

MacroPiX

dArk

MacroPiX and dArk Studio present AGHIOS, the cutting-edge LED panel that will be the focal point of the PROSPETTIVE_PERSPECTIVES installation

AGHIOS, the cutting-edge LED panel that opens up new frontiers in visual communication, will be officially presented for the first time at SuperStudioPiù during the Milano Design Week 2018

Milan, March 2018 – MacroPiX Srl (www.macropix.com), the Milan-based company that develops, manufactures and sell LED displays and **dArk Studio (www.darkstudio.it)**, the Milan-based architecture and design studio, today announced the availability of **AGHIOS**, the cutting-edge LED Display designed for **MacroPiX** by architects **Cristian Russo and Marco Pietro Ricci** and presented for the very first time within **PROSPETTIVE_PERSPECTIVES**, the eagerly-awaited installation that will be on view at the **SuperStudio Più** space during the Milano Design Week 2018 (17-22 April 2018).

“When we started collaborating with MacroPiX” – states architect Cristian Russo of **dArk Studio**, “we immediately realised that with MacroPiX we could truly create something totally new. For the first time ever we had an opportunity to really get into LED technology and to mould the material so as to offer a new way to communicate and to bring images to life, making full use of the Milan-based company’s skill and passion for research and development. We also wanted something that was extremely elegant, with great attention to details and suitable for both public areas and private venues.

“In designing the installation for the ‘FuoriSalone’ exhibition,” – explains Marco Ricci of **dArk Studio**, “we wanted to look beyond the traditional physical limitations of LED products. Our idea was to create a space, in which images and colours would be physically deconstructed and then rearranged to form something totally unique, a space in which to provide the visitor with a new and different perspective: **AGHIOS** has become the fundamental component of that vision.”

AGHIOS is a furnishing object, a LED panel that represents state of the art in terms of LED technology: extremely elegant, with great attention to detail, it fits perfectly both in private venues and in public areas. The base module consists of an extremely thin, floor-standing LED panel, just 4cm thick, 7cm wide, a brightness of 400cd/sq.m with built-in audio, and comes in two different heights: 120cm or 240cm. It can be used either as a stand-alone product or multiple **AGHIOS** panels that can, thanks to the management system software, be placed in different zones or areas and simultaneously project the same image or video to create an extremely sophisticated and striking visual effect.

“Even viewed independently, **AGHIOS** is a work of art in itself.” – explained Francesco Punis, “It has revolutionised the way we see LED products, which have, until now that is, traditionally been viewed as something of interest only to people working in that field, but have now become a true icons of communication and lighting design for any organisation that has adopted beauty, innovation and design as its brand philosophy. **AGHIOS** is undoubtedly the product that, more than any other, is able to truly unleash LED technology in that it goes above and beyond the usual digital communication to become an end in itself rather than simply the means to an end.” - concluded Punis.

SUBTILIS and ADASTRA are the other MacroPiX LED products that architects of the dArK Studio will utilise for the PROSPETTIVE_PERSPECTIVES installation

With over 700 installations worldwide, **Subtilis** has won the “Design of the Year 2017” award for Forum Cinemas Interior of Kaunas, where this product was used to create over 100sq.m of 4K, LED display. SUBTILIS is a very thin, light LED display specifically designed for very large surfaces and high-definition projection of close-up images. It is extremely thin and can be fully integrated into any wall. Thanks to its unique features, it has been utilised both as a furnishing item and an information feature, as well as a distinctive Brand Image support feature. In **PROSPETTIVE_PERSPECTIVES**, SUBTILIS will have a semi-circular shape and its even more reduced spacing will guarantee perfect vision, even from very close-up.

ADASTRA is an LED panel with a base module measuring 25x100cm that guarantees perfect viewing even more close-up than what is possible with SUBTILIS, thanks to its 1.9mm spacing. It is extremely thin, measuring a mere 4cm, and is therefore ideal for use anywhere. ADASTRA is used in specific applications such as, for example, television

lounges, flight simulators used for aircraft pilot training, or in high-tech spaces where image, brand and design are essential features.

About MacroPiX

Macropix Srl (www.macropix.com) is a Milan-based company that develops, manufactures and sells LED displays. The Company was established in 2014 by Luca Conti, Francesco Punis and Stefano Grasso. It was founded on their founding member's twenty years of experience in the LED-display sector and to date the Company already count more than 800 installations worldwide.

In-depth knowledge of LED technology and production process, as well as high quality standards are the foundation on which MacroPiX's approach is based when it comes to designing and manufacturing LED-based solutions. The Milan-based Company is well-equipped to handle even the most complex and wide-ranging projects, from simple shop displays through to industrial displays, from museums through to theatre shows and from skyscraper facades through to real works of art, creating displays of all shapes and sizes.

In the MacroPiX R&D Department the engineers work on defining the perfect solution to match customer requirements, developing all the necessary HW and firmware tools and perfecting the application software to manage the solution, which is developed either in-house or in collaboration with specialised research centres. As a result, the Company is able to provide a "Turnkey" product, fully installed and accompanied by all the necessary electrical, mechanical and lighting-related certifications.

MacroPiX's LED Displays can be used to create any geometric shape, be it concave or convex. The option to utilise LEDs that are not only flexible but also transparent makes MacroPiX's products ideal for any surface, limited only by design considerations. Examples include round pillars, curved walls, ceilings, windows, floors and more.

About dArk Studio

dArk Studio was born from the professional association of three colleagues, friends and designers Cristian Russo, Marco Pietro Ricci and Marco Spatti.

The main aim of the Studio is to be a container of ideas; architecture, design and integrated design, on small and large scale.

dArk Studio wants to reinterpret the traditional architecture by drawing the essence and history of it and at the same time, rediscover and fragment it, creating a starting point and finding a new path through each project, which becomes an opportunity to communicate, excite and respond to needs.

The architecture and design philosophy of the Studio materialize through the dialogue of opposites, by extremes and explore the most remote possibility of composition, light and materials.

dArk Studio expresses the concepts which are the results of the passion of its components, interacting with the context to make it an integral part of every project, through hints and invisible tensions.

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