

press release - 17th March 2010

Nomadic recycled cardboard furniture for *The Hub Milano*.

Opening on 18th March in Milan, via Paolo Sarpi 8.

Oggetti/Giochi/
Scenografie/Allestimenti
in cartone alveolare

Modular tables which change shape and, when required, become wall decorations thus freeing valuable space. Projects which interpret the philosophy of The Hub Milano, marrying content and design with functionality and cardboard technology.

A4Adesign brings its ecological furniture into *The Hub Milano*, the first Italian centre of the international network of social and entrepreneurial innovation, a unique venue created “to provide support for different kinds of people in their endeavour to create a better world.”

The Hub Milano chose the leading company working with honeycomb cardboard to furnish its *Sala delle Nuvole*, and A4Adesign’s adaptable and nomadic creations are in **perfect tune with the concept of the venue** which was devised along extraordinarily advanced lines, even for a city like Milan, with highly flexible areas that can be transformed during the day, changing from working areas into venues for events.

The large sinuous organic-shaped tables (120cm x 220) are modular and flexible and can adapt to varying numbers of people. Depending on how the tops are put together and the fact that they can be closed and extended, means they have a wide range of **different configurations**. They also allow for a **dynamic and optimum use of space** and, as the rooms change from one use to another, when more free space is needed they quickly turn into wall installations and decorative backdrops. Because as well as being easy to assemble - anyone can do it - they can be taken apart in a question of minutes and, thanks to a handy hole, **hung on walls** thus eliminating the need for cupboards or storerooms.

The 52 highly functional and visually appealing post boxes used by the guests in the residence are also an A4Adesign project. These new furniture designs now join the A4Adesign catalogue of over 70 different articles, all of which have been tried and tested and have been created by a young and already highly specialised company which introduces scenographic, decorative and even playful elements to all its creations.

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