

Parametric Surfaces by SUPERFUTUREDESIGN*, in partnership with WOOD-SKIN®, and Alkanoids, both distributed by H&H Studio

SUPERFUTUREDESIGN uses AR to reiterate the notion of numberless possibilities.*

Mankind has embraced the concept of virtual aspects on so many platforms with ease. Simultaneously, we're careful to keep in touch with what's around us in the objective reality, for the sake of those around us and our own sanity.

This project explores the domains of futuristic aspects in the world of design, like parametric shapes and augmented reality. Its minimalistic presence of a sculptural element gives way to limitless visions, through digital added content.

AR intriguingly acts where the two paradigms come into contact: it enhances the objectivity of our experience before crossing borders to digital virtuality. Created by Alkanoids on their proprietor platform ARIA, the application playfully explores the theme of facets and shapes.

The suspended wooden sheet is fabricated through a specialized system that produces 3-dimensional hard sheets from flat composite panels. The technology, patented by WOOD-SKIN®, permits the single panel to fold along virtual hinges, similarly to a Japanese origami. The digital lines are completely programmable with 3d software, making it a hundred percent customizable. The visible layer of the composite is available in a number of materials, colors and textures.

Parametric Surfaces radiates a message that is basic and not difficult to grasp. However, at the same time, it's eye-opening and responsive to a number of contexts.

About SUPERFUTUREDESIGN*

Created by Andrea Sensoli, and his partners Cecilia Morosi, Iacopo Mannelli and Andrea Rettori, SUPERFUTUREDESIGN* established its Middle East office in Dubai Design District. With projects ranging from luxury residential to commercial and hospitality, the firm applies a strong creative approach based on the research and development of unique concepts, with a minimalistic contemporary aesthetics. With offices also in Milan and Florence, SUPERFUTUREDESIGN* has been built on the creative DNA of its sister studio, ASZarchitetti that implements innovation for its prestigious clients in luxury retail and residential fields, cooperating with a network throughout Europe, the Middle East and Asia. www.superfuture.design www.ASZarchitetti.com

About WOOD-SKIN®

WOOD-SKIN®, was founded in 2013 in Milan to help architects and designer all around the world bridging the gap between digital representation and built environment.

Thanks to the patented technology WOOD-SKIN®, the company is able to bring everyday materials into the third dimension and the digital era. "We are architects, designers, and engineers with a strong passion for details and materials, digital fabrication, and softwares. We believe that real innovations sit at the intersection of composite materials and digital fabrication, where technology becomes the enabling factor for new building methods and aesthetics". www.wood-skin.com

About Alkanoids & Aria

Alkanoids is a Milan based motion design studio, founded in 2012. Animation, illustration, Tv branding and digital storytelling are the core businesses of the firm. In almost 7 years Alkanoids became a well-known reality in Italy and abroad. The Firm's keywords are research, experimentation and share, thanks to which the company developed Aria

the AR Platform, the first Augmented Reality Platform focused on users. The AR Platform Aria aims to pour the WWW into the RWW: the real wide web. Taking advantage of the Alkanoids experience Aria already created different and amazing AR projects. We want to broadcast a new reality.

In the UAE area Aria just signed an important collaboration with the Shawati magazine.

www.alkanoids.it www.ariaplatform.com

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About H&H Studio

H&H Studio is one of the protagonists and active part in the development of the Middle East Region through means of their passion for original, inspiring and everlasting design products. H&H Studio puts its vision into practice by procuring and representing the best furniture, accessories and architectural finishes brands available in the international market, while working hand in hand with designers and architects for satisfying their creative and functional needs. Whether it's a table or a chair, feature lighting alternatively, an artisanal item or a finishing material, H&H Studio works with a pool of respected talent to find the right piece for every corner. hhstudio.com