

NichelcromLab
presents
“Like Trees In The Woods”
Site specific artistic installation by Michele D’Agostino
Curated by Mimmo di Marzio

Superdesign Show
Superstudio Più, via Tortona 27, Milan
15-21 April 2024

NichelcromLab, an Italian brand specialized in stainless steel cladding and surfaces, presents the artistic installation “**Like Trees In The Woods**” at the Superdesign Show, specifically created for the Design Week by the sculptor **Michele D’Agostino**.

The installation is an immersive experience with a strong scenic impact, born **by the dialogue among nature, materials and technology**. The visitor is invited to walk through a real oaks wood, typical of the Italian landscape, which is reflected and endlessly replicated thanks to the mirroring effect of the steel that surrounds it. This work creates an extraordinary visual experience, multiplying the space and generating, through optical illusions, a disorienting and decontextualizing effect.

This imposing environmental work aims to establish a virtuous dialogue between **the natural and the artificial environment**, emphasising the beauty and fragility of our ecosystem. Particularly significant is the choice of material used: mirroring **stainless steel**, totally **eco-friendly** as it is 100% recyclable.

NichelcromLab is in fact the experimental division of Nichelcrom, a leading company in the market for almost seventy years, which has always been attentive to eco-sustainability and the adoption of green industrial policies, starting from its processing techniques such as mirror polishing or nanoceramic-protected colouring, with zero environmental impact.

Consistent with the company’s practice, at the end of the Design Week all of the trees will find their permanent home and will be planted in the city of Milan, creating a small **green lung** gifted to our community.

Bringing the woods into a room means reflecting on the disorientation of the natural element in an artificial context and on the replacement of the earth with the floor and the sky with the ceiling.

Covering the woods with mirrors indicates the willing of a prompt involvement of the audience, building our image in continuity with that of trees. The presence of mirrors is also linked to the influence applied by the visual effects and multiplied images, which attract the sight and contribute to the creation of an alternative space. NichelcromLab invites viewers to experience “Like Trees In The Woods” and to be part of this unique dialogue between nature and technology.

Special thanks to the Innocenti & Mangoni nursery for donating the oak trees for Like Trees In Woods.

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