**Starring Nori seaweed at Fuorisalone 2023**

**c/o Almach Art Gallery**

**with the exhibition Less, Light, Local**

Arakawa & Co. Ltd. - the first company to develop a hook for metallic wires, the "ARAKAWA GRIP", in 1975, now used in museum exhibitions, galleries and showrooms all over the world - will be the star of the Fuorisalone in Milan with the project **“50GRIPS”,** created to celebrate the company’s 50th anniversary with important initiatives signed by STUDIO BYCOLOR, led by designer Kaori Akiyama. The first appointment is with the suggestive exhibition entitled **Less, Light, Local** set up within the **Almach Art Gallery.** Divided into two connecting sections, the exhibition includes a more didactic section, dedicated to the brand’s history, products, and most notable projects, set up with a mesh of wires and wooden exhibition panels on the walls.

The room overlooking the street, on the other hand, will host a more poetic and evocative installation combining the cutting-edge wire system "ARAKAWA GRIP" and the innovative **research project focusing on “NORI” by design studio we+** based on ITA NORI seaweed that had to be discarded since it was no longer edible due to the impact of climate change. The installation combines wires, lights and dried sheets of seaweed, composed into vertical aerial sculptures hung from the ceiling and original “lighting” on the wall in a highly suggestive set design where light plays the lead role. The absolute star, however, is the ITA NORI seaweed - a strong, light, and sustainable material, which is here proposed as the new material of the future.

**ARAKAWA**

Less, Light, Localc/o Almach Art Gallery
Via Gaudenzio Ferrari 3, Milano

18/23 April 2023 h. 11.00 - 19.00

19 April h. 17.00 - 22.00 cocktail by invitation

**Almach Art Gallery**

Via Gaudenzio Ferrari 3

20123 Milano

**Press info:**

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