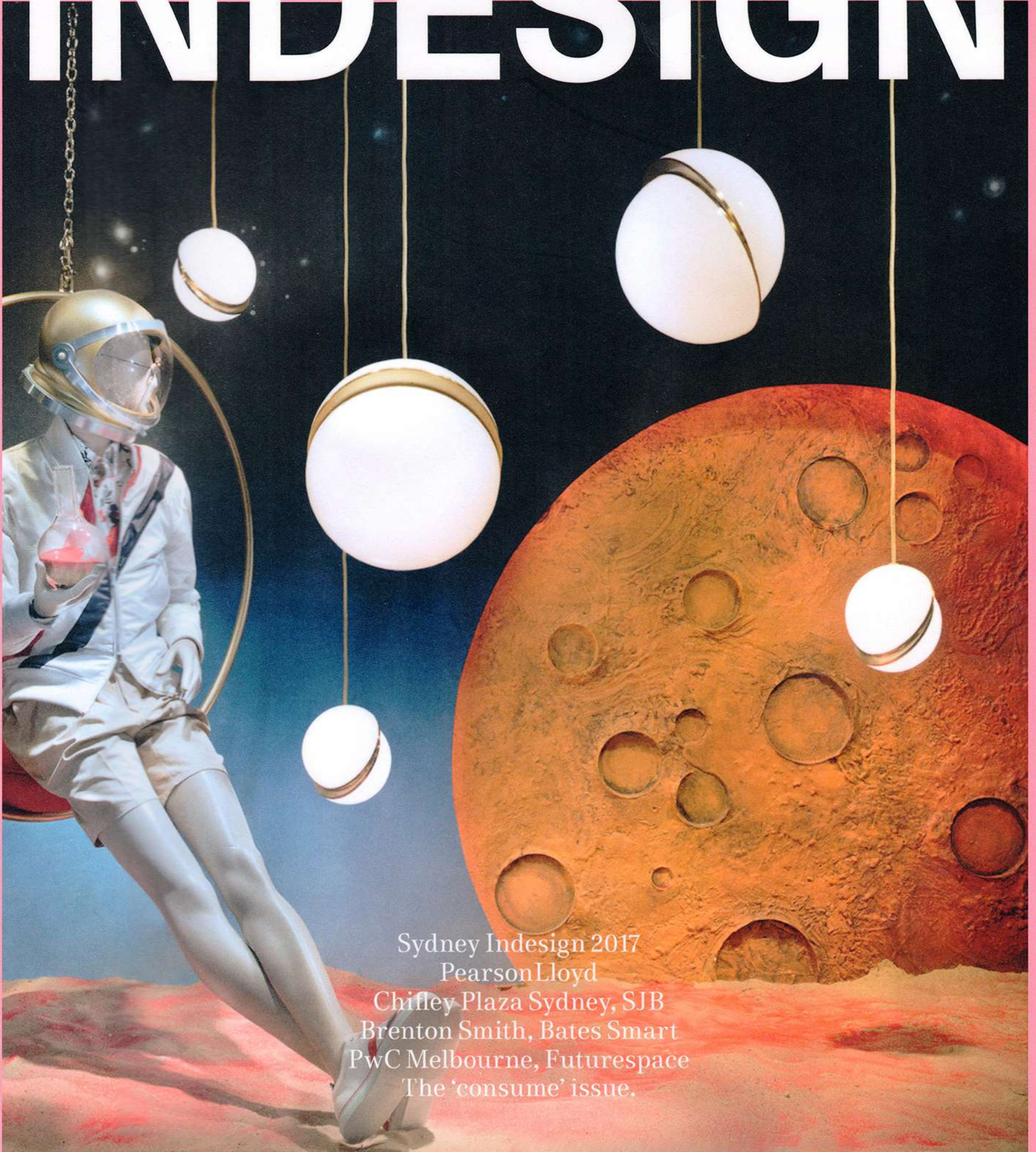


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INDESIGN



Sydney Indesign 2017
PearsonLloyd
Chifley Plaza Sydney, SJB
Brenton Smith, Bates Smart
PwC Melbourne, Futurespace
The 'consume' issue.



On entering this installation the visitor was engulfed by the omnipresence of 'money' and experienced the sensations and emotions that it evokes: awe, yearning, hope, anxiety and euphoria.

Money, Money, Money

Laura Baldassari and Alberto Biagetti of Atelier Biagetti continue their analysis of modern society's greatest obsessions with another immersive, experiential design project. It's the third in the so-called Biagetti saga – this time curated by Maria Cristina Didero.

In 2015 their *Body Building* installation examined power and beauty through the seemingly skin-deep subject of the human body. *NO SEX* in 2016 addressed human psychology through the first basic element – that is, sex. So, then, the title of Atelier Biagetti's 2017 project is a logical progression: *GOD*.

Seemingly insignificant on their own, together these three letters make up one of the most powerful words ever written; a word heavily laden with meaning and preconceptions. But the *GOD* interpreted by Baldassari and Biagetti does not aim to fuel a theological debate, rather it investigates something that in today's society is (or seems to be), all-consuming and all-powerful; something that is at the root of all our rules and aspirations and thus governs the way we live our lives. That is, money.

The environment they created at this year's Milan Furniture Fair was a place where the rites and rituals associated with money were carried out on every level – demonstrating the good and the bad.