

press release - 30th April 2014

Arredi/Giochi/  
Scenografie/Allestimenti  
in cartone alveolare

Furniture/Toys/  
Stage settings/Installations  
in honeycomb cardboard

## How A4Adesign does it with cardboard.

### *Lines, elements, colours. Before the set-ups.*

Starting with a simple form, and developing a concept and different ways of setting-up. Without limits, moving from small formats, which are ideal for decorative elements and allusive shapes, to macro dimensions for humongous structures. This is how A4Adesign creates its minimalist and iconic, functional and sustainable fittings and installations for exhibitions, retail areas and events.

This process was presented during the Milan Design Week 2014 as an exercise in style with the installation “**Tell me what you see. Variations on a theme**”. A simulation with strong visual impact in which references to 1930s Milanese architecture - fluctuating macro ellipses and lozenges hanging on a string - were used in various ways. Evoking precious objects (multifaceted diamonds), forming huge, pavilion-like structures (measuring over 4 by 3 metres), creating spaces and transmitting a different perception of space.

This is A4Adesign’s way of working with companies and developing ideas together: **a way of conveying a brand and its world**, of communicating product philosophy or the mood of an event. An architectural concern which is constantly researching materials, and with more than 10 years in the field of events and retail, A4Adesign reviews set-ups right from their inception, steering them through the various stages of realization to **tell a story**.

The material used plays a fundamental role: light, versatile and eye-catching **recycled and recyclable honeycomb cardboard**.

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