

# MacroPiX

# dArk

## **MacroPiX at the Superdesign Show 2018 with a great impact installation**

**Architects Cristian Russo and Marco Pietro Ricci of dArk Studio (Milan) will be responsible for coming up with the concept, the design and the artistic direction of MacroPiX installation**

**Milan, 28 February 2018** – MacroPiX Srl ([www.macropix.com](http://www.macropix.com)), the Milan-based company that develops, manufactures and sell LED displays, announced today that they will be participating in the Milan Fuorisalone at Superstudio, the iconic place of design of Tortona District.

The concept, the creation and the artistic direction of the design exhibit have been entrusted to architects Cristian Russo and Marco Pietro Ricci of the **dArk Studio** ([www.darkstudio.it](http://www.darkstudio.it)) of Milan.

“MacroPiX’s participation in Fuorisalone 2018 represents a great starting for our Company. We are specialised in developing projects and creating the most sophisticated LED displays for some major Italian and international fashion and other brands.” – states MacroPiX General Manager Francesco Punis.

“We have always been accustomed to working with clients for whom design, beauty and creativity are an integral part of their corporate DNA. Therefore, exhibiting at this year’s “Fuorisalone” has been a perfectly natural progression for us. With this design exhibit created by the **dArk Studio** we aim to go beyond the concept of a mere installation and to utilise the LED displays as a series of elements that merge seamlessly with the overall surrounding architecture and design.” – concludes Punis.

“We have commissioned two talented Milan architects, Cristian Russo and Marco Pietro Ricci of the **dArk Studio** of Milano, to guide us in this path”, - commented MacroPiX Managing Director Luca Conti.

“We already knew about architects Ricci and Russo prior to this and we really liked their work, so much so in fact that we decided to commission them to design our new offices in San Donato Milanese. Their approach, their ideas, their creativity and their innate ability to perfectly interpret the MacroPiX philosophy led us to believe that they were the right guys

to partner us in exhibiting at a venue as prestigious as the Superdesign Show and in a totally new guise that represents the essence of our development to date.” – concluded Conti.

“The chance to work on a project utilising the display equipment at our disposal, such as MacroPiX’s range of extremely pliable, flexible and transparent LED displays of various sizes, has opened up a whole range of design possibilities.” – stated architect Marco Pietro Ricci.

“For us, being able to design a space using images and videos” – added architect Cristian Russo, “means being able to work on a project that will enable us to utilise an endless variety of shapes, create multisensory experiences, play with the three-dimensionality of the images and transform a static space into moving architecture. These are essential elements for people like us, as we are constantly looking for new, future oriented kinds of architecture” – concluded architect Russo.

“After our positive experiences in previous years and the success of the **dArK Cube** that we created for Dyson last year, we are extremely enthusiastic about once again being involved in yet another winning venture like the “Fuorisalone”. This year we are even more motivated because we will be working with an exceptional material that we can mould, namely the LED displays, and because we will be participating in the Superdesign Show in the very year of the launch of the **Only the Best** project. Being selected as one of the “**Only the Best**” makes us extremely proud”– concluded architects Russo and Ricci.

#### **About MacroPiX**

Macropix Srl ([www.macropix.com](http://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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