



AIACE Milano



URBAN SEEDS

INVIDEO by aiace and IED Milano at Posti di Vista 10°

Fabbrica del Vapore – Via Procaccini 4

From 10 to 14 April, open 10 am to 9 pm

Inauguration: 9 April, from 7.30 pm

During Fuorisalone, at the Fabbrica del Vapore, FDVLAB is showing an articulated series of designs with strong experimental and creative connotations that offer a transversal and unconventional reading of design that addresses the theme of urban sustainability.

INVIDEO by aiace and **IED Milano** present **URBAN SEEDS**, an interactive multimedia installations experience, fruit of a project involving students and former students in **Interaction Design, Video Design** and **Sound Design**.

DI MANO IN MANO is an interactive installation that wishes to inform and sensitize the spectator on the topic of food supply. The focal point of the design is a widely consumed product: the apple.

Two routes have been created, one symbolic and one real. One tells the story of the meaning of the apple, looking at its different types and classifications and recreating the image that historically surrounds it. The other informs the consumer about the market system in which it is inserted and distributed, showing the different flows generated by the supply chain from the producer to the end customer.

SENTI CHE SMOG translates the concept of environmental pollution into graphic and sound design, to sensitize people on this key topic, which we often tend to forget and overlook.

In this installation the data from the PM.10 levels, taken from different monitoring stations in the Lombardy area, become the directors of an improbable orchestra of virtual and non virtual instruments.

The geographic area chosen is projected on a surface: from here the user can select a day and start the relative monitoring stations. If the level of pollution measured increases, the orchestra sections linked to it become increasingly frenetic, go out of tune and the disturbance in the room grows, while near the stations the areas enlarge and turn red.

INTERLAND invites the visitor to look at Milan from a new perspective. The user is asked to look into characterless buildings, to discover that different realities are hidden inside the city that we are not always aware of and that we can only see by participating.

A.I.A.C.E. (Italian Association of Cinema d'Essai Friends) is a Laboratory of the Fabbrica del Vapore and one of the founding members of the Cultural Association FDVLAB. Since 1990, A.I.A.C.E. has been organizing every year **INVIDEO**, a large international exhibition dedicated to the works of research and experimentation, to the most important creative and productive realities at the international level. From the outset, the aim of INVIDEO has been to create in Milan a permanent archive of electronic arts and today it has a very well-provided archive, the most important of this sector in Italy, constantly enriched and updated, that includes hundreds of works.

INVIDEO also produces multimedia and interactive works and manages international exhibitions in this sector.

INFO

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The Istituto Europeo di Design is a school of internationally acknowledged excellence, built on a completely Italian matrix, that issues first-level academic diplomas and organises three-year courses, Masters courses, continuous professional development and advanced training courses. A hotbed of creativity, it trains professionals to work in the fields of design, of fashion, of visual communication and of management. The IED is now a continuously expanding international network, with locations in Milan, Rome, Turin, Venice, Florence, Cagliari, Madrid, Barcelona, São Paulo and Rio de Janeiro.

ISTITUTO EUROPEO DI DESIGN MILANO

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