

BASIL GREEN PENCIL

quantomais installation at Expo Gate Milan by A4A

Friday, August 01, 2014



Ph. Francesco Gusella

A4A's installation experiments with the capacity to **change an urban setting**. Over 1,500 man-sized **sheaves of corn** for the field that shot up overnight at the end of July, in the heart of Milan, opposite the **Sforza Castle**, between the two **Expo Gate pavilions**. *quantomais*, the project devised and produced by A4A Rivolta Savioni Architetti, on an invitation from Expo Gate's artistic curator **Caroline Corbetta**, will be part of the city for the entire month of August. *quantomais* is an unusual pop-up conception, an innovative example of urban geometry next to one of the city's landmarks, the Sforza Castle, at the entrance to the Expo 2015. Inspired by the theme of the event - **Feeding the Planet, Energy for Life** - the field catches the eye of locals and visitors for its significance and spectacular nature. Conspicuously alienating, it undermines perspectives, presenting a different perception of the urban spaces in which people live and meet. This agricultural passage transforms places and habits into a new experience to be shared: a living space in which meetings, artistic interludes, appointments and minor rituals unobtrusively accompany residents and passers-by. For the entire month of August.

quantomais in Expo Gate is a **sneak preview** of a work which the A4A Rivolta Savioni Architetti studio will create on a larger urban scale for the duration of **Expo 2015**.

L'installazione dello studio A4A sperimenta con la capacità di **cambiare un contesto urbano**. Oltre 1.500 **piante di granturco** sono state installate nello spazio durante una notte, alla fine di luglio, nel cuore di Milano, di fronte al **Castello Sforzesco**, tra i due padiglioni dell'**Expo Gate**. *quantomais*, il progetto ideato e prodotto da A4A Rivolta Savioni Architetti, su invito del curatore artistico di Expo Gate - **Caroline Corbetta**, sarà parte della città per tutto il mese di agosto. *quantomais* è un'insolita concezione di pop-up, un esempio innovativo di geometria urbana accanto ad uno dei simboli della città, il Castello Sforzesco, all'ingresso di Expo 2015. Ispirato al tema della manifestazione - **Nutrire il Pianeta, Energia per la Vita** - il campo cattura l'attenzione di residenti e turisti per il suo significato e la natura spettacolare. Vistosamente alienante, mina le prospettive, presentando una diversa percezione degli spazi urbani in cui le persone vivono e si incontrano. Questo passaggio agricolo trasforma i luoghi e le abitudini in una nuova esperienza da condividere: uno spazio di vita in cui incontri, intermezzi artistici, appuntamenti e rituali minori discretamente accompagnano residenti e passanti. Per tutto il mese di agosto.

quantomais in Expo Gate è un **anteprima** di un lavoro che lo studio A4A Rivolta Savioni Architetti creerà su una scala urbana più vasta per tutta la durata di **Expo 2015**.

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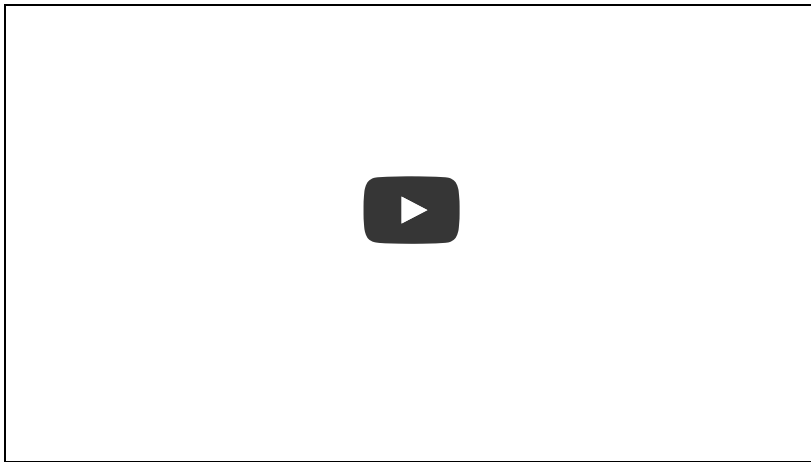
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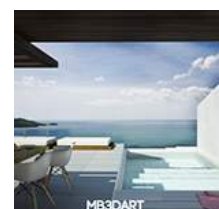




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