

Apparati Effimeri

This Visual Design firm was established by Federico Bigi and Marco Grassivaro. The team was formed thanks to the sharing of some video consoles during music and digital art festivals. Their creative research became instantly oriented to projection mapping which focuses on 3D projections applied to architectures and objects. The creative spirit that guides Apparati Effimeri for its party setups is influenced by tradition and the team promotes an activity which combines art research and new communication technologies. The visual design firm participates to the Shenzhen competition with the architectural mapping *Linfa vitale*; the garden projection *Incanto mutevole*; the interior design *Light box and the live media Synaesthetic modules*.

Miroarchitetti

This design firm was established in 2009 in Bologna by three architects, Valentina Cicognani, Giacomo Minelli e Riccardo Pedrazzoli. It specializes in architecture, often dealing with different fields of creativity in a flowing multidisciplinary quest. It participates to the Shenzhen competition with three different realized projects:

- The installation *Riflettiamoci* (2010) with which they covered the Piazza Verdi construction site's enclosure with mirrors, during the paving works.
- The MIRO (2001) space, an old workshop in San Lazzaro converted in an architecture firm which can turn either totally or partially into an exhibition gallery.
- The installation *Clessidra* created for the Bologna Water Design 2013, a tonne Iceberg which melts one drop a minute, marking the time with its phase transition and creating a lake among the underlying rocks.

Fabiana Ielacqua

She graduated in Graphic Design from Accademia di Belle Arti in Bologna; she has got a second degree in Design Management. She founded *épiciées - Design dal gusto speziato*. Her project for the Shenzhen competition is a campaign which goes by the title "Per un'est-Etica senza fissa dimora", in collaboration with Associazione Amici di Piazza Grande. The aim is to make the public opinion aware of the poverty issue and to improve the quality of life in the metropolises. The campaign is addressed to high school students and was conceived with the active collaboration of the students from Istituto IsART Francesco Arcangeli. The first step of the project is to redesign the equipments destined to the homeless, and then to start a process of information and raising awareness on the field. The project was presented to the Calderara Comunità Creativa exhibition, because of its merits in pinpointing the problems of the local area.

Davide Pretto and Francesco Zironi

Both students at all'Università degli Studi di Firenze, Davide Pretto and Francesco Zironi graduated together in Architecture and decided to collaborate in projects and architecture and design contests focusing on environmental sustainability, space use and perception. For the Shenzhen competition they conceived a series of synthetic trees, modern urban totems, made of ceramic enriched with Titanium Dioxide (TiO₂), which can decrease the air pollution in urban areas. The synthetic trees' surface, thanks to the photocatalysis phenomenon alone, react to the air humidity and deteriorate both the organic and inorganic pollutants, decreasing some health threatening bacteria. *Synthetic three* is a design object conceived to improve the well-being of cities.

Gian Piero Giannini

He studied architecture in Ferrara. A strong supporter of DIY, he focuses on self-production and beyond. After nominations in contests and exhibitions, Urge Design was born.

He participates to the Shenzhen competition with three different projects:

- Cactus, which is a simple set of carafes made of borosilicate glass, a material that seems almost

as transparent and liquid as water. Thanks to the communication vessels phenomenon, the fluid reaches the same level, regardless of the containers' shapes.

- Ultravioletto, another set of carafes where a big and a small tube are communicating. Two similar containers where a simple rotation can completely transform their use. At first the thin tube serves as the handle, then it's the bigger one's turn. The container gets a new shape, at least unless there is communication.
- Acquadotto, the installation based on the communication vessels phenomenon as Cactus and Ultravioletto.