAR COLLEAGUES, AND THE BASE FOR NEUROTIC SYMPTOMS...



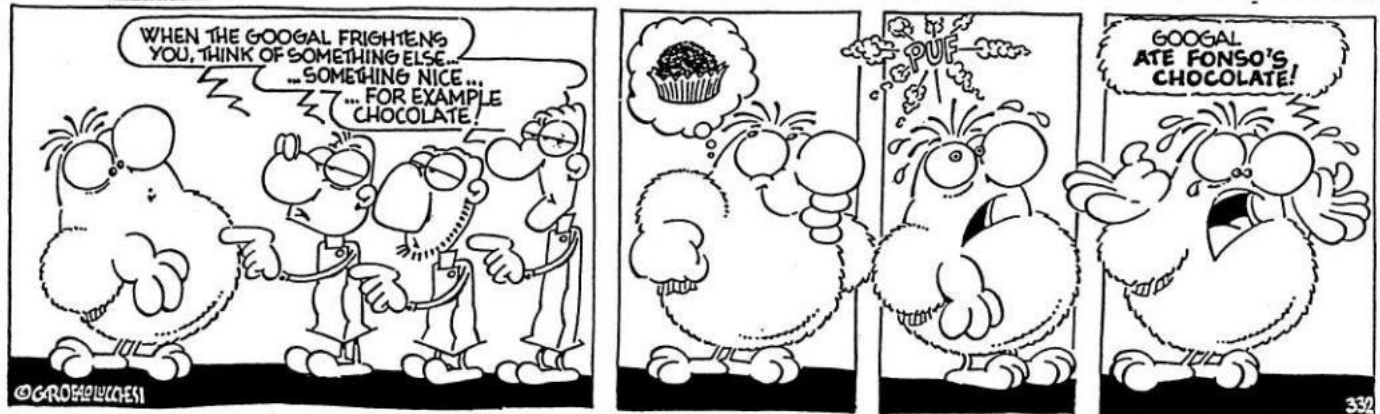
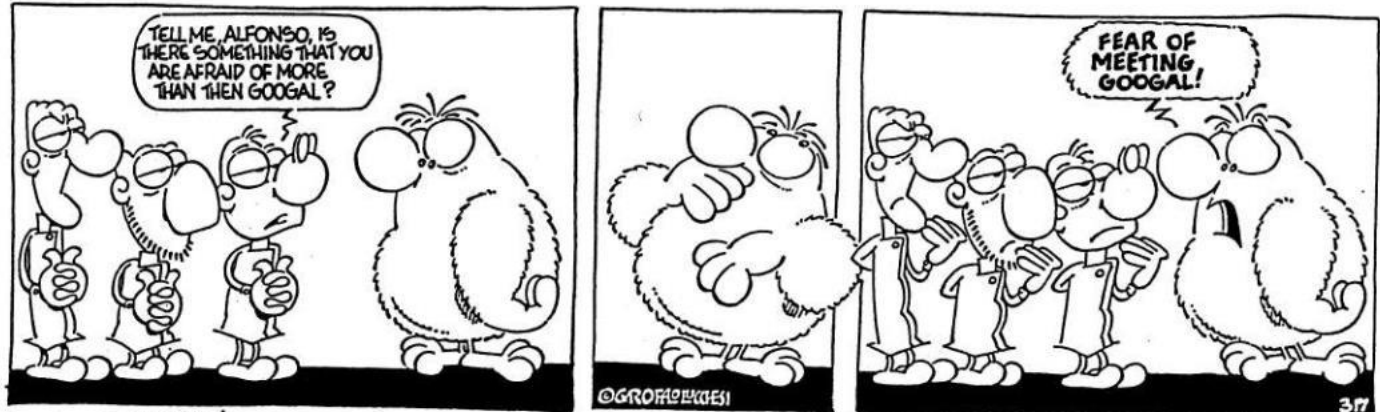
EXPLAIN TO US HOW THIS FEAR OF YOURS FOR THE GOOGAL STARTED...

IT STARTED THE FIRST TIME FONSO MEET GOOGAL...



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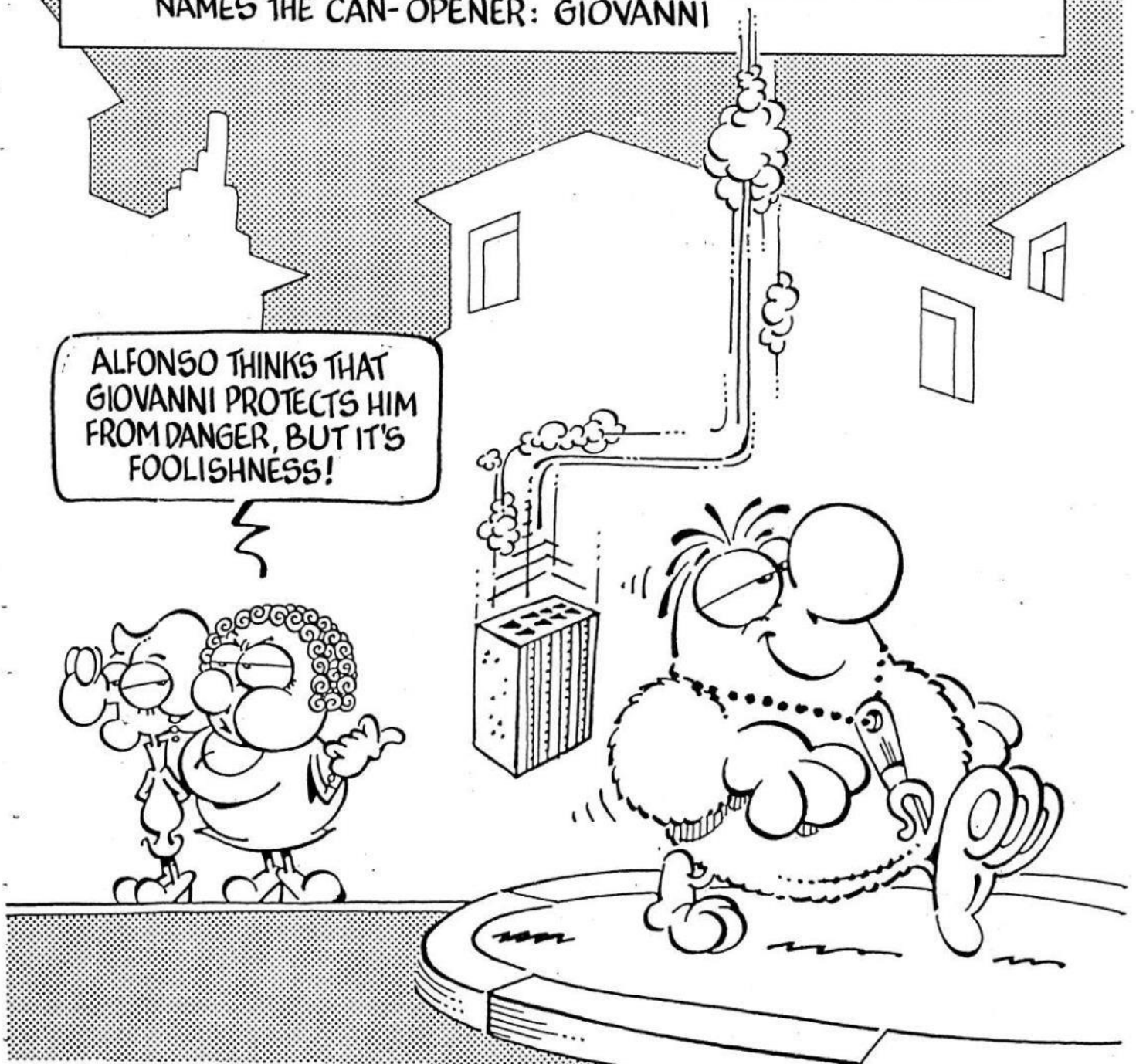




## GIOVANNI "THE SECURITY OBJECT"

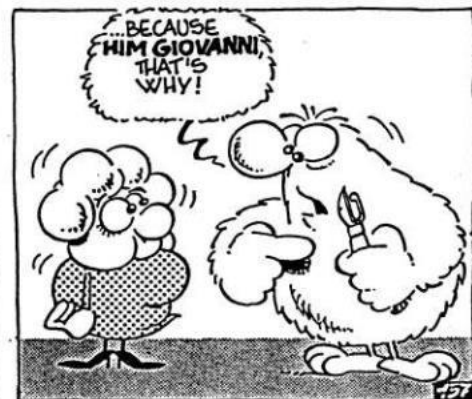
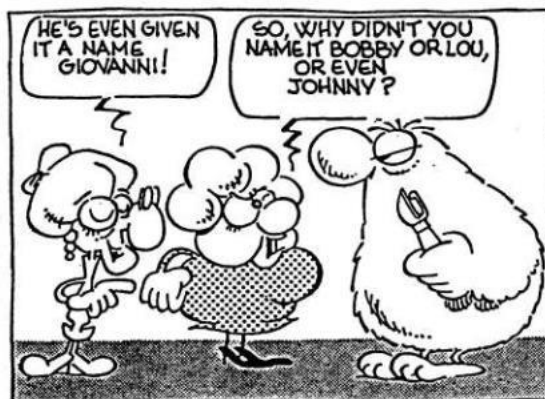
ALFONSO FINDS, IN AN EASTER EGG, A CAN-OPENER, AND IMMEDIATELY DECLARES IT HIS "SECURITY OBJECT" HE ALSO NAMES THE CAN-OPENER: GIOVANNI

ALFONSO THINKS THAT GIOVANNI PROTECTS HIM FROM DANGER, BUT IT'S FOOLISHNESS!

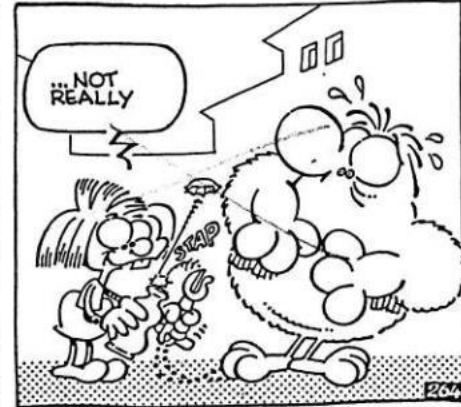
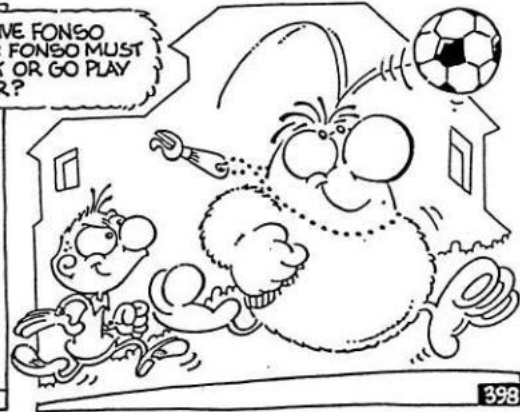
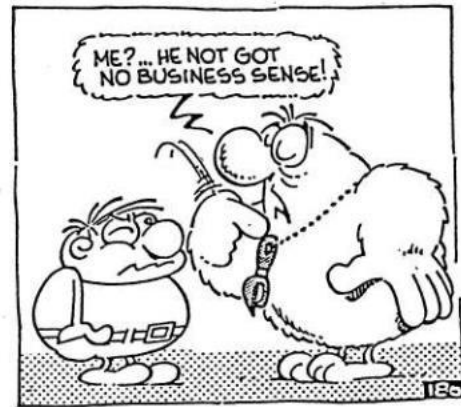




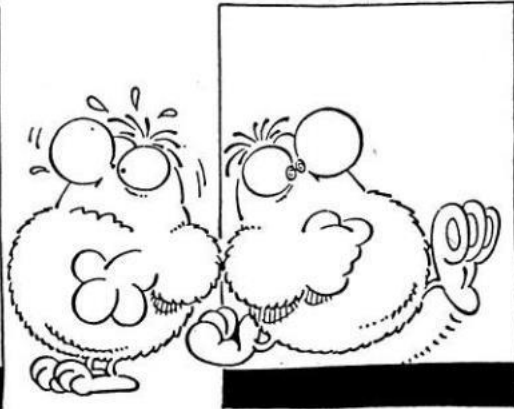
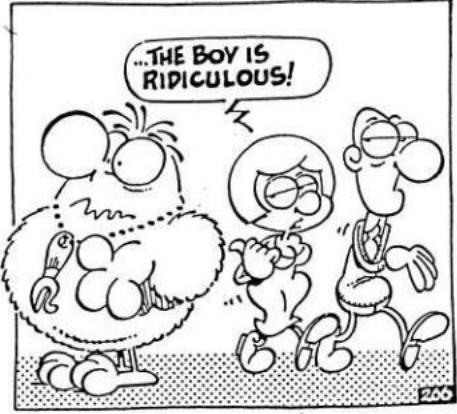
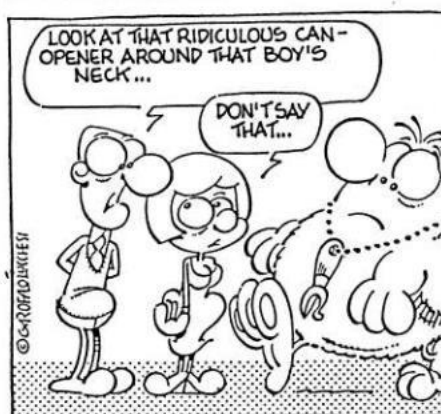
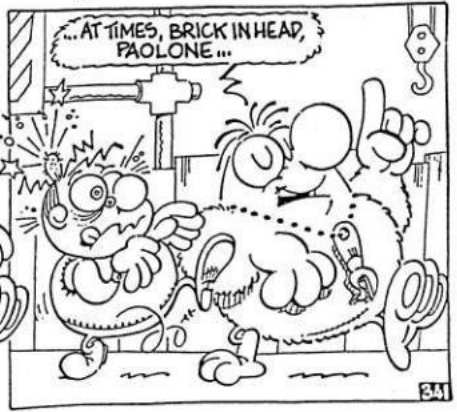
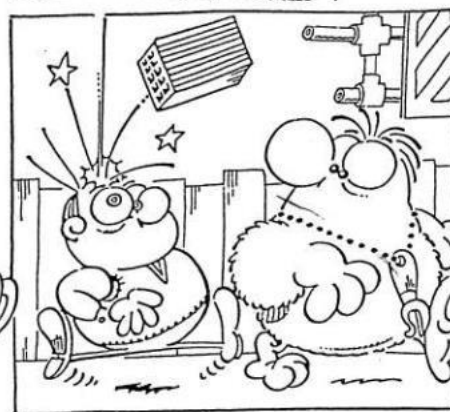
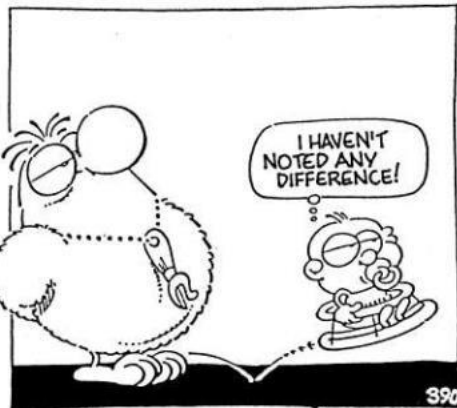
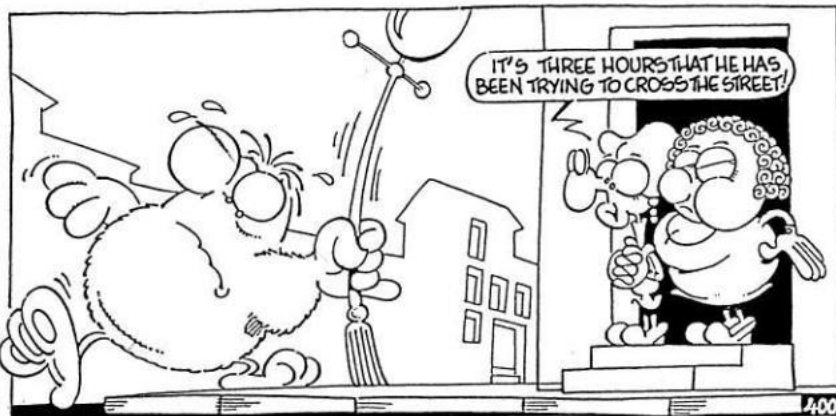
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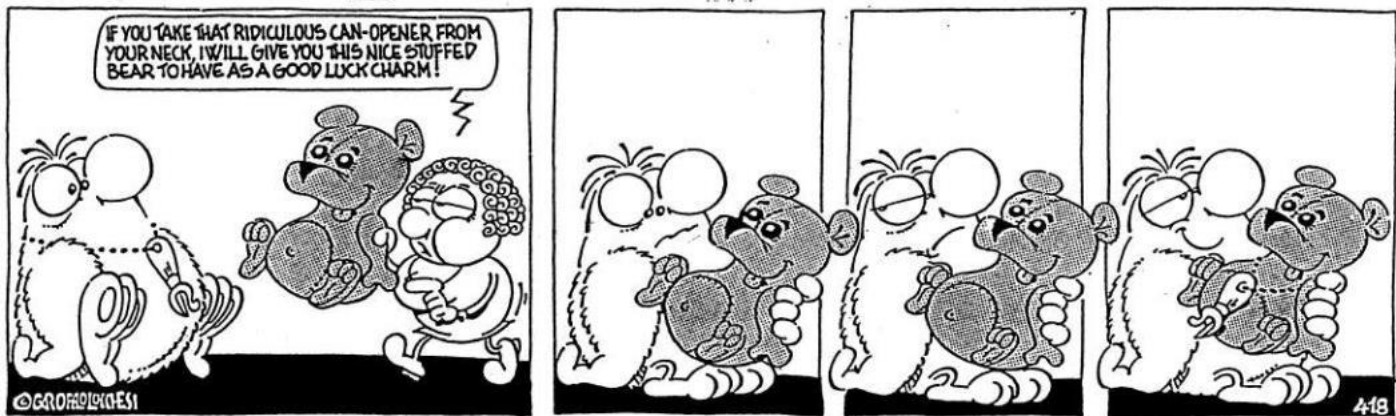


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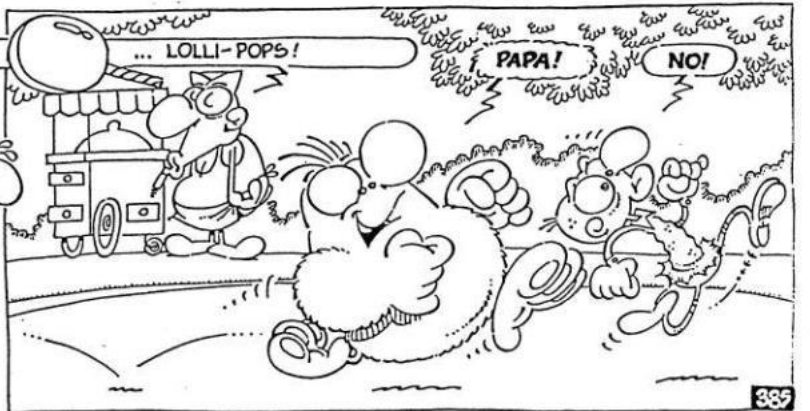
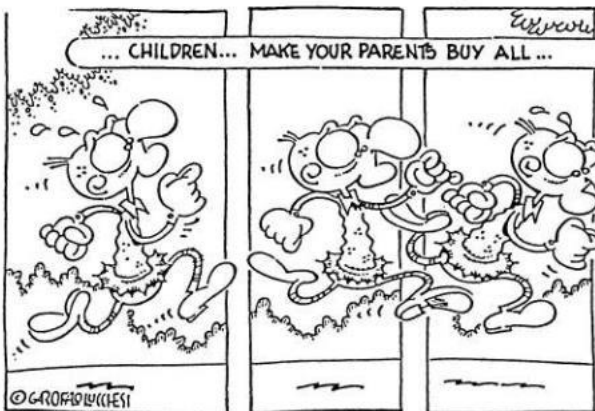
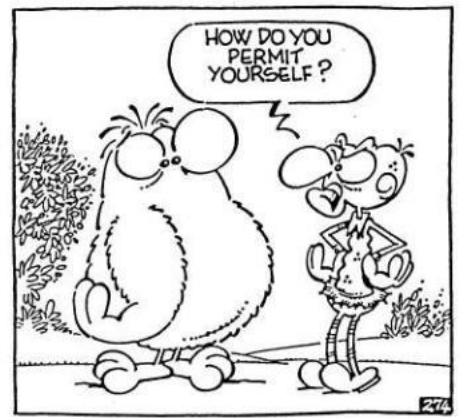
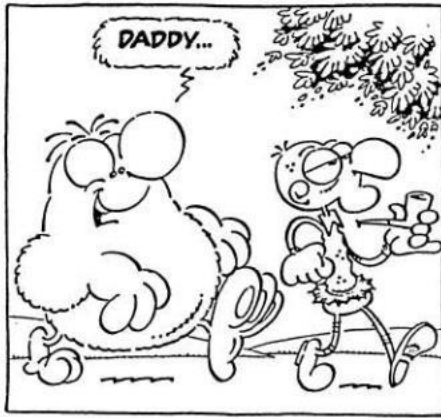








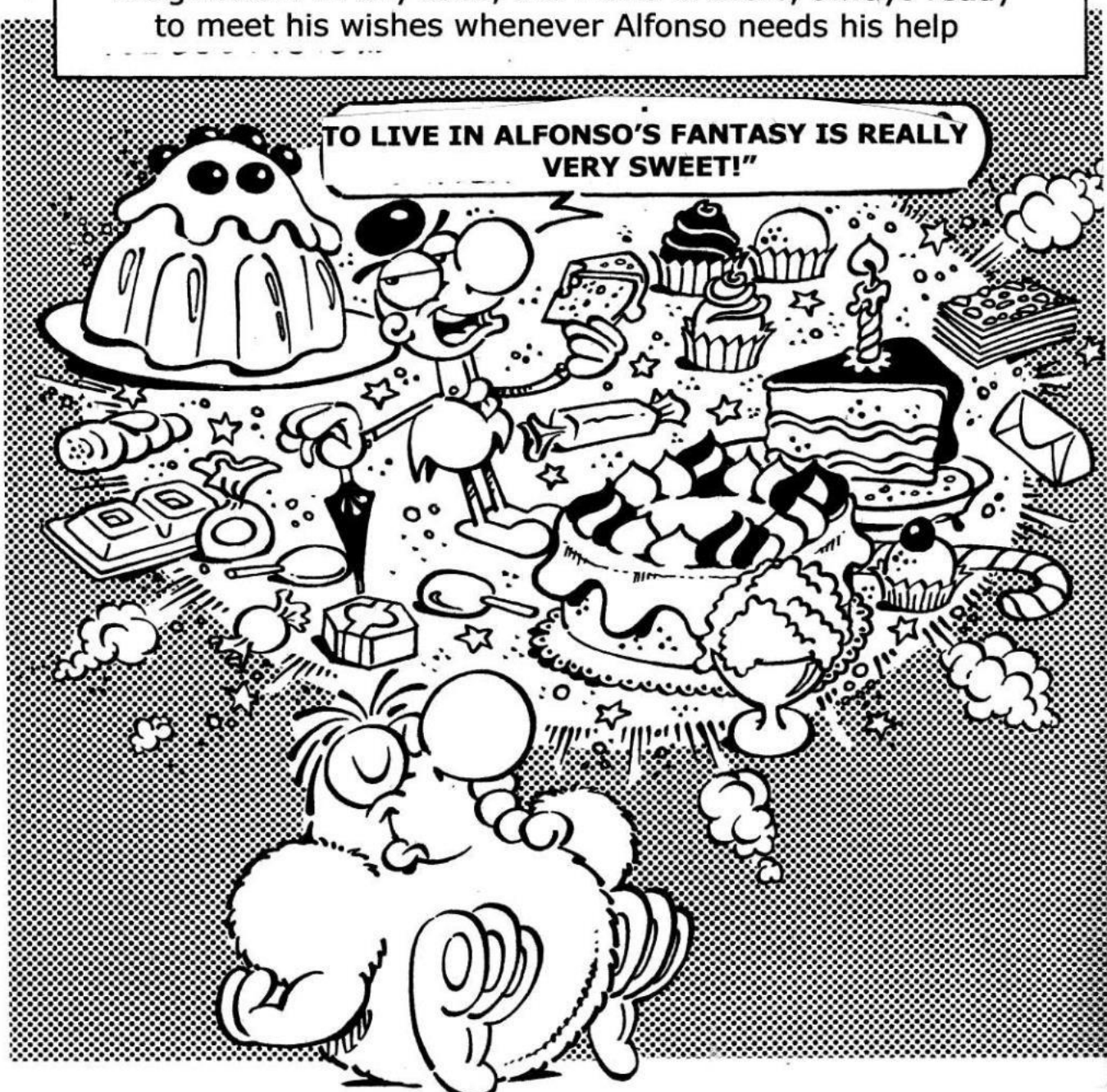




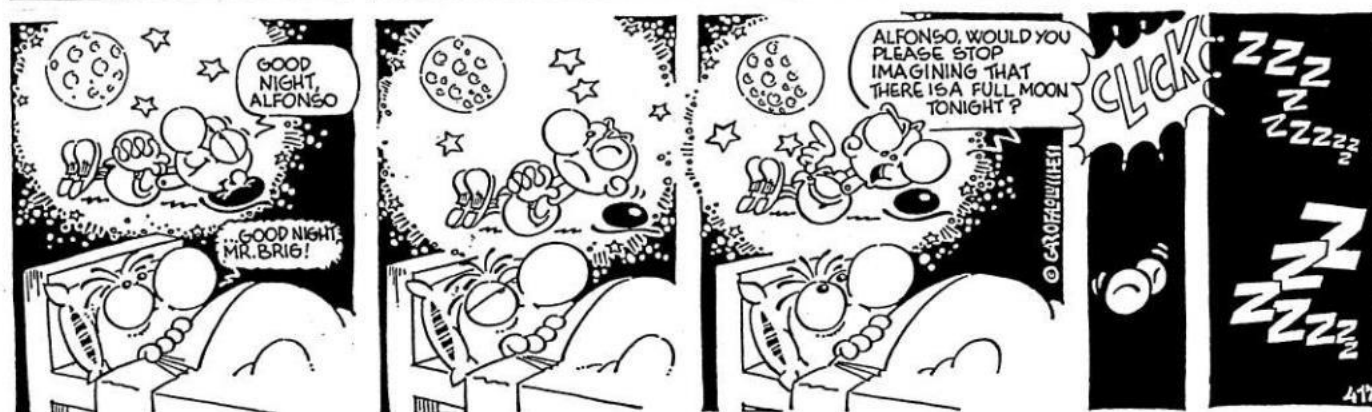
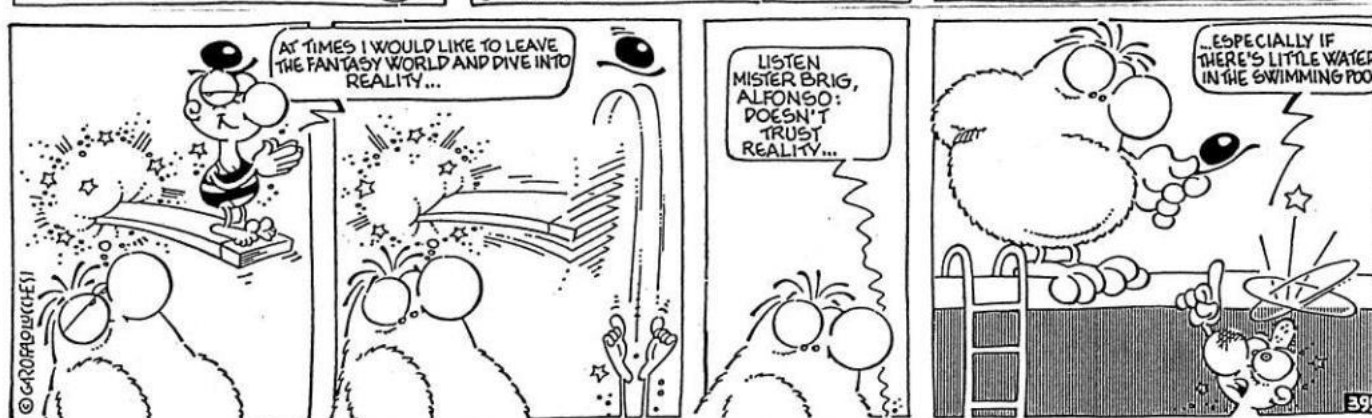
# MISTER BRIG L'ACCHIAPPAFANTASIE

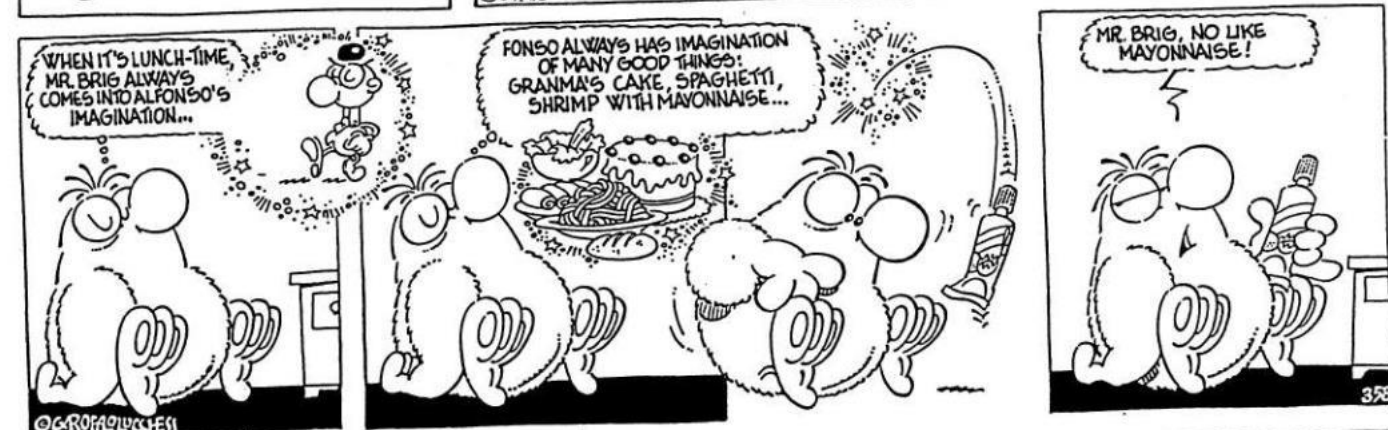
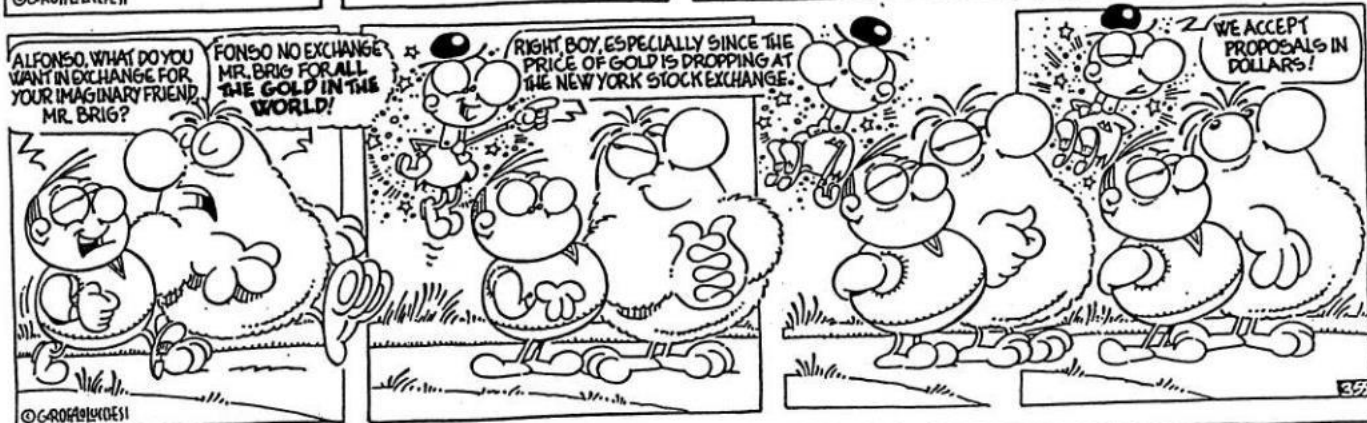
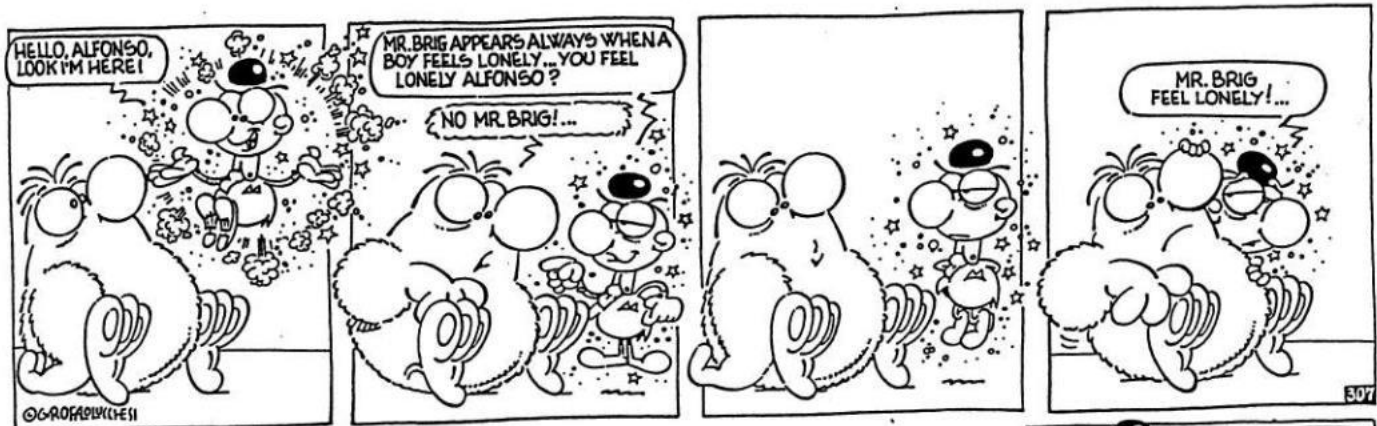
Alfonso has a friend that maybe exist or maybe it is all in his imagination. In any case, the friend is there, always ready to meet his wishes whenever Alfonso needs his help

TO LIVE IN ALFONSO'S FANTASY IS REALLY  
VERY SWEET!"

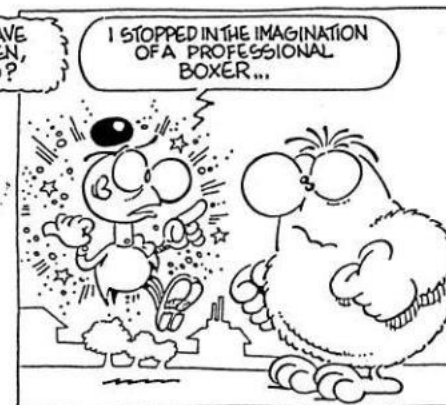
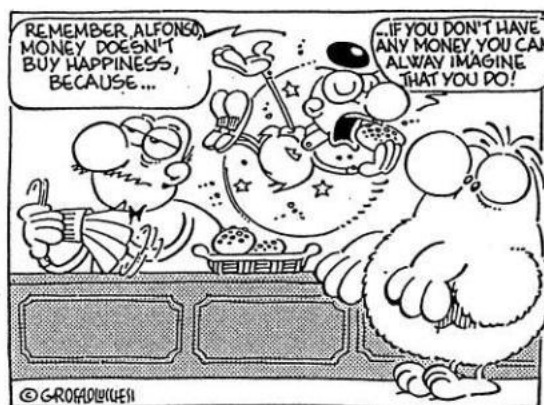












YOU WENT ON VACATION MR. BRIG?  
FONSO, TOO, THIS SUMMER GOES ON  
VACATION WITH GRANMA, TO THE BEACH,  
AND WHEN I GO, FONSO HAS MUCH FUN  
BECAUSE HE GOES SWIMMING...

...AND THEN I MAKE SAND CASTLES,  
RUN ON THE SAND, AND GRANMA  
ALWAYS BUYS ICE CREAM

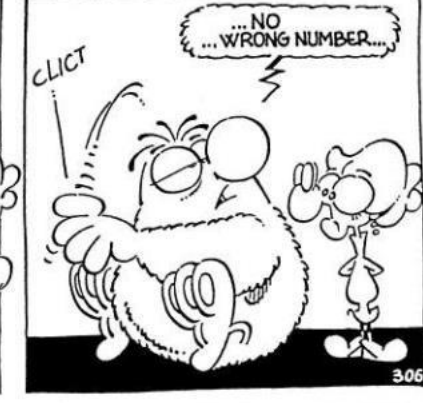
MR. BRIG LIKES ICE CREAM ALSO,  
NO? ICE CREAM VERY GOOD  
MR. BRIG, FONSO TELLS YOU  
AND THEN FONSO LIKE CHOCOLATES  
TOO...

THEY ALWAYS HAVE  
MANY THINGS TO TELL  
EACH OTHER!



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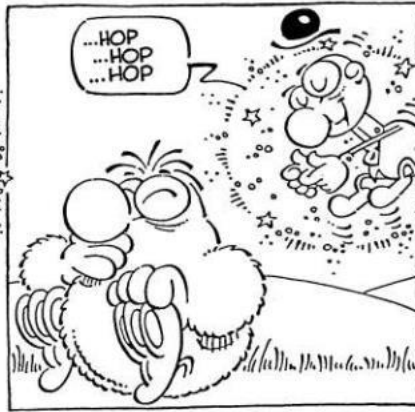
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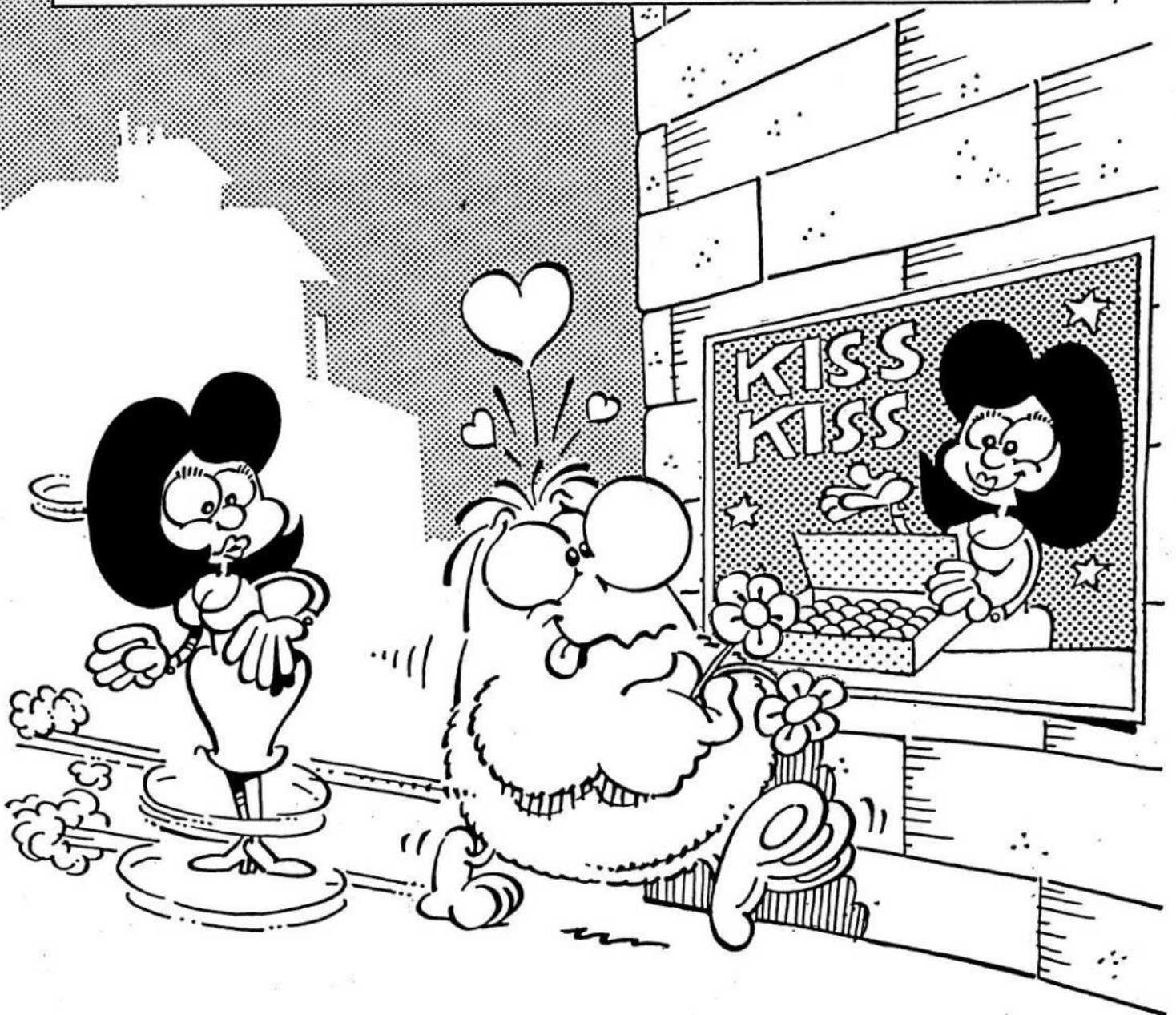


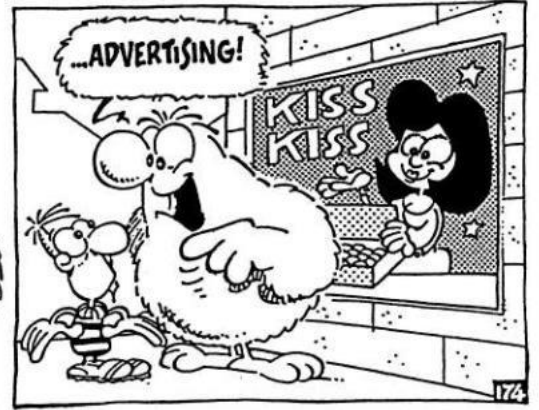
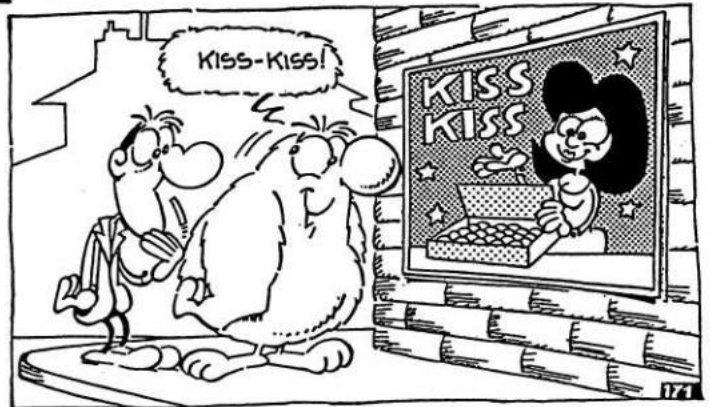
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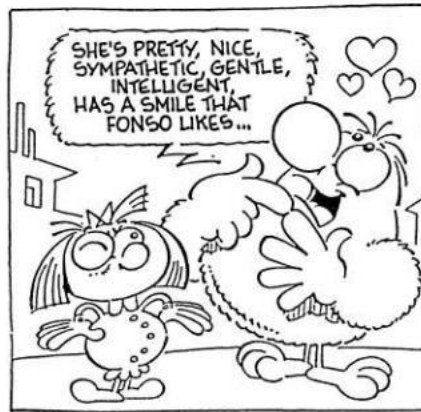
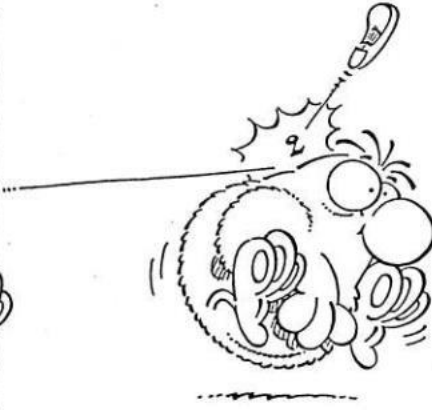
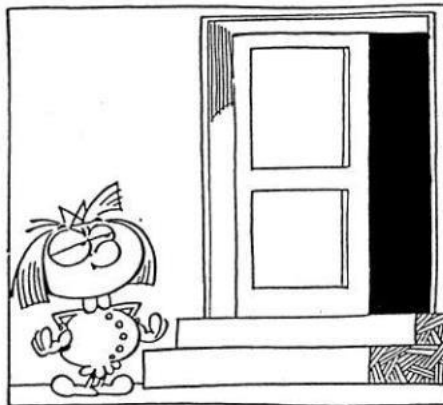
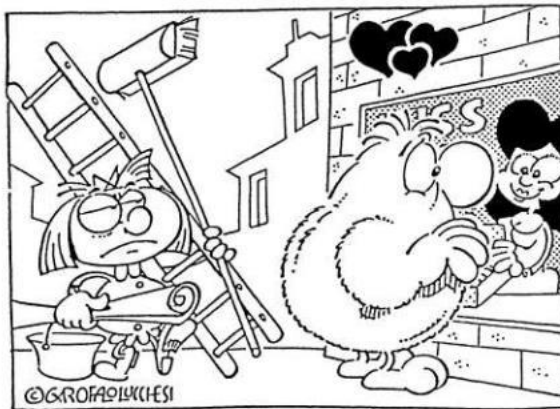
## THE ENCOUNTER

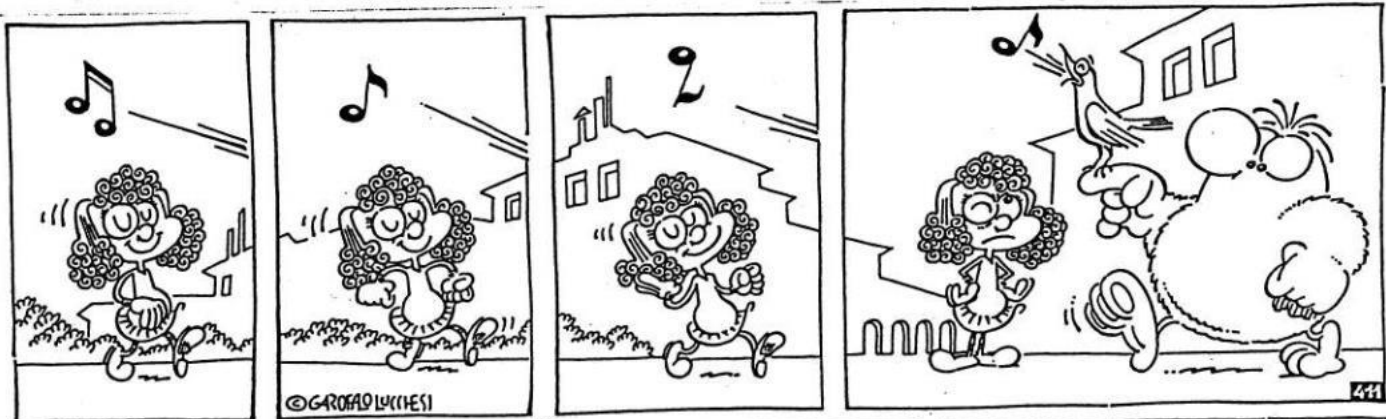
FROM A YOUNG AGE, EVERY BOY HAS A SECRET LOVE.  
ALFONSO INFATUATES HIMSELF WITH THE IMAGE OF A GIRL HE SEES,  
BY ACCIDENT, ON AN ADVERTISEMENT BILLBOARD



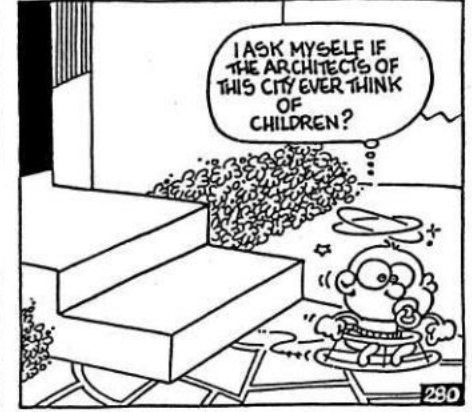
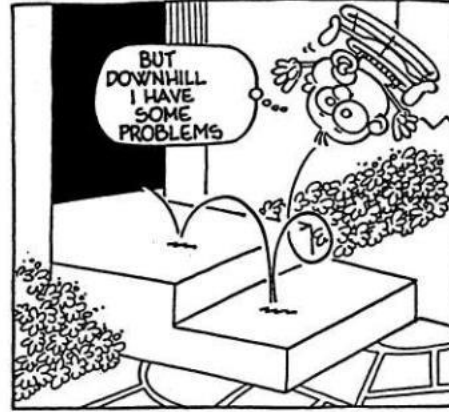






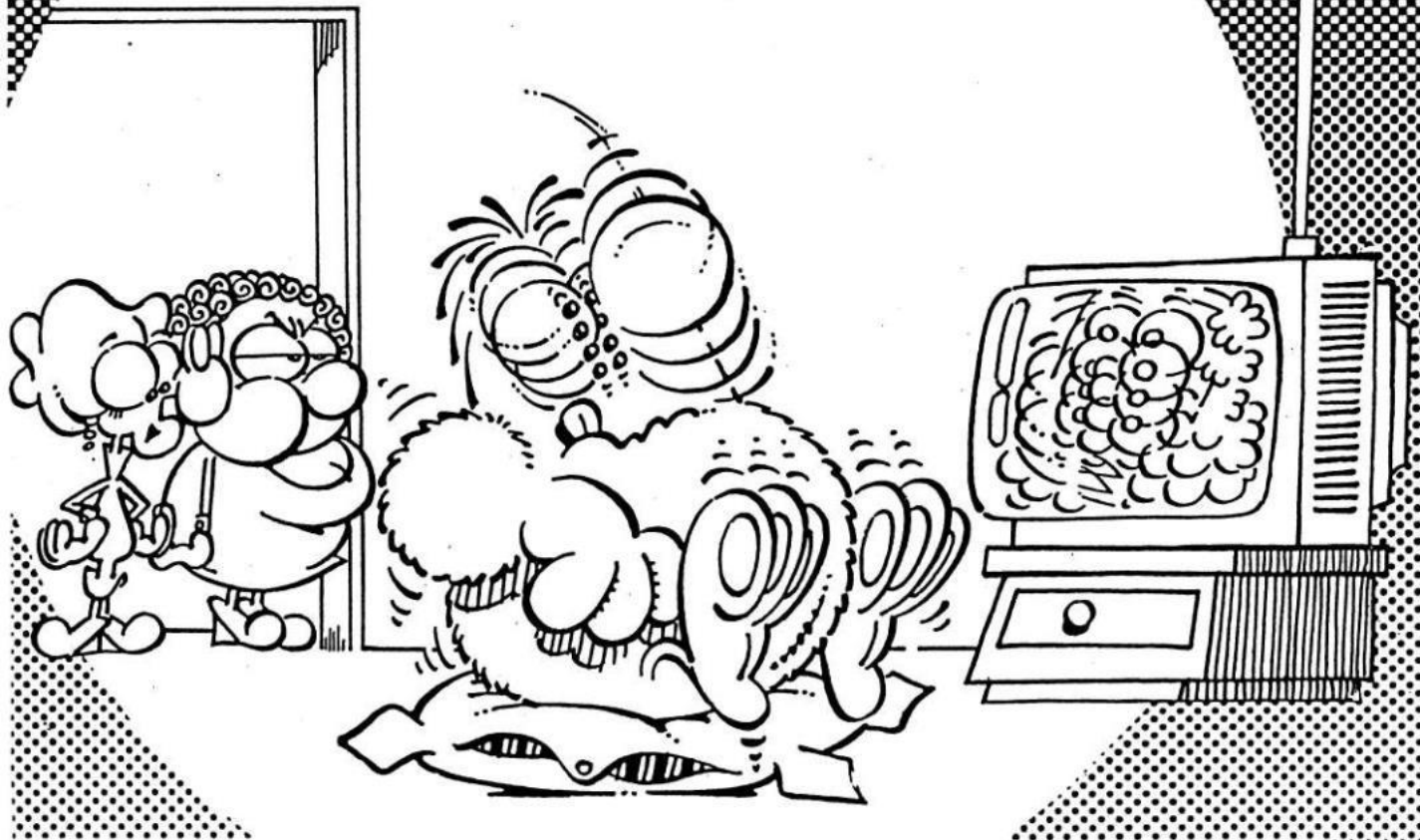




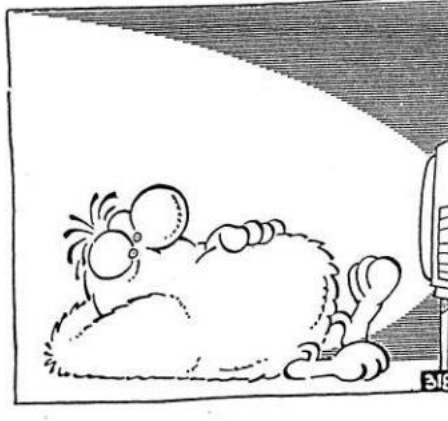
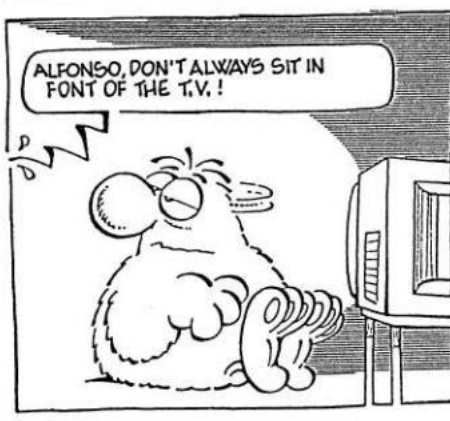
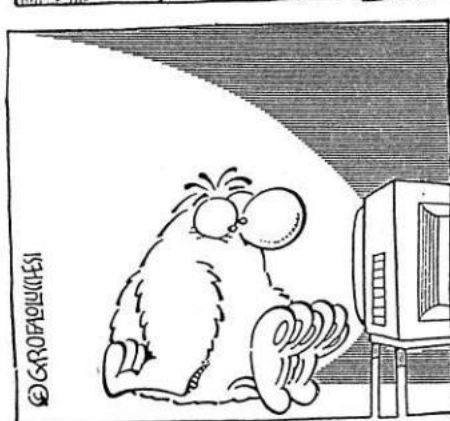
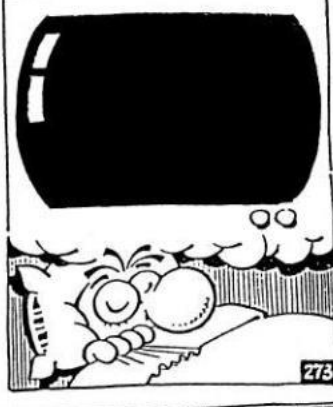
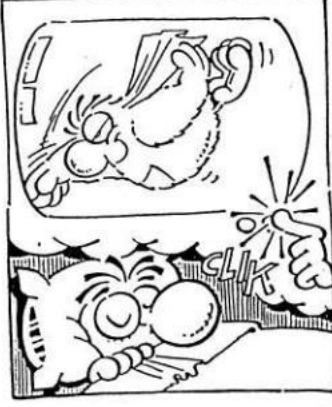
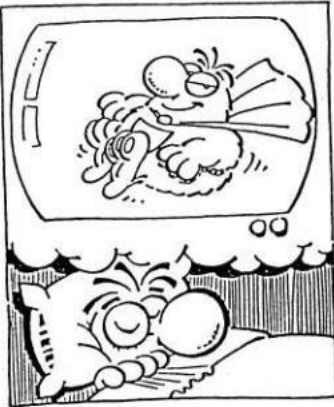
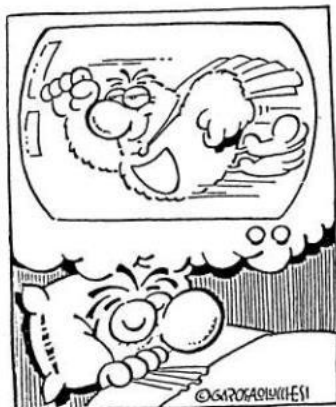
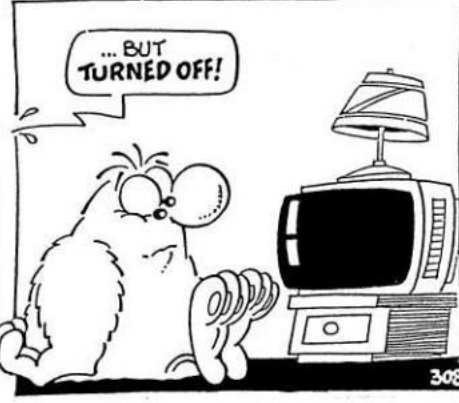


## THE TELEVISION

ALFONSO, TOO, LIKE MANY CHILDREN OF HIS AGE, PASSES MUCH TIME IN FRONT OF THE TELEVISION, THIS MAGICAL ELECTRONIC INVENTION, THAT FOR YEARS NOW HAS INFLUENCED AND CONDITIONED THE WAY OF LIFE FOR BOTH THE YOUNG AND THE OLD







LAST NIGHT YOU WATCHED WHAT YOU WANTED, TODAY WE WATCH WHAT GRANMA LIKES. COME ON, DON'T MAKE THAT FACE. YOU WILL SEE THAT IT IS A FUNNY PROGRAM!



© G. R. FOLKES



YOU SEE? YOU LIKED IT, DIDN'T YOU?

NO!



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... DUE TO TECHNICAL DIFFICULTIES, THE PROGRAM OF ANIMATED CARTOONS WILL NOT BE SHOWN, IN ITS PLACE WE WILL TRANSMIT A MOVIE ...



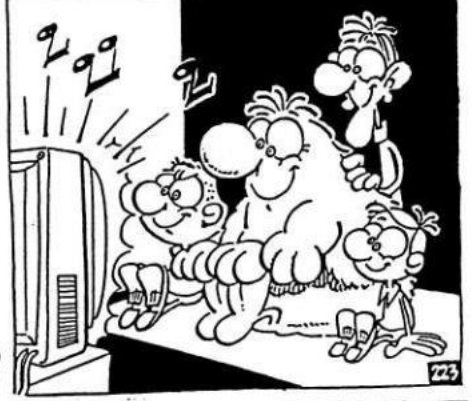
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YOU ARE ALWAYS THE SAME! YOU THINK ONLY TO STAY IN FRONT OF THE T.V.



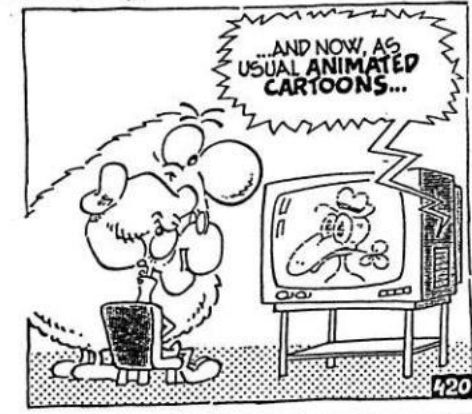
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ME FIX IT, GRANMA!



© G. R. FOLKES



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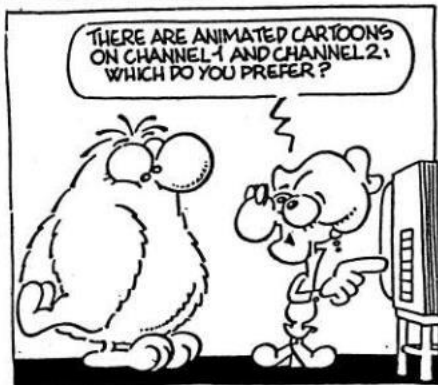
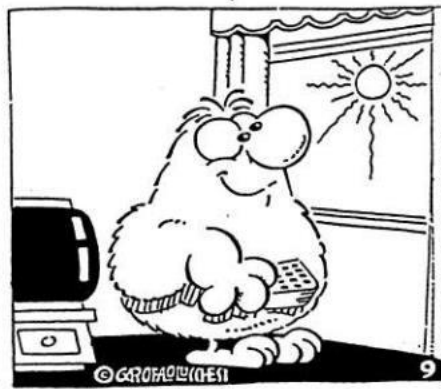
REALLY? YOU THINK THAT BLAH... BLAH... BLAH...

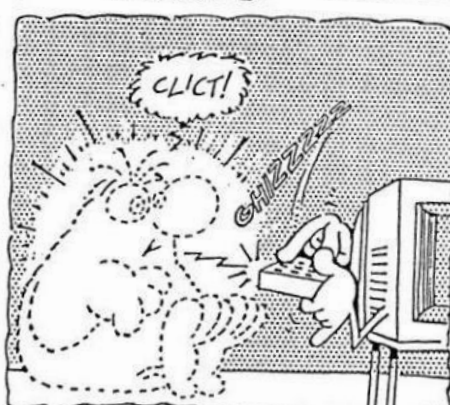
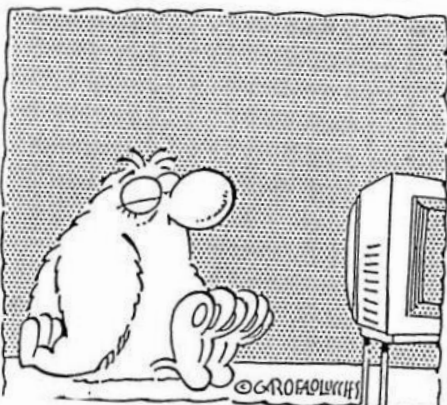
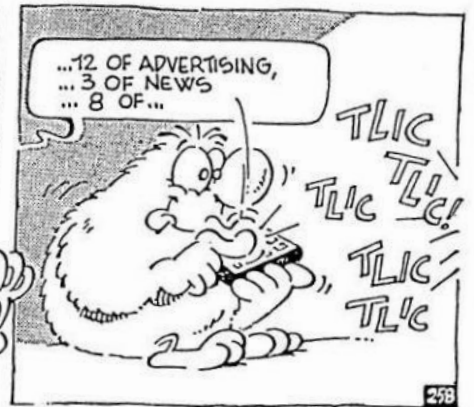
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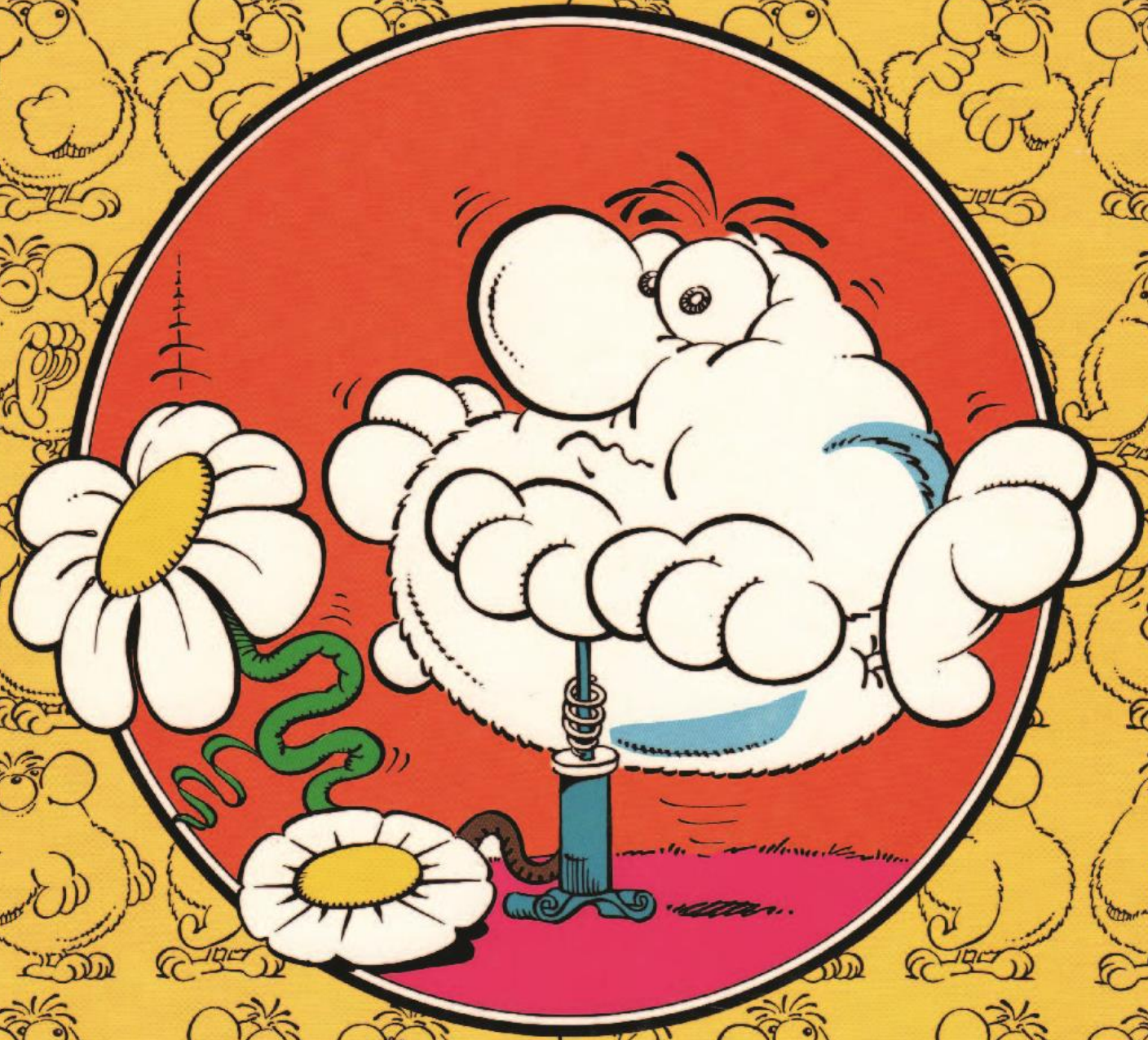
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L. 28.000

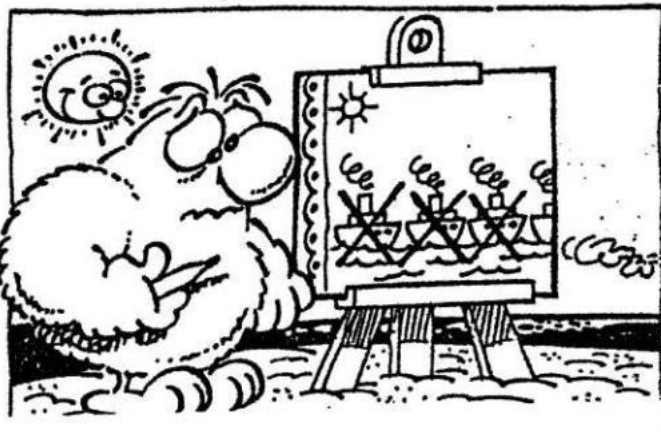
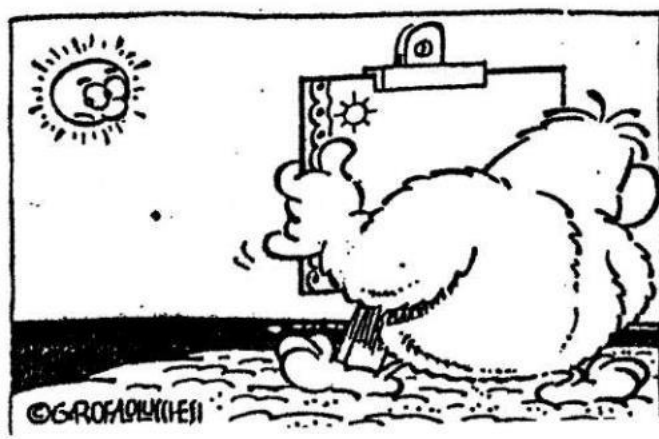
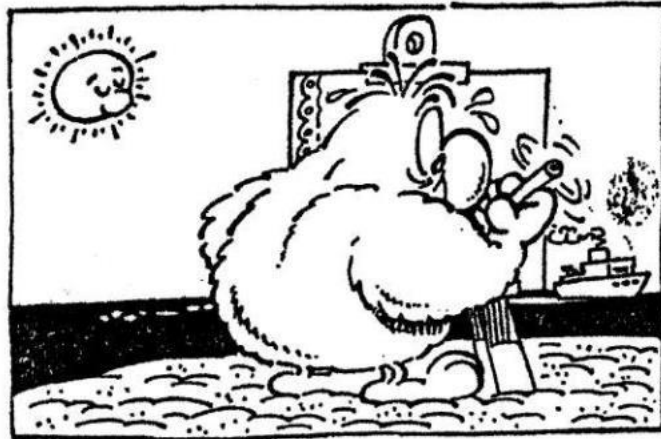
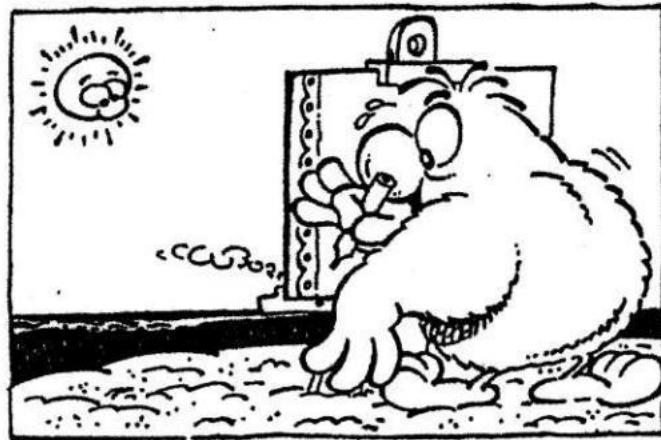
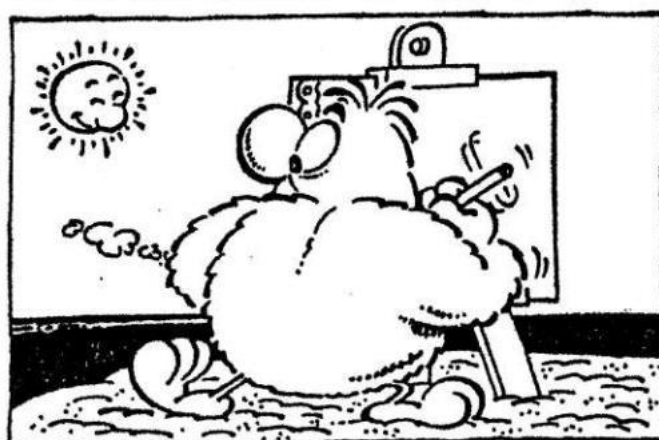
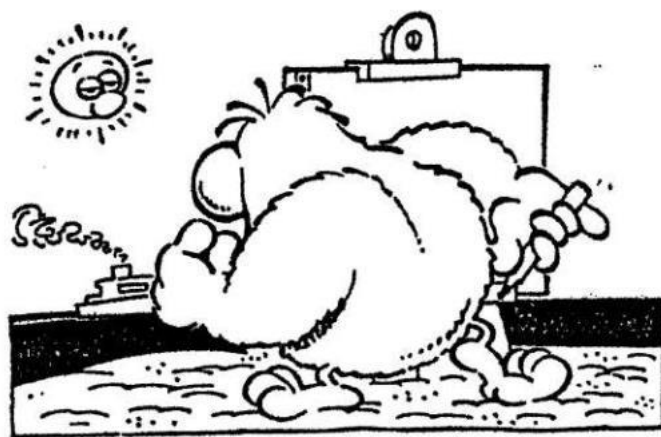
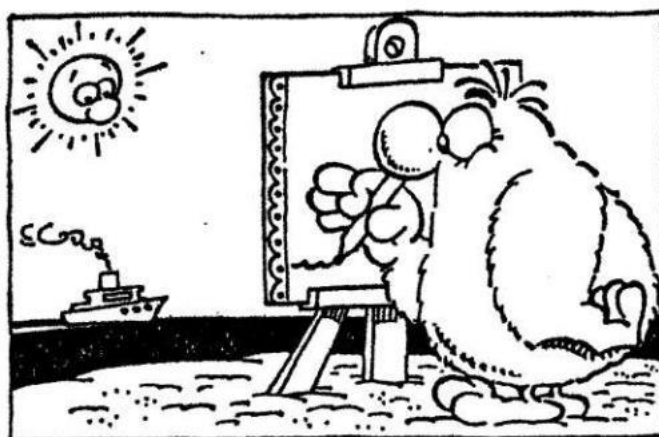
ISBN 88-7811-090-6



9 788878 110908



# sunday special





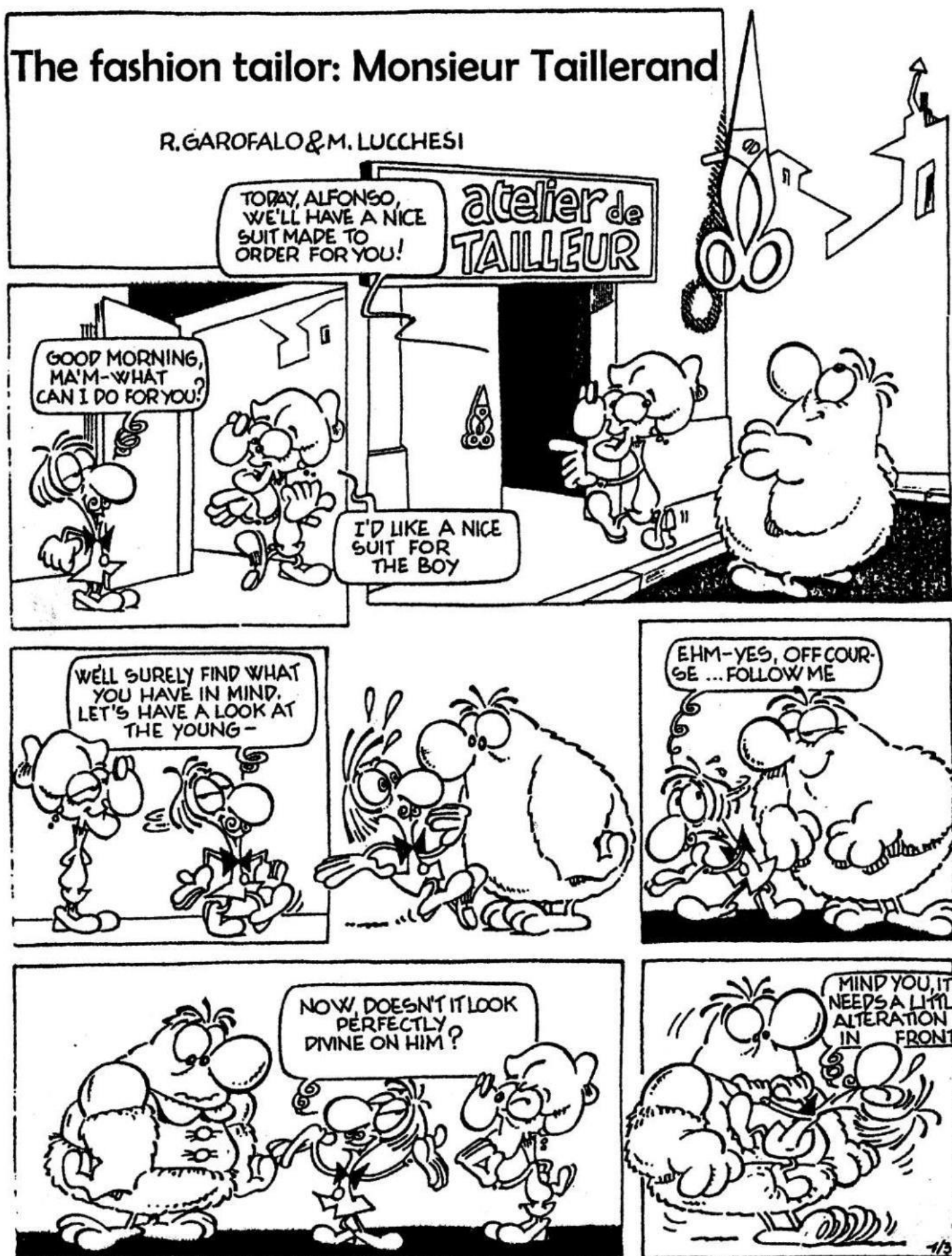
# sunday special



# three(or more) pages stories

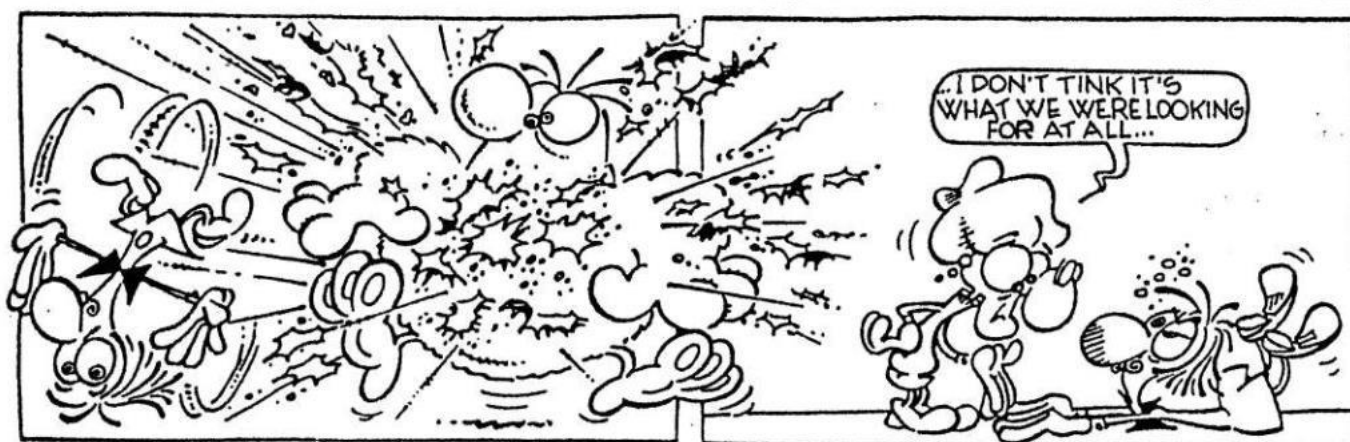
## The fashion tailor: Monsieur Taillerand

R. GAROFALO & M. LUCCHESI

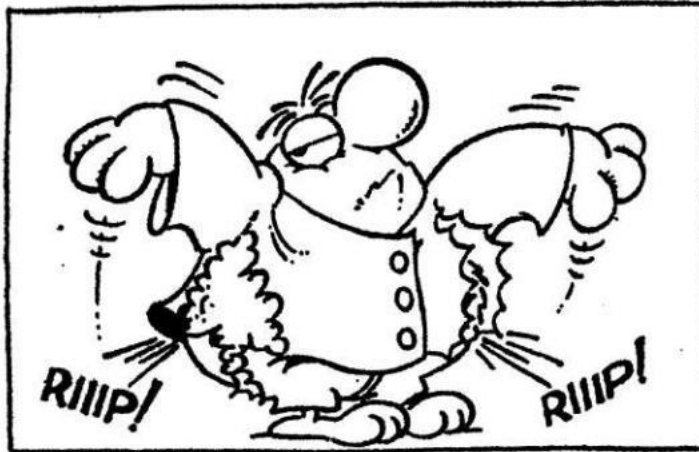




# three(or more) pages stories



# three(or more) pages stories

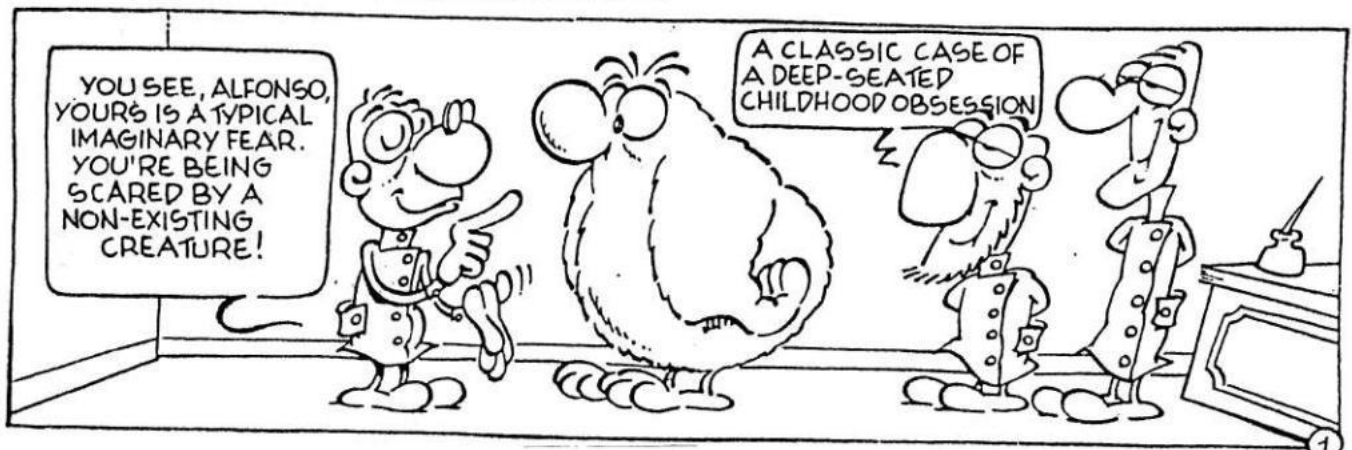




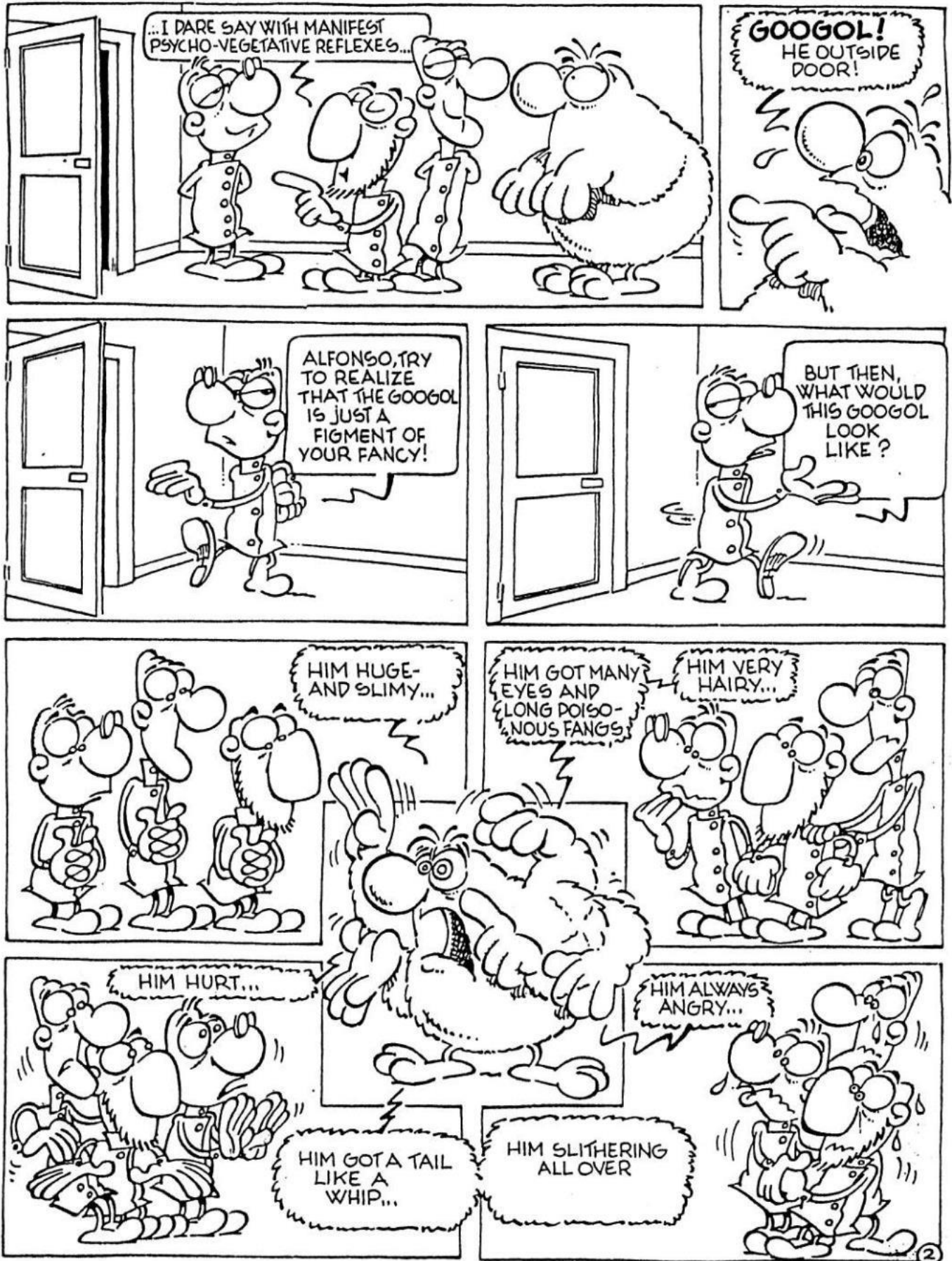
three(or more) pages stories

# IL PIEROTTO

THE GOOGOL



# three(or more) pages stories

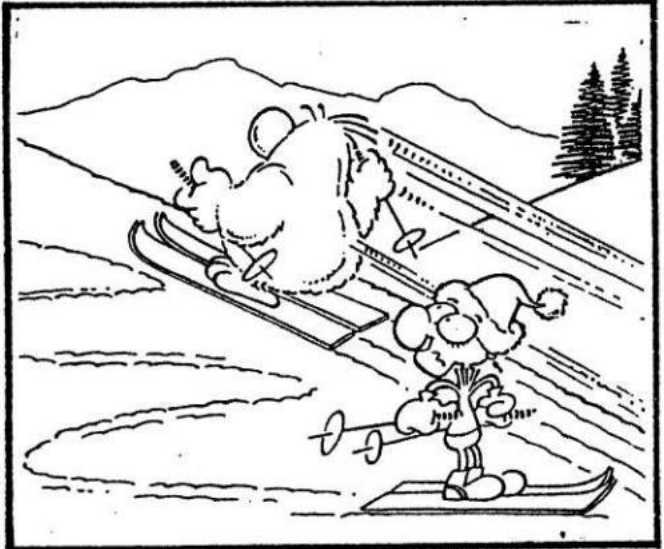
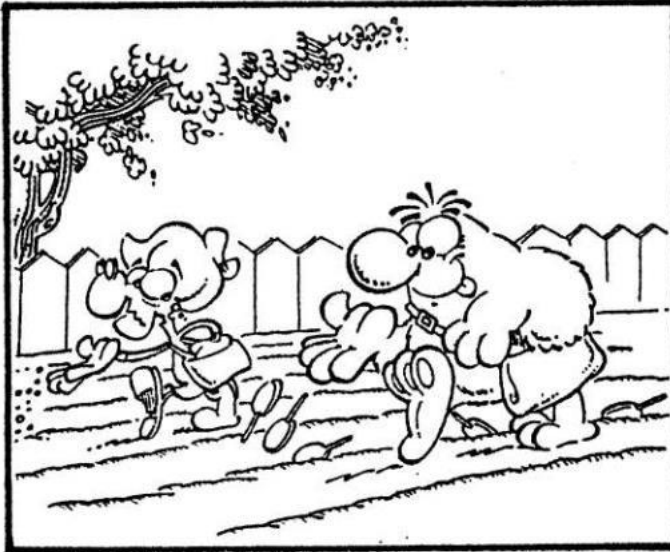




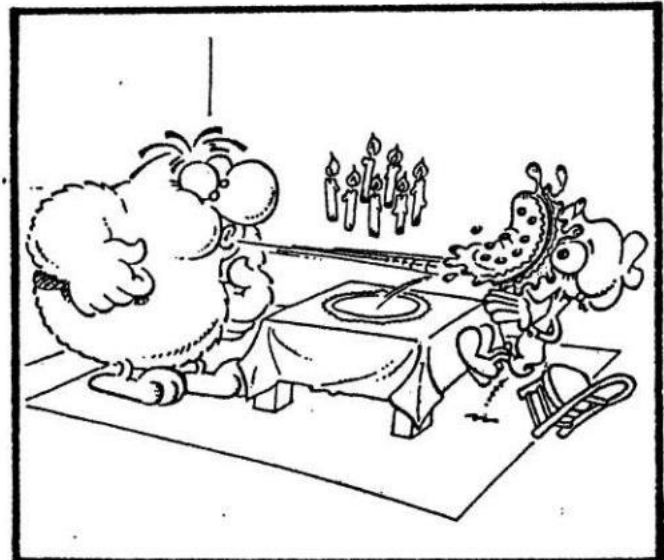
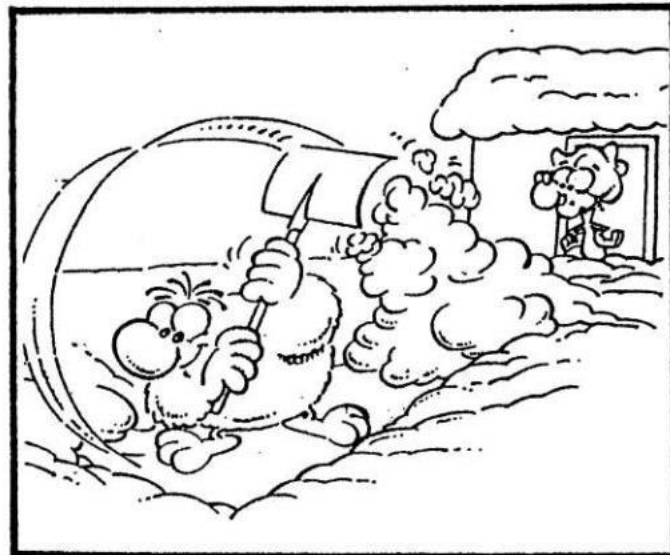
# three(or more) pages stories



## joke



- ...MONSTER!... -





## cartoons

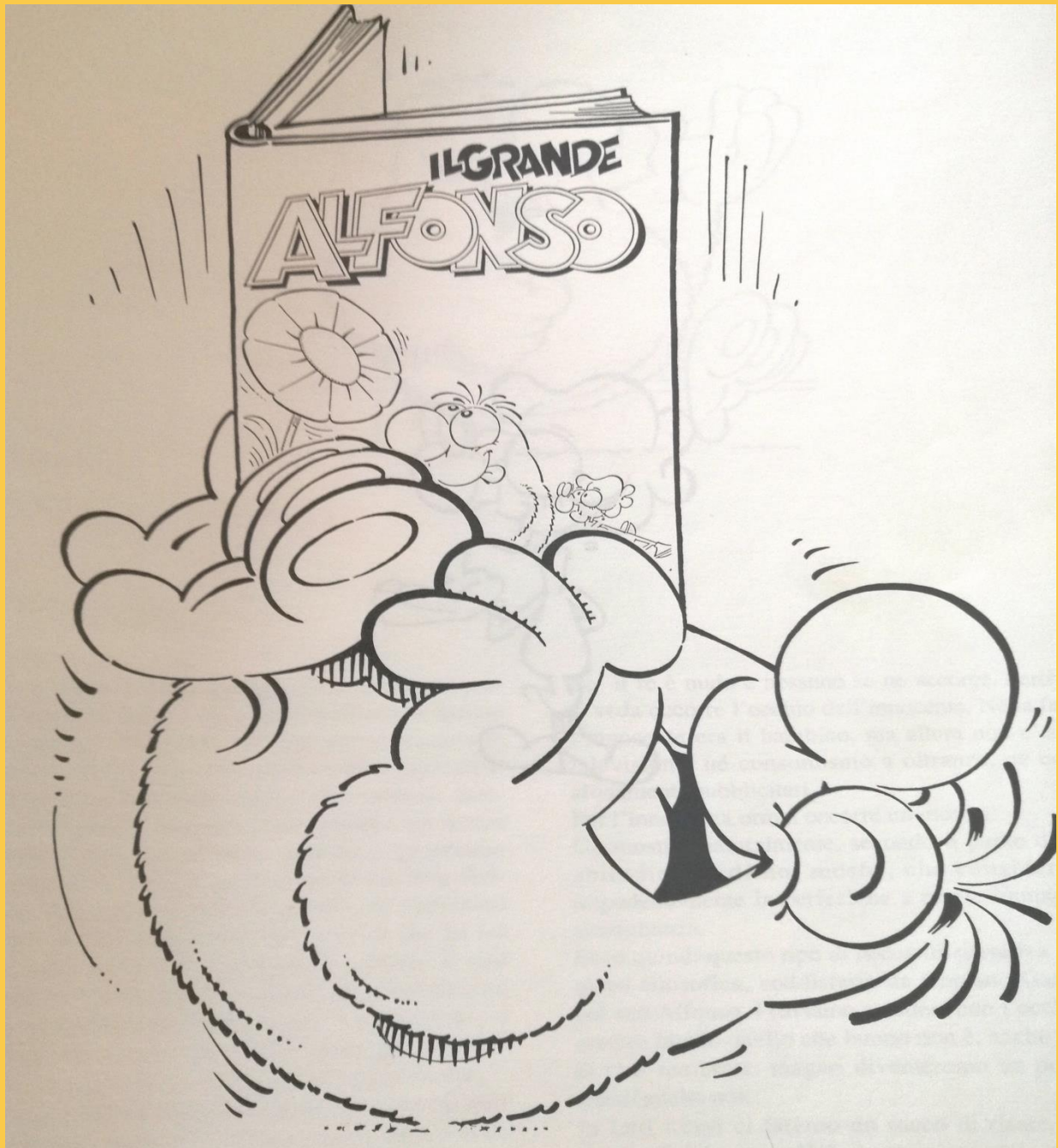




## **THE CHARACTERS CO-PROTAGONISTS OF THE SERIES**

Alfonso is the main character of this series but, numerous "characters" rotate around him, each with its own physical and psychological characteristics.

Interacting with him and, among them, give life to a complex and articulated world of human relationships.







## NONNA

Motherly, careful, very protective, the Granma always has a comprehensive attitude towards Alfonso's imagination, to the point, that many times she finds herself seeing the same things and protecting Alfonso. Her affection suffocates Alfonso a little bit, but all in all, he doesn't seem to be in any hurry to grow up and free himself from his "Granma's grasp".



### DANTE PEDANTE

Dante Pedante, the school-teacher, is one of the first adults in which Alfonso has to "pay his dues" in his process of adapting to the environment. Dante assumes and exemplifies a certain scholastic attitude not always open and sensitive to the problems of the misfits and the indifferent ones.





## BERTO

Berto is a dog-catcher who insists that Alfonso is not a child, but a dog. And there is nothing, not even the most tangible evidence that can make him change his mind: to deny the identity of the different, signifies to exorcise the fear against those who don't conform to the uniform model for society and culture. Nevertheless, Berto pays with neurosis his inconsiderate attitude: and we see him from the psychoanalyst to whom he explains how he feels, paradoxically; persecuted from Alfonso and from his stubbornness to "not admitting to be a dog"



## ERMINIA

As much as the Granma is comprehensive towards Alfonso, Erminia is insensitive to the problems of the "different one", that she absolutely can't get herself to understand. Erminia represents, symbolically, the whole part of the adult world that cannot and doesn't want to believe or comprehend people who move away from the socially accepted models of behaviour.





### GERARDO

Alfonso is a small abominable snowman, and he never knew his father. One day he meets an old man and right away calls him "papa". Mr. Gerardo, certainly doesn't seem excessively interested in this idea and wants no part of fatherhood. Nevertheless, from this point on, ties between the two are born, and proceed ahead with psychological implications, acceptance, rejection, but always "a relationship by now definitely established."

**EMMA**

**Emma feels attracted to Alfonso, but he doesn't notice it: about her he appreciates that she can heat a cream puff "all in one go". Emma attempts in vain to dissuade Alfonso not to follow in his imaginary love: the poster girl.**





## ADALBERTO

Adalberto is the best student of the class, and as often happens, is not very popular with his classmates. He excels in intellectual activity but this is not so when one talks about manual activities: in particular he can't make a "sailboat out of paper", in which his classmates are very talented, and this sorrows him a great deal.



## TONINO

Tonino, when he grows up, wants to be a manager, and already expresses his aggressive attitude towards his schoolmates. It's his way, to be the leader of the neighborhood gang and the enthralling one of the group. His aggressiveness many times comes up against the disarmed innocence of Alfonso who in some way always neutralizes Tonino.





## PAOLONE

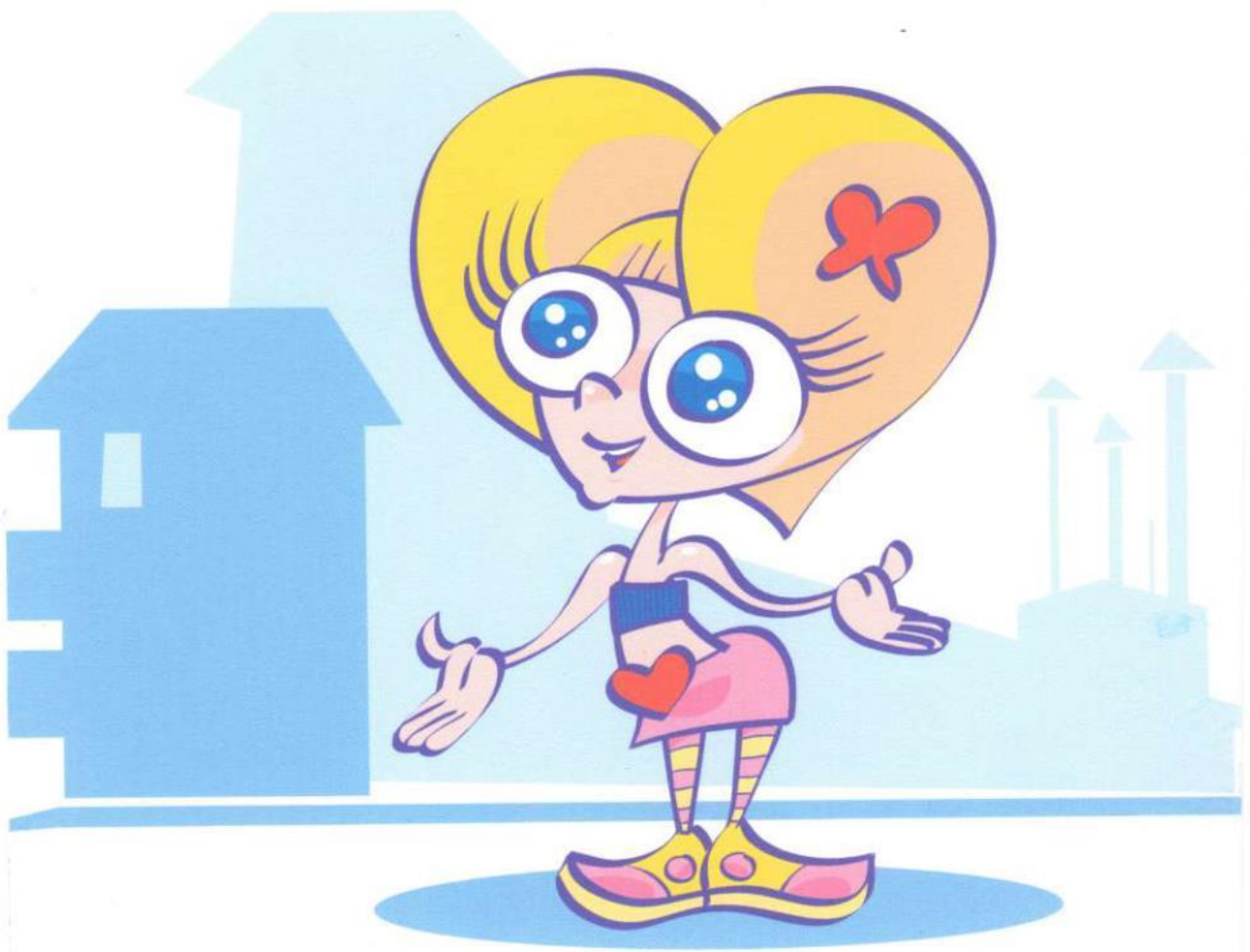
Businesslike mentality, like a stingy shopkeeper, Paolone is a gullible type who engulfs himself in the most unlikely stories. He has one phobia: he fears that some falling star, one time or another, is going to fall on his head, because Elisabetta has him believing that the stars are attached to the sky with glue.



## ELISABETTA

Disrespectful, protester, rebel, feminist, wordy moralist, and a little presumptuous. Her first victim for attention is Alfonso, to whom, many times, pulls his nose and insists that it makes sounds like a trumpet.





## CLARABELLA

Integrated, conformist, exhibitionist, limited intellectually and full of common places, Clarabella has a neurotic need to be admired and approved, and to live the way others think she should live.



## LILO

The brother of Clarabella, he lives in his small stroller, which privileges him to observe the life going on around him. Lilo is a boy-wonder, who has intellectual interests; he reads the economic pages of the newspaper, and criticizes the adults in the world who try to understand him, without being able to do so, while Lilo always is able to "read" and understand them.





## RICCARDO

Riccardo is a very unsociable boy, who refuses to accept the cultural models of society and also refuses to adapt to the way others behave themselves. His rebellion is masked with sarcasm, irony, and disinterest. Riccardo always has at least one shoe untied, which the school-teacher considers sloppy, but Riccardo prefers to define it as "a freedom of choice".



### Mister BRIG

Alfonso has an imaginary friend, Mr. Brig, who for a living works as a fantasy helper. When he sees an imagination fit for him, Mr. Brig bounces in and stays there, to his liking, a certain period of time. Obviously he prefers the imaginations of children, because, as he says, they are "more imaginative" and in particular, he prefers to reside in the fantasy of Alfonso. With Mr. Brig, Alfonso talks on the telephone, which also is imaginary.





## FILM LIVE-ACTION

See [LONG VIDEO](#)

See [BRIEF VIDEO](#)

### Short plot of the film:

Alfonso is a Yeti who leaves the snowy hills and ventures into the city by bus. Without a ticket, he is kicked out of the butt: thus begins his first experiences in the civilized world.

Alone and bewildered, he is glimpsed by some advertisers looking for an exceptional idea for an important advertising campaign. They are led by the owner of the agency (the protagonist of the film), an unscrupulous and "apparently" cynical man.

Seen Alfonso, the Yeti who, for his funny aspect, inspires a lot of sympathy, immediately thinks of using it for their purposes. Uno Yeti, testimonial for advertising campaigns is a new idea, certainly successful. Alfonso who, naive and confident as he is, agrees to follow them to be brought into society, and entrusted to "three mad and bewildered scientists" who, must to get the Yeti used to knowing and sharing all the habits and rites of civilized living.

The three doctors begin to study Alfonso and take action to "civilize" the Yeti. Finally, when they think they have achieved the result they believe it is necessary that Alfonso, who is a "tabula rasa ", you get to know the world around it.

To keep in mind: a certain space must be given to the experiments of the three scientists against Alfonso to transform him into a civilized being, they say. The comparison between the Yeti and the doctors will give many hints of comedy.

Grandmother: For her education, she is then entrusted to the only person who will be able to understand him, love him, pamper him: an elderly and understanding lady whom he learns almost immediately to call his grandmother.



## FILM LIVE-ACTION

Inside the home of his grandmother Alfonso, this is the name his grandmother gives him, he begins his first life experiences: he learns the first rudiments of language, even if he uses it in an imprecise and completely personal way, he begins to use the personal hygiene items such as toothbrush and toothpaste, familiarizes with home appliances and has, like all children of its age, a particular interest in TV.

From the warm and protective home of his grandmother, the little Yeti also begins to project himself outside, he attends the playmates, makes his first sentimental experiences by falling in love with a girl seen on an advertising poster, he has to defend himself from Berto the dog-catcher who insists to affirm that he is not a child but a dog.

To counter external pitfalls Alfonso also creates an object

security, a can opener found inside an Easter egg and invents Mr Brig, his special imaginary friend. In short, a whole series of protections and defenses are created to help him adapt better in a society that is certainly not made for "different" people like him. The film that analyzes and focuses on the tragicomic attempts of the little Yeti to adapt to the world around him, with confidence and inexhaustible optimism, moves on this track.



To keep in mind: while Alfonso learns the first knowledge of civilian life, the advertiser and his two accomplices do not have abandoned the idea of exploiting the boy for their purposes and, sometimes with compulsion, sometimes with persuasion, they will induce the boy to follow them. In this way Alfonso will face various types of adventures, especially related to his "being different" and his conflicting relationship with the advertiser.

At this point a series of situations must be invented which will give the film "movement and intertwining".





**SIT-COM**

**Target: 6/14 years and over**

**Episodes number: 52**

**Duration: 26 min. per episode**

**See the screenplay [THE THIEF OF DREAMS \(ita\)](#)**

Alfonso, his grandmother and Maestro Dante meet every day for 120 days, in a sunny summer season, in the garden of his grandmother's house and here Alfonso "tells about himself".

This is how "Tales from the summer garden" were born. Each time the little "cartoon" proposes a life situation that we can define "outside the box", as it highlights a certain way of entering into a relationship with reality that does not fall within the behavior models accepted by most.

The contrast with the teacher Dante, who would like to convince the student to follow the rules of reason rather than the chimeras of dreams and unbridled imagination, is inevitable.

The grandmother, for her part, is very understanding towards her Alfonso. On this track, always the same, situations unfold which, on the contrary, are a swirl of inventions, fantasies, paradoxes played, sometimes, up to the limit of "nonsense". 52 scripts are already available.





## GRAPHIC NOVEL

**Target: 6/14 years and over**

**Episodes number: 52**

**Duration: 7 min. per episode**

**Presentation of the episode's script:**

**THE CLOUDS (ita) - TAMER OF DOORMATS (ita)**

Alfonso's Graphic Novels refer to 30 illustrated books that have this character as protagonist and that will be suitably scripted, with the related Story Board.

### **Presentation of the 3 books (ita)**

- The Gum of Fate godfather
- Nostalgia for old things
- The Uprising of Most Appliances





## **THE SERIES IN ANIMATION**

**Target: 6/14 years and over**

**Episodes number: 52**

**Duration: 7 min. per episode**

**[SEE STORY BOARD FOR A SHORT EPISODE \(ita\)](#)**

Alfonso is a character born many years ago. During this long period of time it has had wide national and international diffusion in terms of:

- Syndication: published in newspapers, periodicals and children's magazines.
- Publishing: object of editorial creations such as books, diaries, pockets, etc.
- Merchandising: numerous commercial product lines have been created with its image

52 series scripts are already available (texts and drawings)





## MERCHANDISING & PUBLISHING

MostrAlfonso, in the past, thanks to the literary interest and the pleasant image, has allowed a great use in Merchandising and Publishing sectors, both in Italy and internationally.

Certainly facilitated by the publication in many daily newspapers and magazines for children, and the television show. See, below, a short presentation of the products produced during that period.

Now we are proposing again this "character" trusting on the diffusion through more modern "media", such as the Web and the Social Media.

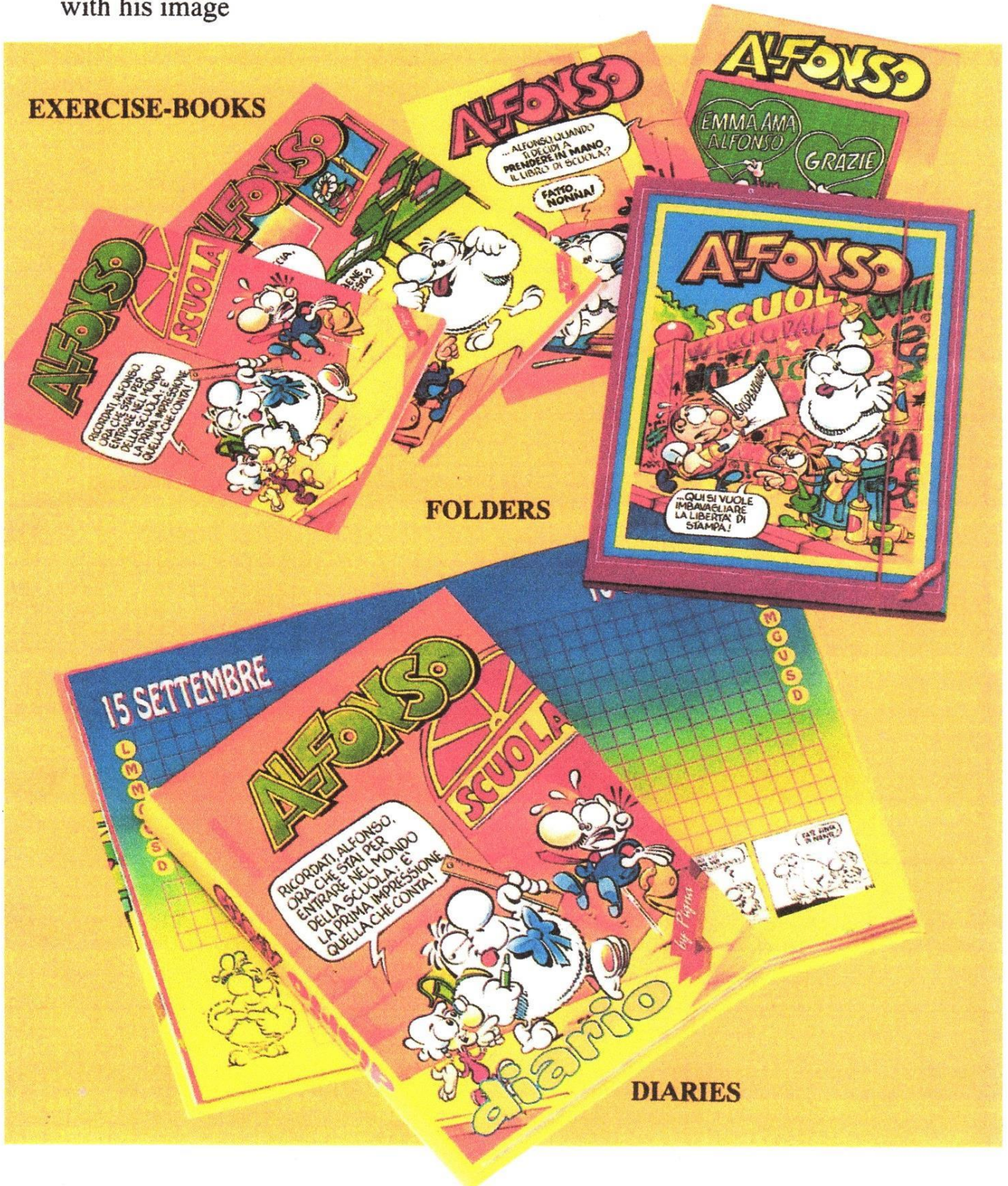




## MERCHANDISING

Alfonso, for the literary contents and for the pleasant design, is especially suitable for merchandising exploitation. Many products lines are produced with his image

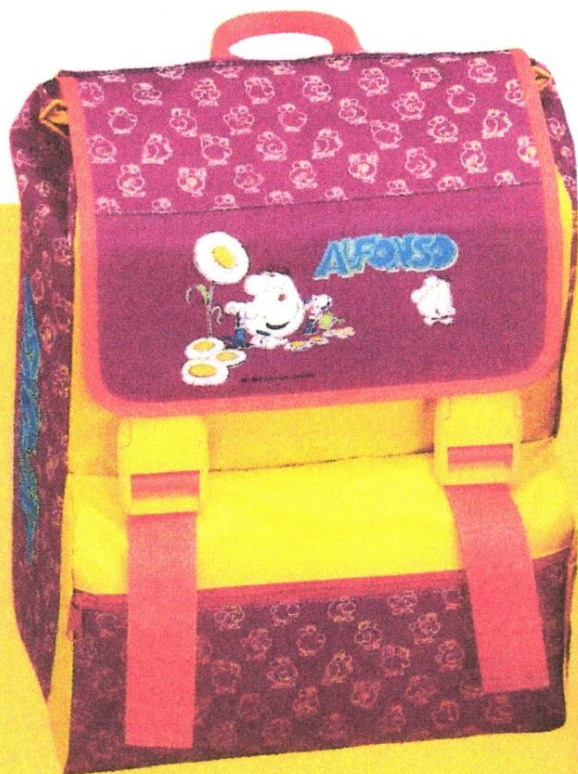
### EXERCISE-BOOKS



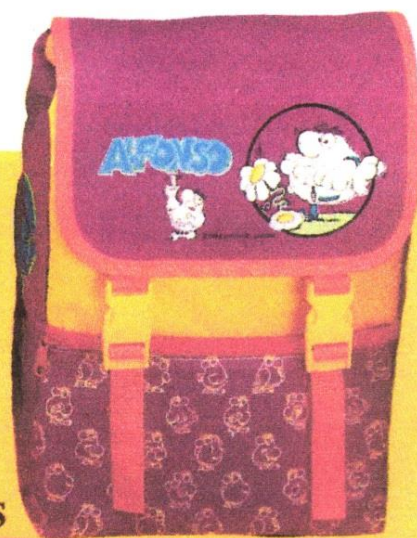
### FOLDERS

### DIARIES

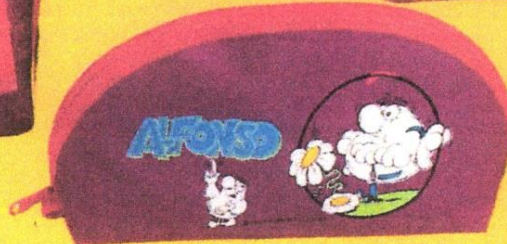




**SCHOOL  
BAGS**



**PENCIL CASES**



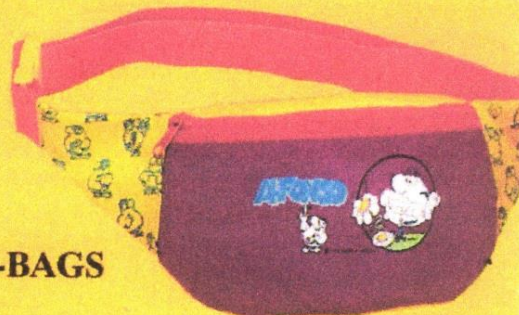
**BAGS**



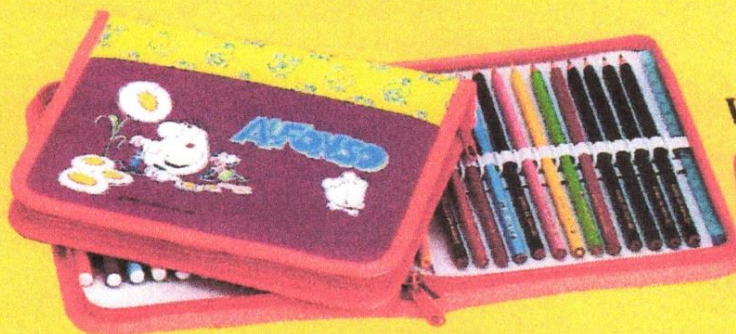
**PENCIL CASES**



**BUM-BAGS**



**KEY RINGS**



**WALLETS**



**PENCIL CASES**



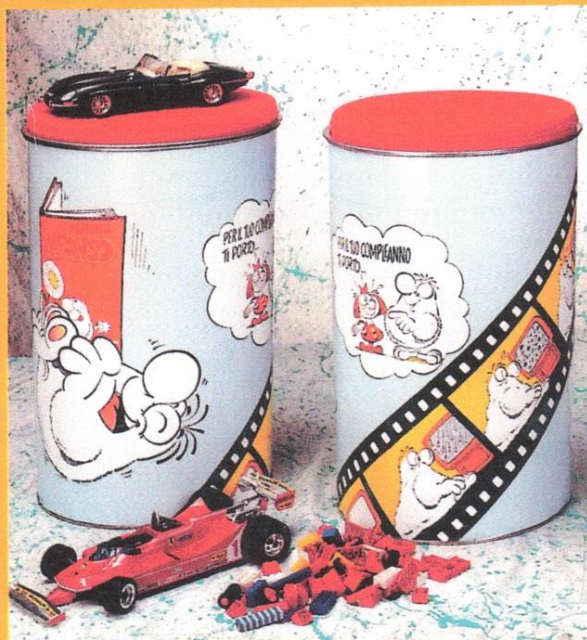


**THE PLUSHES**



**T-SHIRTS**

**TIN METAL  
DRUM SEATS**



... And many other products because, thanks to the wide target, there's no limit to the exploitation of the character.





© 1993 GAROFALO - LUCCHESI

## PORTAFOTO IN LATTA

ART. OR

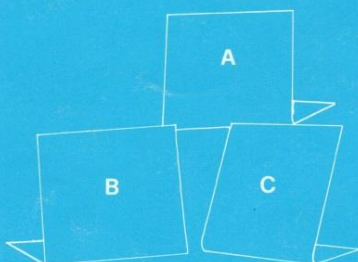
AL

OL

PF

Serie 01

F.to cm. 20x19



Conf. Pz. 12



Vol. 0,01 m<sup>3</sup>



Peso Kg. 2



Busta Nylon

LineaRegalo

30





POSTCARDS

PLAY-BILLS



GREETING CARDS



INVITATION CARDS



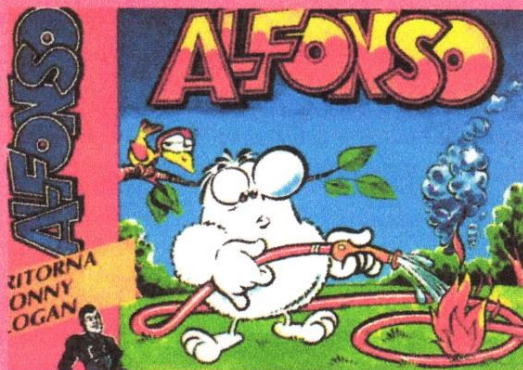
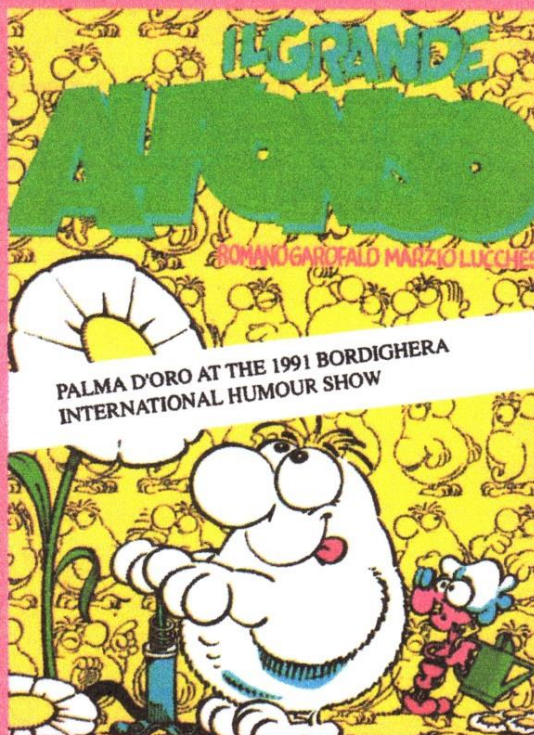
## PUBLISHING

Alfonso is present on a wide publishing production: books, diaries, tales and magazines propose his adventures.

### THE GREAT ALFONSO

Collection of strips and sunday panels. Four colours cover, black and white inside.

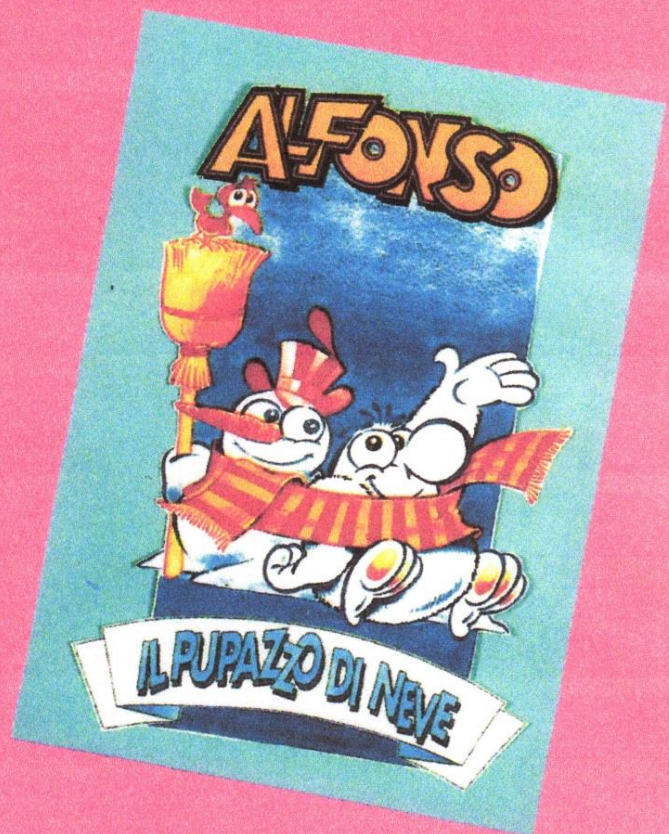
Size: cm 23 x 32. 164 pages.



### THE TALES

Series of 12 colour illustrated tales for a target from 4 to 10 years.

Size: cm 21 x 29,5. 16 pages.



### THE MONTHLY MAGAZINE

Monthly magazine for target from 10 to 25 years. 6 issues already available.

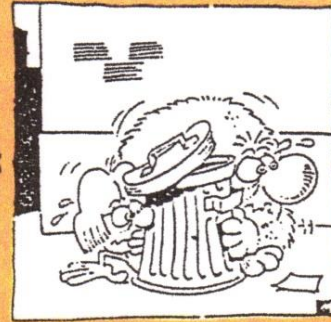
Size: cm 21 x 14,5. 64 pages.



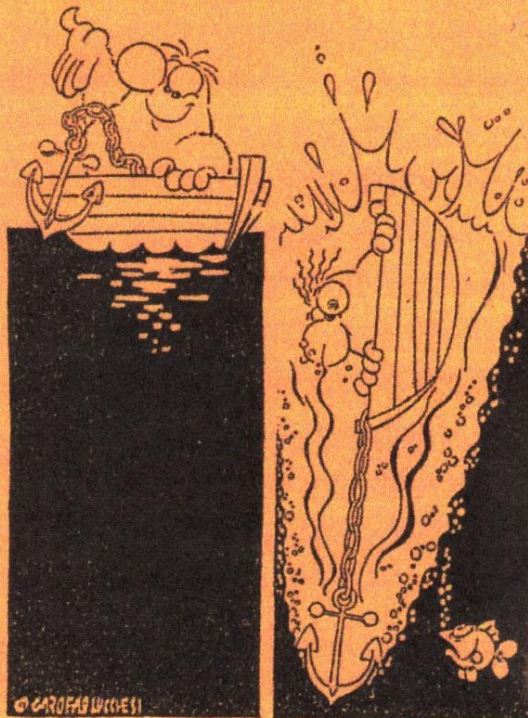
## ON NEWSPAPERS

With this character we have realised:  
comic strips, Sunday specials, jokes, games etc...

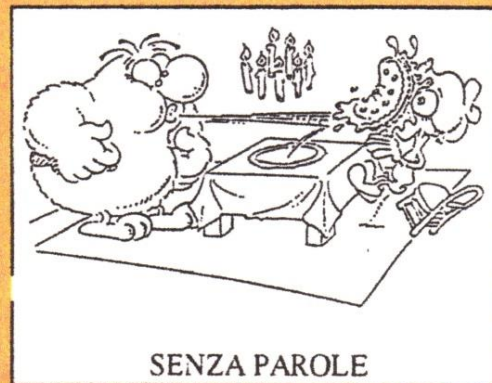
### THE STRIPS



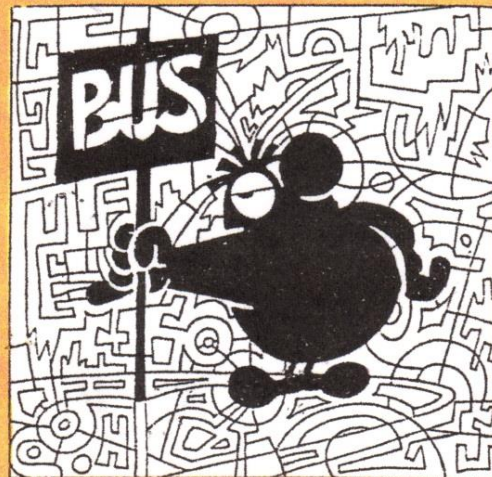
### NO TEXT PANELS



### JOKES



SENZA PAROLE



G  
A  
M  
E  
S

**OTHER AVAILABLE MATERIAL:**  
sunday panels, strips on TV, foot-  
ball, music, humorous horoscope, etc.





## **MOSTRALFONSO ON TV**

Obviously the merchandising is allowed and facilitated by the diffusion and knowledge of the character.

In the past, MostrAlfonso has been published in numerous newspapers and has appeared on TV in a program called "Slurp": 203 episodes on Odeon TV, an Italian national network.

We are looking for producers interested in making a new television series but, in any case, today there are different and alternative media to TV (Internet, You Tube Channel and Social Networks) where MostrAlfonso is widely present and widespread.





**SLURP!!!**  
**ODEON TV**  
 dal lunedì al venerdì  
 alle ore 16



**SLURP!!!**  
 SONO **ALFONSO**  
 ... E TI RACCONTO  
 LE MIE  
 AVVENTURE

«Sono Alfonso lo yeti, slurp! Mi segui già su *Slurp* la divertente trasmissione per ragazzi che va in onda dal lunedì al venerdì, alle ore 16 su Odeon Tv? Beh, adesso Fonso (così mi faccio chiamare da miei amici) viene anche dentro pagine del *Corrierino*. Ogni settimana, a partire da questo numero, troverai la sua appassionante storia. Tu non credi che Fonso dica verità? Leggi subito *Corrierino*».

*Va bene, Alfonso, i lettori e le lettrici del Corrierino si sono già accorti del tuo arrivo e sono contentissimi.*

*Ma perché non ci racconti qualcosa di te? Per esempio, quando sei nato?*

«Fonso vuole molto bene Fonso ma non ricorda quando lui nato...»

*Non ti ricordi quando sei nato?! E allora come facciamo per saperlo?*

**Nella foto, Alfonso con il suo "papà" Romano Garofalo e due amici della stessa trasmissione.**

«Tu chiedere a mio papà».

È vero, ragazzi, non c'è altro da fare. Il "papà" di Alfonso che si chiama Romano Garofalo, è un bravissimo autore (ha già creato tanti celebri personaggi) ed è per l'appunto l'ideatore di Alfonso. *Romano, quando è nato il tuo simpaticissimo Alfonso?*

«Una decina di anni fa. Mi ero chiesto come potesse reagire un personaggio abituato a vivere in un mondo diverso dal nostro e che d'improvviso venisse catapultato nella nostra civiltà. Uno yeti si prestava bene per questo tentativo, così l'ho ideato e messo a fuoco e con lui ho creato tutti i personaggi d'appoggio: la nonna, Berto l'accalappiacani, i compagni di gioco Paolone, Elisabetta, Tonino e Filiberto. Dopo di che ho affidato questi personaggi alla matita di un ottimo disegnatore, Marzio Lucchesi.

*E adesso cosa c'è nel futuro di Alfonso?*

«Tantissimi programmi, tutti legati a Odeon Tv. Ma, per ora, sono top secret. Beh, intanto Alfonso è qui sul *Corrierino*. Ed è già un bel fatto, no?».





# PALMA D'ORO A BORDIGHERA

## Bordighera Award

With the book "Il Grande Alfonso", published by Glenat Italia, of the Rizzoli-Corriere della Sera group, MostrAlfonso won in 1991 the "Palma d'Oro" at the International Exhibition of Humor in Bordighera, the most prestigious award in the in the context of "comic humor" at the time.

# 44 ○ SALONE INTERNAZIONALE UMORISMO BORDIGHERA

13 LUGLIO - 31 AGOSTO 1991

Corso Italia, 46 - 18012 Bordighera - Telefono e Fax (0184) 261727 (Italy)

La Giuria letteraria del "44° Salone internazionale dell'Umorismo" costituita da:

Vezio Melegari (presidente) \* Sandro Baldoni \* Remo Croce \* Paolo Lingua \* Riccardo Malpica \* Cesare Viazzi e Piero Zanni, esaminate le opere pervenute alle varie sezioni previste dal bando di concorso, ha deciso, di assegnare come segue i premi in palio.

### LETTERATURA UMORISTICA

Trofeo di Palma d'Oro

a Giulio Andreotti per: IL POTERE  
LOGORA...MA E' MEGLIO NON PERDERLO - Rizzoli Editore.

Con una ben calcolata e magistrale autoselezione di battute, aforismi e citazioni di se stesso, ecco, come in un diario ideale, la proposta di un modo di esercitare il potere giorno per giorno, rendendolo inattaccabile da ogni possibile logorio, grazie ad un umorismo innato e perfettamente trasmesso

Dattero d'Oro

a Gianni Monduzzi per: MANUALE PER  
DIFENDERSI DALLA MAMMA - Mondadori Editore

Il mito tipicamente italiano della mamma superaffettuosa è analizzato con caustica finezza e sistemato attraverso una casistica garbatamente allusiva su un pentagramma ricco di colorite variazioni letterarie e psicologiche.

Dattero d'Argento

a Miti Vigliero Lami per: LO STUPIDARIO  
DELLA MATURITA' - Rizzoli Editore.

L'umorismo involontario trova in questa raccolta di svarioni scolastici giovanili una sua celebrazione di alto livello scientifico, da leggere non solo per ridere.

### HUMOUR COMICS

Palma d'oro.....

a Romano Garofalo e Marzio Lucchesi per:  
IL GRANDE ALFONSO - Glenat Edizioni

Alfonso, piccolo e tenero yeti, vive il suo difficile inserimento nella civiltà industrializzata attraverso strisce quotidiane e pagine domenicali ricche di umanissimi spunti umoristici e di sorridenti briciole di saggezza.





## PRESS REVIEW

They said about ALFONSO over the years ...

**2012** - The Voice of Romagna. Characters looking for producer. The 48 new cartoons created by the Rimini author Romano Garofalo. The father of the famous MostrAlfonso tells the folds of the project. A wide-ranging project, which involves some of the most prestigious designers in Italy (and beyond). When will the cartoons come out? We ask Romano Garofalo: "We already have some demos ready. The important thing is to be able to give the series and characters an international feel. MostrAlfonso did it: the paper version arrived in Europe, Japan and America ". (July 2012)

**2009** - COMIC STRIP. Interview with Romano Garofalo, the Romagna volcano. You mentioned MostrAlfonso, we ask Romano Garofalo: when, how and why was it born? Answer: "He was born in 1974-75 and wants to touch the theme of adaptation to the environment by a" different "person, coming from another world, from other habits and who knows nothing about what is around him. in the new environment. sHis life is a clean slate, he knows nothing at all ... (Silvio Costa and Luciano Tamagnini, December 2009).

**2002** - INK. Romano Garofalo has created a myriad of characters published in dozens of newspapers and periodicals. His MostrAlfonso, in particular, won the Palme d'Or at the Bordighera International Humor Show and is known throughout Europe, South America and Japan. Also for MostrAlfonso, as for Jonny Logan, an appearance on television, in the season '87 -'88, within the SLURP (Odeon TV) transmission. (June 23, 2002)

**2001** - The Gazzetta di Rimini. Here is the great Alfonso, Made in Rimini comic ". In the Olympus of the Italian cartoonists, the Viserbese Romano Garofalo occupies a position of considerable importance. Among other things, he owns a space in the weekly "Il Corriere dei Piccoli" and contributes to the prestigious French publishing house Glénat. Now comes a volume that collects the best strips of his latest creature, "Il Grande Alfonso", in the style of the American Al Capp, by Li'l Abner and published by Glénat. (September 21, 2001 Amedeo Montemaggi)



## PRESS REVIEW

**2001** - Corriere di Romagna. Romano Garofalo, from Rimini, author of "MostrAlfonso" and "Jonny Logan". From the early seventies to fame. A yeti. Small, tender, white as a snowball. Do you know? is MostrAlfonso, the famous character created by the Roman from Rimini Garofalo. With the files of MostrAlfonso Romano Garofalo introduces himself: "it's my business card.". But he wouldn't need it. He started in Milan, after graduating in literature and a specialization course in psychology: he went to class with Cesare Musatti. With Jonny Logan success arrives and Garofalo abandons psychology. Or rather, he applies it to his characters, like that Alfonso, a misfit monster who looks so much like all of us. (Tuesday 4th July 2001. Vera Bessone)

**2001** - The Rest of the pug. Alfonso, the mild monster devised by Garofalo, finds the publisher on the Titan. The AIEP picks up the bet and goes out with a monthly magazine, but the goal is a transposition of the newspaper in television terms. A San Marino editor for Alfonso. Well yes, the recovery of the sweet-eyed monster that came out of the pen of Romano Garofalo, an author from Rimini with an inexhaustible imagination, starts again from the Titan. Published in Italian and foreign periodicals, which appeared on TV in 1988 (Slurp on Odeon TV), MostrAlfonso restarts in a monthly version. From the Titan the bet Giuseppe Morganti collected. AIEP, a well-known San Marino publishing house, has already come out with the first two issues. (June 2, 2001)

**1999** - The bridge. The comic book created by Romano Garofalo from Rimini and awarded "Alfonso Palma d 'Oro" in Bordighera. A cartoon from Rimini in the limelight of the 44th International humor show in Bordighera: last summer, the "Palme d'Or" of the Humor comic section was assigned to "Il Grande Alfonso", a work by Romano Garofalo. With Alfonso, Romano Garofalo has crossed the Italian borders, arriving in newspapers all over the world. Japan and South America included. In the land of the rising sun, it has even become a line of products, from shirts to watches. Four years ago, Alfonso ended up on TV, in "Slurp" on the Odeon circuit. If Gustavo Flaubert could say "Madame Bovary c'est moi", perhaps the same thing can be said of Alfonso Garofalo, whom he looks vaguely like with his hair. (Antonio Montanari, Saturday 23.10.1999)





## PRESS REVIEW

**1999** - The Voice of Romagna. The Savings Bank of the Republic of San Marino has created a newspaper: it will be offered in schools and students. The yeti - comics were given the task of explaining the euro to young people "Alfonso, in economics you are a ... monster". The introduction of the euro, they explain to the credit institution, is an event that requires extensive information. For this reason, the Cassa di Risparmio of San Marino has created "The euro in comics", an initiative that wants to inform them in a didactic but also fun way, using "MostrAlfonso", a comic character that for the pleasantness of the trait and the educational content lends itself very well to the purpose. With MostrAlfonso "The euro in comics" enters the schools of the Republic where it will be offered to children. (Tuesday 04.10.1999)

**1999** - The Messenger. Alfonso, at the 44th International Humor Show, which is taking place in Bordighera, was awarded the "Palme d'Or". The jury, chaired by Vezio Melegari, reported the character created by the lashing fantasy of the Rimini-born Romano Garofalo, as the only true winner of the "Humor comic" section. Romano Garofalo plans to make Alfonso a cosmopolitan character. His comic book candidacy for every corner of the world already has a precedent: in Japan the tender yeti has been advertised on watches, T-shirts and school folders. In Italy he also trod the television scenes, the protagonist in 1989 of a serial broadcast by Odeon TV, included in an afternoon program for children. (Milena Scola 12 August 1999)

**1999** - Il Resto del Carlino. Romano Garofalo won the Humor Show with "Alfonso". Golden palm to the little yeti's dad. The Palme d'Or, the highest award of the Bordighera International Humor Show, went this year to Alfonso, the character created by Romano Garofalo. Official motivation: "The Little Yeti lives through daily streaks and Sunday pages full of very humorous ideas and smiling crumbs of wisdom". this is how Alfonso, twenty years after his birth, receives the official consecration from the critics after filling strips and strips in the newspapers for young and very young people and bringing humor to the pages of newspapers. (August 4, 1999)



## PRESS REVIEW

**1999** - Corriere di Romagna A comic booklet of the Savings Bank of the Republic of San Marino "Alfonso explains the Euro": the protagonist is the yeti created by Garofalo which will be distributed in the Titan schools. Alfonso, the nice "yeti" created by Romano Garofalo's imagination, will explain to the children of San Marino, without boredom or pedantry, the new European currency. The protagonist takes the children by the hand and accompanies them to discover the new coin. The initiative, emphasizes Gino Giardi, marketing manager of Banca Sammarinese, due to its educational nature, has attracted keen interest from the teachers who encouraged us to continue this informative work on topics of general interest. (Monday 15.03.1999)

**1995** - The bridge. "A comic volcano" Romano Garofalo, from Viserba from Rimini and screenwriter of numerous "paper" characters (Alfonso, Jonny Logan, Slim Norton ...), tells the readers of the bridge about his first twenty years of comics: behind the serious facade with a degree in literature and philosophy in Bologna and specializing in psychology in Milan, he beats a comic heart. Alfonso is a yeti catapulted into the world of men who, like a Martian, has everything to learn. And by civilizing, it also absorbs all the delusions and worries of today's men with hilarious effects. Appears first in Corriere ei Piccoli, then in 1988 on TV on Odeon (then a circuit of great ambitions): in the middle the great leap in dozens of foreign countries from Japan to Australia as comics and gadgets. (Paolo Guiducci, Sunday 22.01.1995)

**1991** - Palme d'Or in Bordighera. In the summer of 1991. MostrAlfonso won the first prize of the Palme d'Or at the Bordighera International Humor Show, the most important event of its kind in Europe, running from July 13 to August 31. The literary jury made up of: Vezio Melegari (President), Sandro Baldoni, Remo Croce, Paolo Lingua, Riccardo Malpica, Cesare Viazzi and Piero Zanni, having examined the works envisaged in the competition notice, decided to assign La Palma d in the Humor Comics section gold to Romano Garofalo and Marzio Lucchesi for "Il Grande Alfonso", Glènât Edizioni, with the following motivation: Alfonso, a small and tender yeti, experiences his difficult insertion in the industrialized civilization through daily stripes and Sunday pages full of very humorous and of smiling crumbs of wisdom. (July 1991)





## PRESS REVIEW

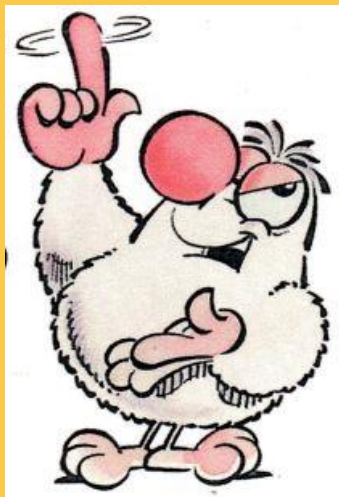
1988 - Slurp. It continues every day from 16 to 19 "Slurp", the cartoon container of Odeon TV. Slurp is also the story of three nice characters: Paola, Alfonso and Ugo robot who, with their funny skirmishes, amuse the younger audience. Alfonso is basically a strange guy, "being treated" by Paola and Ugo robots who try to insert him into an organized society. In the various episodes, he will be tested by the different situations that the other two will present to him. A comical, but intelligent situation that comes up every day on Odeon's screens. (October 1988)

1988 - Corriere della Sera (Seven). Alfonso, known as Fonso by his friends, is a candid and unprepared young Yeti who has fallen, who knows how, in the world of men: and, like a Martian, he has everything to learn. The friendly comic character of the "Corriere dei Piccoli" has an involuntary humorous and ironic charge and inevitably manages to soften and make himself loved. A sprightly grandmother takes care of him, assisted by the rhetorical teacher Dante Pedante. With their help, Fonso has to get used to our exasperated technological society. The result is that, by civilizing, Fonso absorbs all the delusions and worries of us men today, with hilarious effects. (September 1988)

1980 - The Comic. Graphostudio based in Viserba di Rimini brings together a group of young designers of whom Romano Garofalo is the tireless, effervescent and enjoyable animator. About him, in the presentation of a book dedicated to MostrAlfonso, perhaps his most successful character, it was written: "he is a land-to-earth type, of those, to be clear, who do not have a painful, troubled, lacerating inner life and shame not even. The only time he had an acute inner suffering moving to tears, was when, in a well-known Rimini restaurant, they told him that the rumble was over, which he favors. But could a man from Romagna be different? (Giulio Cesare Cuccolini, 10 May 1980).

1980 - The cartoon bag. Rimini's Graphostudio revolves around that incredible character who is Romano Garofalo, casually screenwriter, free spirit, enthusiastic kamikaze, editorial anarchist, daring and engaging organizer. And it involved a lot of people in an absurd hypothesis: getting together and making things and then selling them on the most different markets, in an

# THANK YOU FOR YOUR ATTENTION



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