

press release - 7th April 2010

**- SuperNatural Cardboard -
Macro fauna details create a new urban poetry.**

***A4Adesign's outlandish solution for the Mauro Grifoni store at
Fuorisalone 2010.***

Macro cardboard sculptures change the perception of space, giant figures pass through walls and dividers, dropping down to invade the room. These oversize creations from A4Adesign enhance animal details which dominate the area's clean-cut geometric lines, transmitting a sense of playful alienation and a new kind of poetry that forces you look at things and space, which is rich in traces of bygone times, from another angle.

The precise aesthetics of the store - 300 square metres on three levels overlooking an atmospheric patio - are the setting for A4Adesign's scenographic projects which are surprisingly functional as display units for products of excellence.

The extreme use of cardboard shows just how far this *supernatural*, eco-sustainable and technological material can go when it comes to shape and significance. It is also ideal for macro volumes, lending itself to uses no other material can equal.

who what where when

- > A4Adesign, specialists in honeycomb cardboard design
- > SuperNatural Cardboard - macro fauna details for a new urban poetry
- > Mauro Grifoni store - Milan, via Santo Spirito 17
- > From 14th to 19th April 2010, opening hours: 10 am - 7 pm
- > Thursday 15th April cocktail from 6 pm to 10 pm

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