

Frame magazine shows phygital future at Milan Design Week

When a phygital world becomes reality

Amsterdam, 31 March 2016 – *Frame's* debut exhibition at Milan Design Week – *What's the Matter?* – demonstrates the impact of the physical on the digital, and vice versa. Animations display colourful worlds filled with moving objects and materials that fail to reveal just how physical or digital they are. Tailor-made clothes acquire a dramatic new meaning. Objects morph and interact with users.

Renowned for his retail interiors and product designs, Milan-based architect Ferruccio Laviani comes up with the design of *Frame's* first exhibition. Transforming La Posteria in Milan's Brera district into an immersive environment, the Italian creates a spatial platform for the phygital projects on display.

'The concept of distortion was my point of departure. The use of mirrored surfaces, as seen in the different display platforms, underscores the presence of the objects on show while also abstracting those objects and bringing about an element of confusion. Projections appearing at different heights throughout the space strengthen the impact. Moving images piled up on one another and superimposed on the patterned floor make for a metaphysical mashup of graphical layers. I want people to walk in and be surprised,' says Ferruccio Laviani.

Upon entering the *Frame* exhibition *What's the Matter?* visitors find themselves engulfed in the volatile waters of *Protection*, a subaquatic audiovisual landscape by Kamiel Rongen, alias Hyde Park. With a fishbowl as a movie studio, he manipulates the submerged scenery, devoid of gravity's strict rules, filling the vessel with a myriad of seductive apparitions.

Once inside La Posteria, more works showcasing the effects of digital technologies on contemporary design. Atop a pedestal, *Full Turn*, a project by ÉCAL graduate Benjamin Muzzin, blurs the boundaries of digital and physical realms by rapidly spinning a pair of monitors set back to back. As they begin whirling, gradually morphing beams of light appear to lift off the flat screens and step into the third dimension. Julie Helles Eriksen, Bjørn Karmann and Kristine Boesen, on their turn, show that digital technologies hold promise for radical personalisation in fashion. Their online tool *Abstract_* facilitates the creation of made-to-measure garments through an interactive interface that weaves facial expressions and stories into bespoke patterns.

Frame Publishers' director, Robert Thiemann explains why everything around us will become phygital: 'Born digital, emerging designers recognize the immutable nature of solid substances. Instead, they try – often with digital resources – to breathe life into physical materials and, ultimately, to have them dissolve, disintegrate or liquidize. They're looking for ways to embed information-sharing and entertainment – mainly confined to technical gadgets at the moment – into our immediate surroundings without the use of mobile devices and computers.' He's depicting a future in which physical and digital become so tightly intertwined that it's difficult to distinguish one from the other. An era with no need for extra media-bearing devices but for technology that seamlessly, perhaps invisibly, makes information and entertainment an integrated part of daily life.'



Frame presents *What's the Matter?*

Where

La Posteria is situated within the heart of Milan's Brera district at Via G. Sacchi 5/7.

When

Join our Press Preview on Monday 11th of April from 14:00 – 17:00

The exhibition is open for public Tuesday from 11:00 to 19:00, Wednesday through Saturday from 11:00 to 21:00 and Sunday from 11:00 to 20:00.

News and updates

More information on What's the Matter? check out the exhibition's website, sign up for our newsletter and follow the social media hashtags #framewtm #frameexpo.

For all press inquiries or interviews with Frame Publisher director Robert Thiemann, Ferruccio Laviani of Studio Laviani or one of the designers, please contact:

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