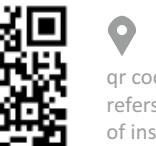
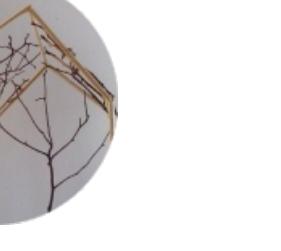


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- I_installation
- D_design/product
- E_exhibition
- P_performance
- C_competition
- + R_research
- * M_media/publication

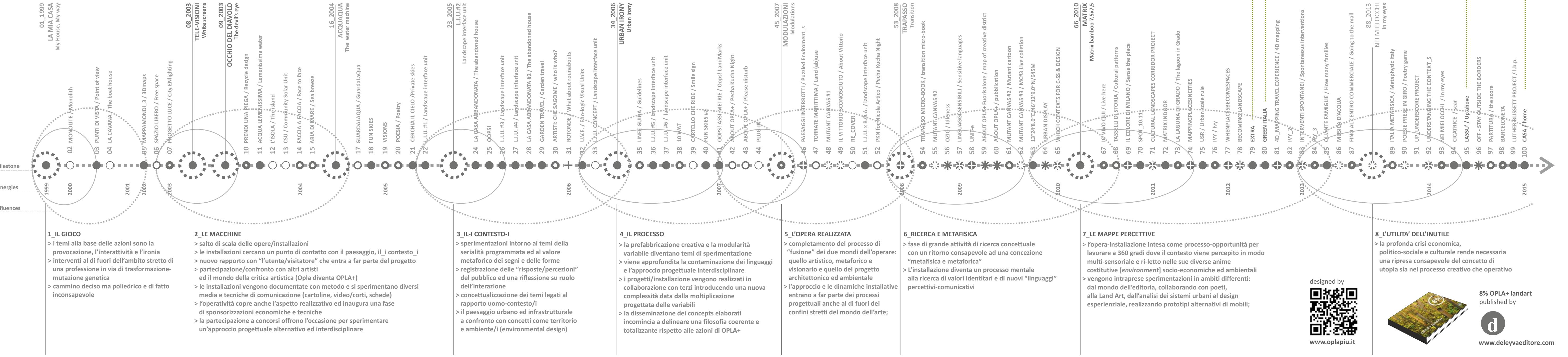
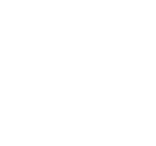


qr code
refers to the sites
of installations



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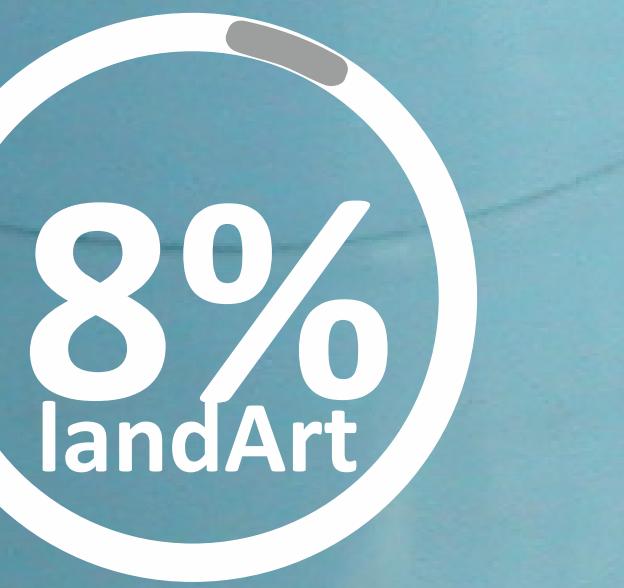
[OPerative LABoratory + Environmental Design]



1_THE GAME > the topics addressed throughout the actions are: provocativeness, interactivity and irony > unconventional interventions, outside the strict boundaries of a profession in the process of transformation – mutation > a firm but multifaceted pace but still unaware | **2_THE MACHINES** > change in scale of the projects/installations > installations seek a synthesis, a point of contact, with the landscape_s, the context_s > new relationship with "the user/visitor" that becomes part of the project/installation > participation/confrontation with other artists and the world of art critics (Opla becomes OPLA+) > the installations are methodically documented while new different media and communication techniques (postcards, video/short films, posters) are investigated > operativity also takes into account aspects regarding both technical and economic sponsorship > participation to contests often offers the chance to experience an alternative and interdisciplinary approach to design | **3_THE CONTEXT/S** > experimentation on programmed seriality and on the metaphorical value of signs and forms > recording of the visitor's "responses/perceptions" that triggers an insight on the key role of inter-activity > conceptualization of topics linked to the relationship between man and the environment_s (environmental design) | **4_THE PROCESS** > creative prefabrication and variable modularity indicate new fields of experimentation > contamination of languages and interdisciplinary approach to design are further investigated > the projects/installation are also implemented through the participation of third party collaborators, introducing a new complexity given by a designed multiplication of the variable > the dissemination of the elaborated concepts starts to outline a coherent and totalizing philosophy of OPLA+ | **5_THE BUILT ARTWORK** > the phase of "fusion" of the two, apparently separate, ways of operating: the artistic one, metaphorical and visionary and the architectural and environmental design one, is completed > the installative approach and dynamics finally become part of the design processes outside the strict boundaries of the world of art | **6_RESEARCH AND METAPHYSICS** > phase of important conceptual research with a conscious return to a "metaphysical and metaphorical" conception > the installation becomes a mental process searching for identity values and new perceptual-communicative "languages" | **7_THE PERCEPTIVE MAPS** > the work-installation is intended as a process-opportunity to work at 360 degrees, where the context is perceived in a multi-sensorial way and re-read in its different constitutive components-souls: socio-economic and environmental [environments] > experiments are carried out in different fields: from the world of publishing, collaborating with poets, to Land Art, from urban system analysis to experience design, creating alternative furniture prototypes | **8_THE UTILITY OF THE USELESS** > the deep economic, socio-political and cultural crisis, makes necessary a conscious re-discovery of the concept of "utopia", both in the creative and operational processes.



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