

PRESS RELEASE

INSECURE

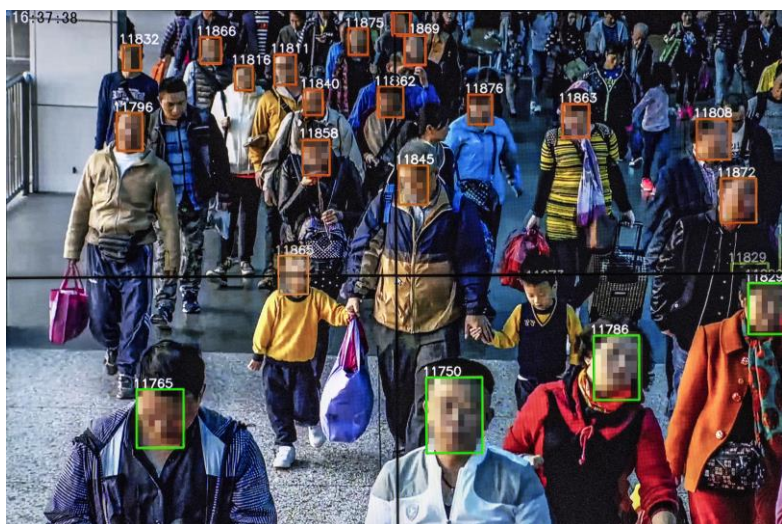
Public Space in The Age of Big Data

Site-specific installation by Žan Kopal and Weixiao Shen, curated by Virginio Briatore

Winner project of the Milan Design Week Call promoted by Park Associati

Press Preview April 8 2019 from 11 am to 6 pm

Cocktail Party April 11 2019 from 7 pm to 10 pm



In occasion of the Milan Design Week 2019, Park Associati hosts in its space, Park Hub, *INSECURE: Public Space in The Age of Big Data*, site-specific installation by Žan Kopal and Weixiao Shen, curated by Virginio Briatore.

The project aims to challenge the status quo of surveillance systems by changing the nature of its very core - the surveillance camera.

By subverting the cold, silent and motionless state of the camera, the installation creates a path towards awareness, intended to foster critical engagement and start a discussion about safety regulations in public space.

The contrast between the "insecure" behavior of the cameras and their intended function of security challenges our state of indifference towards their bulky presence: the exhibition reflects on whether the cameras actually function as tools they were designed for or as if their purpose has shifted, becoming instruments in the hands of the authorities that control them, to govern the public space in which they reside.

The intriguing duo of designers, Žan Kopal and Weixiao Shen, from the Design Academy Eindhoven has imagined a vision of an Orwellian future where a digital dictatorship leads to a death of public space, a limitation of individual privacy and a controlled society.

The project gives the opportunity to reflect on common spaces, increasingly becoming "privatized" in the name of security, and how their proliferation creates testing grounds to define an acceptable - and unacceptable - public behavior, a way to more closely surveil domestic population. It also offers an exploration of how simple design interventions can challenge the way things are and highlight possible alternative realities.

Ultimately, the viewer could ask himself if it is possible to escape from this control and how to protect himself.

INSECURE: Public Space in The Age of Big Data is the winner of the Milan Design Week Call launched in October 2018 by Park Associati to promote new young voices of the design world.

The exhibition is part of the *Porta Venezia in Design* circuit and the official program of the Milan Design Week 2019 promoted by the Municipality of Milan.

Žan Kopal, 26 years old from Slovenia, and Weixiao Shen, 23 years old from China, have started their collaboration inside the walls of Design Academy Eindhoven. Experimenting with different materials and design approaches, the two are combining their different backgrounds to reflect on most urgent contemporary issues.

Park Associati Via Garofalo 31, Milano

The exhibition is open and free to the public from April 9 to 14, 2019 from 11 am to 7:30 pm

Thursday, April 11 from 11 am to 10 pm

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