



# particle



## VELENI

A PARTICLE PROJECT CONCEIVED BY THE CREATIVE DUO LANZAVECCHIA +WAI  
with a curatorial text by Maria Cristina Didero

The glass objects are a beacon of awareness on themes related to consciousness and stewardship of our environment and connect the physical and digital realms.

Physical and digital design, together.

Traditional technique and hyper-contemporary concept.

Transparency and full colors.

Harmony and danger (evaluated).

VELENI is a new project by Particle, the multidisciplinary team that promotes culture, art, design and creativity through real and virtual experiences, and will be presented in Basel, from 13 to 19 June 2022, in a space at Curio Design Miami.

With VELENI Particle offers visitors and collectors several possibilities:

.physical, with the new collection interpreting 12 glass objects, designed by Lanzavecchia + Wai and crafted by Murano glass blowers;

.virtual, through augmented reality designed and developed by Particle for the collection;

.digital, thanks to multi-thematic insights/guides available on the Particle APP.

Lanzavecchia + Wai set a 'table of contemporary vanitas' to create awareness around environmental themes, to make us realise, once again, how poisons are close to us daily, and how our attitude must change and turn towards responsibility before it is too late.

Ordinary objects such as a glass, a centerpiece, a vase, an hourglass, a fishbowl become works of art, small manifestos, prompters of conscience, carrying, inside each form, capsules of 'everyday poisons' such as microplastics, microfibres, pills, detergents, tires and lead balls. You see them from afar and think 'how beautiful are these transparent and colourful glasses', you see them up close and recognise the encapsulated materials as 'not good'.

The pollutants, isolated in the glass, react to the movements of the objects and their colours are attractive: they create a playful yet deceptive interaction with the audience as soon as it becomes clear that those coloured substances are toxic.



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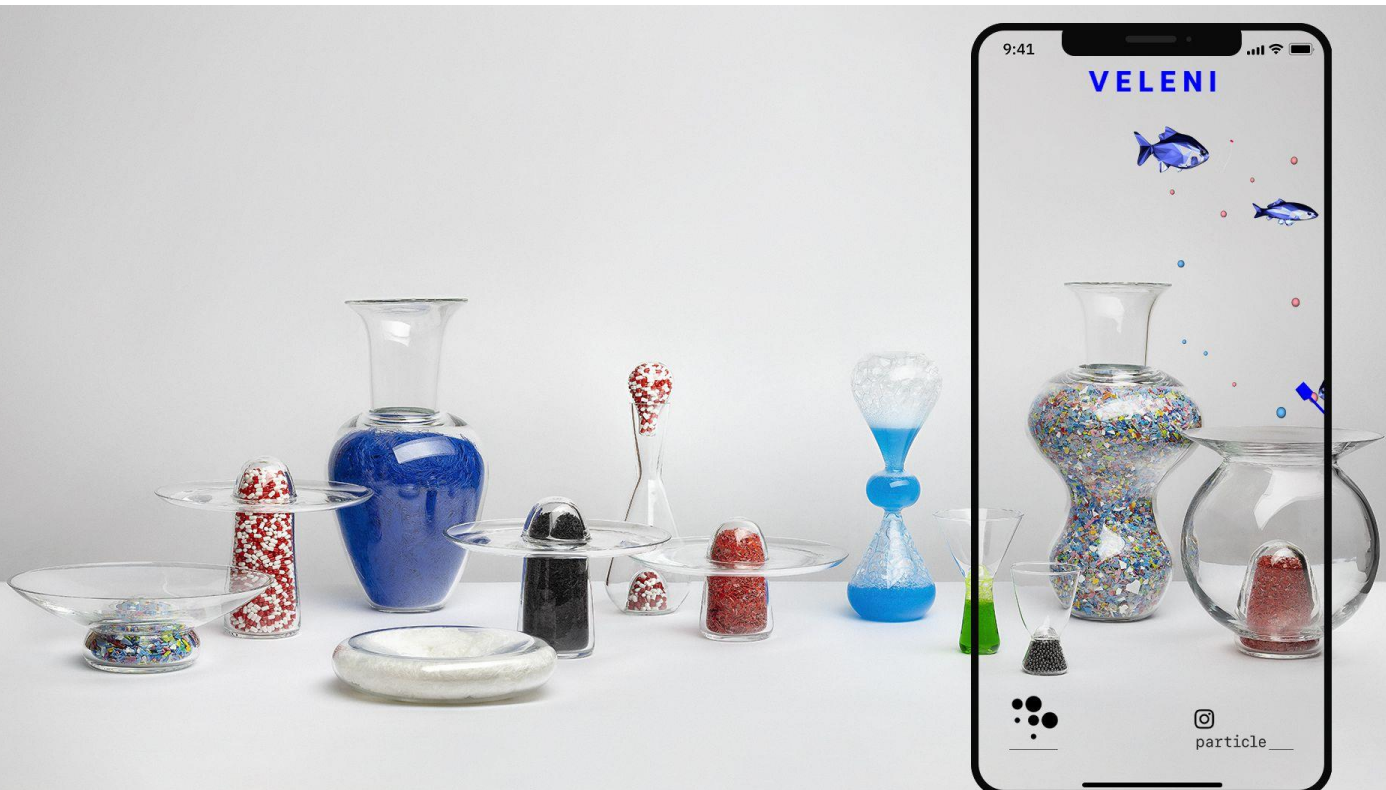
VELENI is a project that brings different worlds together, in a continuous dichotomy: from physical to virtual, from an ancient and extraordinary Venetian glassblowers' craft to contemporary design, and from an idea of aesthetic beauty to a strong reference to toxic elements.

*As creators of objects for us Designers it is a paradox to talk about sustainability. Sustainability cannot be approached as a short-term problem, for example, with a recycled plastic collection, but should instead be a long-term goal that comes from awareness and collaboration across disciplines as it affects all human activities.* Lanzavecchia + Wai

With (real) poisons, every day it happens that: we encounter them, breathe them, ingest them, consume them, meet them, but they are invisible.

With VELENI (the collection), on the other hand, it works like this: the pollutants are close and visible, but not accessible, thanks to the extraordinary properties of glass, an extremely effective barrier due to its characteristics between "total chemical and biological inertia, impermeability to liquids, gases, vapours and micro-organisms, inalterability over time, sterilizability". Particle's collection makes thus visible, but not accessible, the agents generated by various human activities, poisons that in different ways contaminate our water, our air, our lives.

*"Nothing is poison in itself, everything is in itself poison, it is the dose that makes the poison," said Paracelsus. With this fascinating duality of good containing evil and vice versa, Lanzavecchia + Wai provides an unusual and ironic yet bitterly real answer. The fruit of rigorous research is here conveyed and returned in the quality of vanitas, to tell how that poison that reminds us of Cleopatra and her asp, or the ruthless saga of the Borgias can be as harmful as it is fascinating, intriguing as it is dangerous, attractive as it is repellent.*





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Is rain falling from a cloud above the tableware? Does a fish float around the objects? It is possible. Interactions and digital elements complement the physical objects to create a strong public engagement on different levels, enhancing the experience and creating awareness on sustainability, with a Particle touch.

The collection in Basel is displayed in a neutral space, designed to highlight the objects, which are made from one of the world's most recyclable materials: glass. Particle's booth is the only one within Curio Design Miami where visitors can experience a journey between real and virtual, innovative, multidisciplinary, multi-thematic and playful. The sensory experience unfolds on a parallel digital level, accessible via smartphone and a specific QR code, where sounds and augmented reality elements enrich the objects.

Play, immerse, collect: the audience is invited to play with augmented reality, to immerse themselves in a multimedia storytelling thanks to the Particle APP and to collect thanks to digital tokens.

VELENI is part of *Sostenibilità*, one of Particle's interconnected ecosystems, which explores the topic of climate change and the connection between industry and community. The project involves different audiences, including university students as well as, of course, designers and digital artists and those who want to discover, enjoy, understand and get excited about Particle. Within *Sostenibilità* coexist, seeking to contaminate and inspire each other: the realisation of VELENI and its exhibition in Basel, the design competition Social Furniture, realized in collaboration with Italian and international universities, and Disturbing the Balance, a digital art exhibition project scheduled for September 2022.





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Lanzavecchia + Wai is a creative collaboration between Francesca Lanzavecchia (Pavia, 1983) and Hunn Wai (London, 1980). To them, being designers means being researchers, engineers, craftsmen, and storytellers all at the same time. They began their cooperation at the Design Academy in Eindhoven, Holland, under the supervision of Gijs Bakker, cofounder of Droog Design. Lanzavecchia is focused on the relationships that objects have and can have with the human body and soul as well as having a fervent eye for future trends. Wai is fascinated by the collisions and fusions of materials, meanings, and forms. Design projects to them are research journeys characterized by the pursuit and selective employment of different design disciplines and professional competencies, to be curated, cross-bred and nurtured into concepts and products that propose possibilities and inspire new perspectives. The design studio based both in Italy and Singapore was officially established in 2010 and their work spans from limited editions to mass products for brand like Zanotta, FIAM, Living Divani, LaCividina, Cappellini, De Castelli, Gallotti&Radice, Bosa, Nodus, Mirage to special commissions for major brands and museums like Hermès, La Triennale di Milano, Wallpaper\*, MAXXI, M+ Hong Kong, Antolini, Tod's, AgustaWestland, Alcantara. Their many accomplishments include being awarded with the "Young Design Talent of the Year" by Elle Décor International Design Awards 2014.

Particle conceives, develops, promotes and shares art, culture, design and creativity, triggering processes of innovation and augmented experience, creating physical, digital and phygital projects (a crasis of 'physical' and 'digital'). Particle aspires to the future through the tools of the present, thanks to a multidisciplinary team of art, economics, science, communication, design and technology, which conceives immersive experiences at multiple levels. Particle addresses everyone: the public, collectors, institutions, companies, promoting initiatives that create empathy between users and through technology. With

Particle, distances diminish, the fascination of brilliance is renewed, art produces emotion and wonder.

Photo credit Enrico Fiorese

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