

hiWHIM presents  
the interactive avant-garde

at the  
*TEMPORARY MUSEUM FOR NEW DESIGN*

8<sup>th</sup>-13<sup>th</sup> April 2014  
Superstudio Più Milano

This year hiWHIM will be again at the “Temporary Museum for New Design”, during the Fuorisalone 2014, with its innovative spirit aimed towards the avant-garde.

A date not to lose when the [archiattack] and the famous international artist Roberto Fazio, will present their installations created specifically for this event, in which, art, design and innovation represent the vocation of hiWHIM to promote artworks that overcome the traditional art rules through creative projects having emotional impact.

The international dimension of hiWHIM finds, in the context of the Temporary Museum for New Design, users coming from all over the world. They are art and trend lovers, opened to new styles discovery.

During the Temporary Museum for new Design hiWHIM presents its two new divisions:

- **hiWHIM production** which deals with promoting and taking care of innovative and interactive artwork
- **hiWHIM lab** which deals with research and develop of high level innovative and interactive products

**hiWHIM production** presents “8minutes” the new interactive light installation by **Roberto Fazio**. Roberto Fazio is a Visual Artist and Interactive Designer, Italian pioneer of the 3D Projection Mapping. He dedicates his artistic research to the studying and creation of visual artworks thought as perceptual and sensorial experiences.

The artwork is composed by 8 white cubes which represent the minutes that the sun light needs to reach the Earth, and a red one which represents the Sun. It relates the space and the time using the data given by the geostationary satellite GOES-15 which orbits the Earth monitoring the radioactivity of the Sun. When there is a solar explosion, the red cube lights up, due to the NASA and NOAA open Data service, with the same intensity of the wavelength of the phenomenon itself. This let to light the 8 hung up white

cubes in alternating sequence, in order to create animations of interactive lights. In this way a visual link is created between our real world and the sensed time of the light.

Sound design by Von Tesla (Marco Giotto)

Thanks for the collaboration to **PINDO Style** and **Tactile**.

**[archiattack]**, is a collective of architects with more than ten years of experience in the field of architectural and lighting design. It is opened to the influences of expressive worlds apparently far apart to each other, with the awareness that everything feeds the imagination of an architect, except architecture itself.

**hiWHIM lab** and **Slide design** present their new art creation “**cuHop**”, a lamp which interacts with music.

The inspiration for this bright object is linked to the lights of the stages, particularly to the spots which project multicolor conical light beams.

[archiattack] has thought to recreate, in a simple and immediate way, the bright environment of a stage in which light and music interact. The result is a lamp able to hear the music, in this way light and music dance together.

For the presentation of the lamp prototype, [archiattack] will realize a site-specific installation which let visitors to interact with the lamps through voice, the clap of their hands or the music stored on their smartphone.

As special event on the 10th of April, [archiattack] has asked to the musician Enrico Falbo to compose a symphony of sounds and colors, studied specifically to interact with the installation. The sound will let the light to dance, exploring the expressive potentialities of lights able to respond to the sound context in which they will be placed.

## Temporary Museum for New Design

**Superstudio Più, Via Tortona 27**

Information at [info@superstudiogroup.com](mailto:info@superstudiogroup.com)

Sign up at [www.superstudioevents.com](http://www.superstudioevents.com)

Info - Alessandra Guida – [alessandra.hiwhim@gmail.com](mailto:alessandra.hiwhim@gmail.com)

Press office - Genny Tessaro – [genny.hiwhim@gmail.com](mailto:genny.hiwhim@gmail.com) - [www.hiwhim.com](http://www.hiwhim.com)