

PRESS RELEASE

“Design Temporariness!”: installation by ATI Project, Materieunite and Material Balance Research of the Politecnico di Milano at the Lucca Biennale Cartasia

Lucca, July 2024 - For the 2024 edition of **Lucca Biennale Cartasia (LuBiCa)**, a collaboration between **ATI Project, Materieunite and Material Balance Research of Politecnico di Milano (POLIMI)** led to realization of the installation “**Design temporariness!**”. The Biennale, opened on June 29th, can be visited until September 29th.

The collaboration, initiated during the workshop “**Generative Circularity 2.0**” held by ATI Project and Materieunite as part of the **Master MaBa.Design 2023**, led to the Master’s thesis of Federica Pradella, supervised by Prof. Ingrid Maria Paoletti of POLIMI, and Arch. Luca Ofria with ATI Project’s Research and Development team. Engineering and production of modules composing the installation were managed by materieunite team under the guidance of the Arch. Alessandro Buffi.

LuBiCa welcomes artists and designers from all over the world to explore and analyze the use of paper, a highly versatile material with potential still to be explored. The event highlights the strength of a territory with a long tradition of expertise in materials and processes, facilitating the exchange of knowledge and the common research of innovative solutions.

The general theme of the event, “**Here and Now: Tomorrow**”, invites to explore infinite possibilities of the human mind, without forgetting the present and our existence in a contemporary context characterized by actions and processes aimed at sustainable development. The installation aims to physically transpose this dualism through architecture, guiding visitors on a **journey across space and time**.

Placed within the historical context of **Palazzo Guinigi** in the center of Lucca, the exhibition pavilion, Effimero, works as a communication medium for sustainability and circularity, becoming a **catalyst for innovation**. “**Design Temporariness!**” integrates computational design and digital fabrication to obtain an adaptable system that improves quality and predictability of the final outcome.

The computational work flow combines generative form-finding to explore a wide range of design possibilities based on selected parameters: evaluation of the material to select the one with the best performances, structural performance analysis to ensure project integrity and lifecycle analysis.

Starting from the creation of a hypothetical environment, parameters were defined as constraints for the formal definition of the pavilion: the centroid, entrance and exit points, windows and openings, anchoring points. This generative approach allowed to achieve a fully controllable geometry. Subsequently, optimization played a crucial role in exploring various typologies and ensuring structural integrity, reducing the use of material for fabrication and assembly, promoting modularity and adaptability.

The box system structure makes the pavilion solid yet lightweight, utilizing the intrinsic strength of the material and the friction provided by connecting adjacent sides. The pavilion’s shape is also optimized for structural resilience.

“**Design temporariness!**” represents a challenge in the development of structures that respond to the surrounding environment, that are adaptable to changes and mindful of resource consumption. It acknowledges that the lifespan of a project does not determine its value; rather, it’s the impact it leaves on its environment, both physically and culturally, that profoundly defines its meaning.

ATI Project

ATI Project is an international architecture and engineering studio. Founded in 2011 by Branko Zrnic e Luca Serri, it is specialized in integrated multidisciplinary design, following an approach focused on technological innovation and sustainability. The studio currently counts over 350 professionals and eight offices across Europe, with main headquarters in Pisa, Milan, and Belgrade. ATI's activities range from Integrated Design to Tender Management, with extensive experience in healthcare, residential, commercial, hospitality, education, retail, and industrial sectors. Research and development serve as responses to the need for paradigm renewal in face of evident limitations. From the complexities of reality, flexibility and adaptability emerge as constants that play a central role in the ongoing evolution of tools and materials available for a future of change.

www.atiproject.com

Material Balance

Design Matters. Material Balance Research Group, a research laboratory within the ABC Department of Politecnico di Milano, led by Professor Ingrid Paoletti, aims to restore balance in how we live, inhabit, design and build. Material Balance's vision focuses on a renewed balance between our habitat and nature, distant from a consumerist approach. The laboratory conducts research and development of technological systems and experimental materials, from concept to industrial application, with a particular emphasis on process and product innovation for the built environment. Material Balance is a multidisciplinary group aiming to rebalance these relationships through a responsible approach related to the world in which we live, inhabit, design and build.

www.materialbalance.polimi.it

materieunite

Materieunite is an innovative startup in the eco-design field, specializing in design and production of setups for exhibition spaces utilizing eco-friendly, recycled and recyclable materials. The company aims to promote a circular furniture supply chain that minimizes environmental resource use and reduces waste. Using advanced digital technologies such as parametric design and computer numerical control (CNC) machines, Materieunite creates contemporary and highly functional exhibition solutions for fairs, events, exhibits, and retail environments. Materieunite also organizes workshops and educational programs on eco-design to promote a circular economy.

www.materieunite.it

Lucca Biennale Cartasia

Lucca Biennale Cartasia (LuBiCa) is a unique art, design and architecture exhibition event, which recognizes paper art as a global movement. Lucca takes place every two years in the summer months in the historic center of Lucca, Tuscany, Italy. The Biennale is made up of various sections including outdoor and indoor art, fashion, architecture, design, video art, performance and events. The LuBiCa paper summit and the LuBiCa academy were founded in 2023, to enhance training and creativity. Through paper and the values of culture, well-being, inclusion and social sustainability, LuBiCa is committed to cultural and economic improvement.

www.luccabiennalecartasia.com

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