

press release - 30th June 2015

**A4Adesign presents  
“tryAngles” - other angles  
a scattered installation with collective performances.**

**Arredi/Giochi/  
Scenografie/Allestimenti  
in cartone alveolare**

Furniture/Toys/  
Stage settings/Installations  
in honeycomb cardboard

**Studi Aperti Arts Festival  
Ameno (Novara), piazza Marconi  
4 - 5 July 2015**

In the framework of the multi-disciplinary festival on the theme “Social Utopia” with unconventional places of encounter, A4Adesign introduces **tryAngles, a scattered installation**, which is a cross between design and architecture, that **encourages socialization** and the discovery of new angles.

**tryAngles** is an experience to be shared at **various levels** in which the people involved manage, all together, to see unusual things and scenarios, find original perspectives and then compare what they have discovered. It is an occasion for **awareness and play** that encourages exchange, frees fantasy and reveals **curious places** that lend themselves to **new uses** while invalidating ingrained habits.

The participants in the collective performances spontaneously form observation groups of three people. From mobile positions the *triangulators* identify other angles that they share, also online, through digital shares thus exponentially extending the number of people involved (Instagram **#tryangles**).

The setting for **tryAngles** is Ameno, a small town on Lake Orta which in recent years has become a cultural pole for contemporary art thanks to the Studi Aperti festival, now in its 11th year, organized by the Asilo Bianco Cultural Association.

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