

## DISTURBING THE BALANCE

ONLINE > from 13 September via the Particle app

ON VIEW > 13 to 17 September at BASE Milano

A phygital project produced by Particle investigating the relationship between humans, the environment and technology.

A digital exhibition by 5 artists curated by ://ftp (Marialaura Ghidini and Gaia Tedone) and, in the spaces of BASE Milano, a cultural hub in the Tortona area, an interactive physical experience, as well as a programme of events open to everyone.

FREE ENTRANCE

*It takes 23 trees per second to counterbalance the CO2 emissions generated by global Google searches.  
Insects produce different sounds on hot days or cold days, but these, like other natural sounds, are no longer perceived, drowned out by the noise of the urban jungles in which we live.  
Amazon founder Jeff Bezos' slogan "Going to space to save Earth" could paradoxically – but not too much – be inverted into "Going to Earth to save Space".*

These and other themes/inspirations are behind *Disturbing The Balance*, the new phygital project (between physical and digital digital reality) produced by Particle, the multidisciplinary team promoting art and culture through technology, and curated by ://ftp (Marialaura Ghidini and Gaia Tedone), with the support of BASE Milano and A.S. Watson Group.

Investigating the controversial relationships between humans, the environment and technology, *Disturbing The Balance* is a digital exhibition by IOCOSE, Joana Moll, Sultana Zana and Mark Ramos + Ziyang Wu, imagined and tailored for the Particle App; an interactive experience in the spaces of BASE Milano; a public programme of appointments open to everyone, including talks, yoga classes and workshops.

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ONLINE | Via the Particle App (free download [www.particle.art/apppmobile](http://www.particle.art/apppmobile)), and thanks to an interface created by Sultana Zana, digital visitors are invited to discover the works of the five artists, be part of a contemporary narrative that we are all familiar with, but of which it is always good to be aware of the risks: the fragility of our environment and our ecosystems, the controversial role of humans and technology, the processes and sometimes paradoxes involved.

ON VIEW | From 13 to 17 September 2022, in the cultural hub of BASE Milano, the digital exhibition is declined into interactive experiences in which the visitor can get involved through stimuli, solicitations and call to actions, starting from the works themselves. Here, the physical reality supports the digital one (and not the other way around, as is often the case), finding in the exhibition space one of the possible declinations of the project designed for the app. In addition, a public programme of initiatives animates the days of the exhibition, with talks with artists and partners, workshops for both children and adults, and other moments designed to involve different audiences.

*Disturbing The Balance* closes the cycle of Sostenibilità events, a chapter of Particle's production dedicated to the investigation and construction of awareness around environmental issues, which included *Social Furniture*, a contest for design students presented during the Milan Design Week, and *Veleni*, a collection of glass objects designed by the duo Lanzavecchia + Wai, exhibited for the first time at Design Miami 2022 in Basel together with an augmented reality project designed by Particle.

## *DISTURBING THE BALANCE*

BASE Milano, via Bergognone 34

13 > 17 September 2022

9.30 > 20.30 (Saturday until 16.30)

free entrance

[public programme available here](#)

\*mandatory registration for yoga classes and workshops - euro 15, subject to availability [ask@particle.art](mailto:ask@particle.art)

\*events can be followed online via <https://circle.particle.art/>







## *DISTURBING THE BALANCE*

artists, works, interactions

SULTANA ZANA

*A Happening on Fieldness*

The work of the Indian-born artist, who also designed the digital exhibition interface for the Particle App, is presented as a «sound exploration» of micro and macro habitats, a platform that archives and collects acoustic elements, in a perceptive investigation of the environment in which we live. Many sound presences typical of nature (the different bird songs, the sounds emitted by insects) are progressively overpowered by the noises of our contemporary living: Sultana Zana tries to recover them, in an attempt to save them. In the spaces of BASE, the public is invited to answer direct, intuitive and sometimes ironic questions, reflecting on how much in our cacophonous society we are inclined to ignore in a systematic way..



JOANA MOLL

*DEF000000000000000000000000REST*

The work of the Barcelona-born, Berlin-based artist is focused on the use of the internet in our daily lives and the impact that this has on the environment. In particular, global searches on Google produce such an emission of CO2 that to compensate for this it would be necessary to plant 23 trees per second. The project aims to bring to light the - often invisible - consequences that our actions have on the planet when we use digital communication. In the spaces of BASE, an installation of trees of different sizes surrounds an internet station with two screens: through the first one can access to "Google Trends", displaying the most frequent searches carried out globally, while the on the second is projected the artist's work, which visually demonstrates how many trees would actually be needed to offset the polluting emissions produced by the various searches. Scrolling through Google Trends, a question question arises: how many and which searches could be avoided?

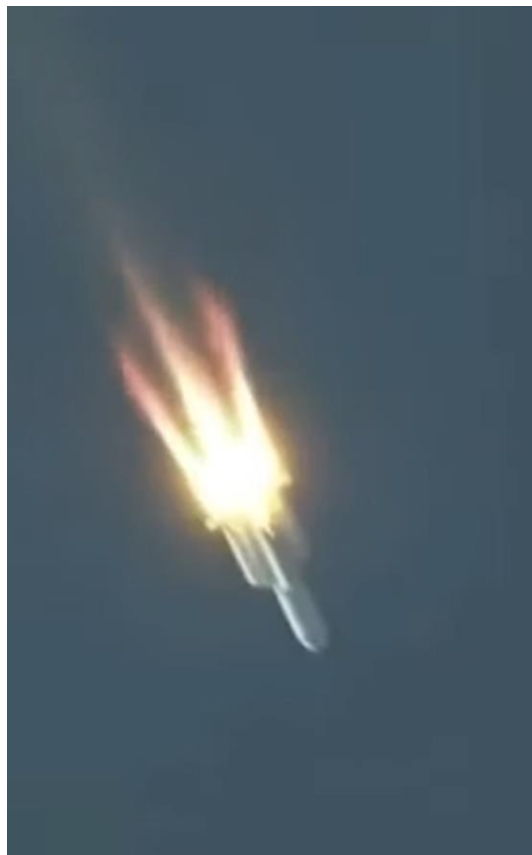




## IOCOSE

### *Going to Earth to Save Space*

The work presented by IOCOSE (a collective founded in 2006 consisting of Matteo Cremonesi, Filippo Cuttica, Davide Prati and Paolo Ruffino), is a collage of videos - found on the web and then manipulated - of elements launched into space by the various NewSpace companies such as SpaceX and BlueOrigins. The ambition to save humanity from the climate crisis through migration to other planets is at the centre of the reflection proposed by IOCOSE: can the space race be a solution to the problems of planet Earth? Reversing the slogan *Going to space to save Earth* by Jeff Bezos, founder of Amazon, in *Going to Earth to Save Space*, the collective stages a paradoxical colonisation in reverse. In the spaces of BASE, 7 screens project both interviews and news items concerning the protagonists of the conquest of space, as well as fragments of IOCOSE's video work, with inverted routes to Earth, creating a mediatic and paradoxical short-circuit.



## MARK RAMOS + ZIYANG WU

### *Networked Ecosystem*

The two artists, based in Brooklyn and New York, present a live environmental simulation that reproduces a virtual ecosystem composed of different digital senses. The work, commissioned by New Inc, Rhizome and Nokia Bell Labs, reproduces, through a 3D simulation, the data collected by the experimental robots and sensors designed by Bell Lab. In the BASE spaces, a maxi screen projects the video-simulation, inviting to experience new digital senses. In addition, by scanning a QR code via smartphone, you can access augmented reality specifically designed for *Networked Ecosystem*, which allows one to interact with the dystopian organisms, somewhere between nature and technology, which populate this virtual environment, creating a customised ecosystem.





# particle

## PARTICLE

Particle conceives, develops, promotes and shares art, culture, design and creativity, triggering processes of innovation and augmented experience, creating physical, digital and phygital (a combination of “physical” and “digital”) designed for the art and corporate world. Particle aspires to the future through the tools of the present, thanks to a multidisciplinary team of art, economics, science, communication, design, technology, which designs immersive experiences on multiple levels. Particle addresses everyone: the public, collectors, institutions, companies, creating and promoting initiatives that foster empathy between users and through technology. Particle has also developed an app with the aim of supporting the art world (artists galleries, museums and institutions) through interactive projects and the involvement of different audiences. With Particle distances are reduced, the fascination of ingenuity is renewed, art produces emotion and amazement.

download the Particle App



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