

SHANGHAI
2007



MILANO
MADE IN
DESIGN

fifth step
Shanghai Duolun Museum of Modern Art
27 Duolun Road
Shanghai
November 10 - 27
2007

STUDIO AZZURRO INSTALLATIONS

By Paolo Rosa

The multimedia set of **MILANOMADEINDESIGN** exhibit is in charge of Studio Azzurro. Thanks to its breath the inspiration for preparing the space and the exhibit journey comes from a rush of wind: images and ideas fly between the items on show.

The set is also inspired by Leonardo Da Vinci and his taste: it reminds us of a huge Renaissance workshop filled with products, tools and a flow of unique and unmatched resources.

Visitors will experience an imaginary journey between past and future, where products get animated while crossing the territory. Their light and immaterial movements will plunge visitors right into the creative climate of ideas and wisdom, history and technique that generated the exciting adventure of design and that continue to innovate it.

Transparent and light sheets will capture the portraits of the protagonists into their own drawings.