



Designed by who? Curated by uau studio.

A Participatory Living Laboratory at Fuorisalone 2026.

MILAN, ITALY — At Fuorisalone 2026, **uau studio** transforms the exhibition space into a living laboratory. Moving beyond a static exhibition, the installation showcases design as a fluid process. Here, the boundary between designer and public dissolves: visitors become active participants, invited to collaborate on a crowd-sourced project.

Led by Gianluca Santosuosso (founder of **uau studio**) and his team, this experiment weaves together advanced technologies and simple sketches on A4 paper. Everyone's input becomes real-time design material, shaping architecture as an interconnected ecosystem. It is an open experience where the studio's vision evolves through a collective contribution.

About uau studio “uau” is the Italian pronunciation of “wow” and embodies the studio’s philosophy: design that generates surprise, stimulates unconventional thinking, and fosters discovery. Founded by Gianluca Santosuosso and based in Como, **uau studio** operates at the intersection of architecture and experiential design, creating spaces that activate relationships between people, narratives, and environments.

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