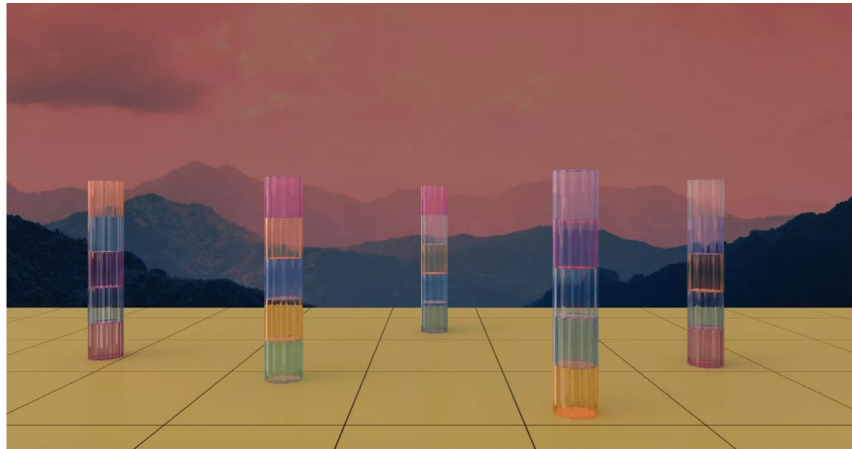


## New platform Perfettooo offers an ever-changing virtual space for design exhibitions

Launched in Milan by curators Maria Cristina Didero and Annalisa Rosso, Perfettooo makes its debut with a digital exhibition by New York and Athens design and architecture studio Objects of Common Interest

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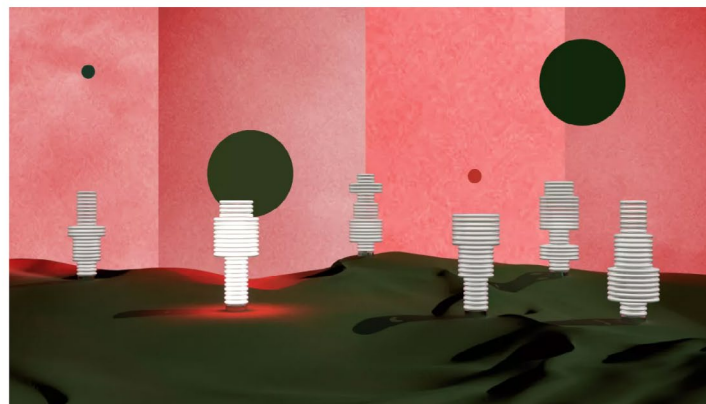


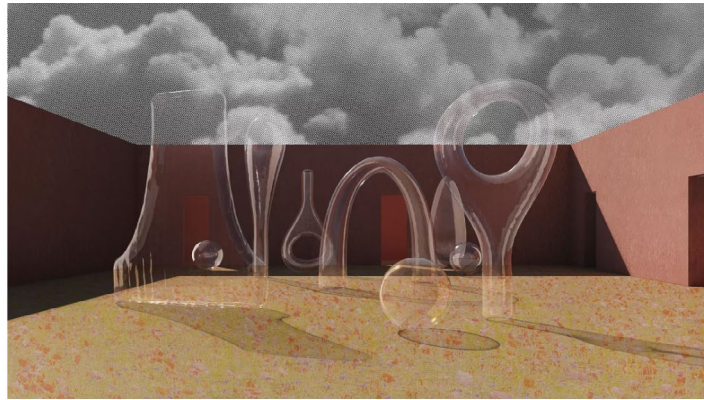
(image credit: press)

BY ROSA BERTOLI  
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Curators [Maria Cristina Didero](#) and Annalisa Rosso launch Perfettooo, a new virtual exhibition platform created in collaboration with Milanese design consultancy Mr Lawrence, debuting with an inaugural exhibition by Objects of Common Interest.

Through this new platform, Didero and Rosso plan to invite a series of globally acclaimed designers, 'to conceive a dream project to be realised in a mutable ideal space, shaped around their needs and therefore perfectly tailored for their collections'.



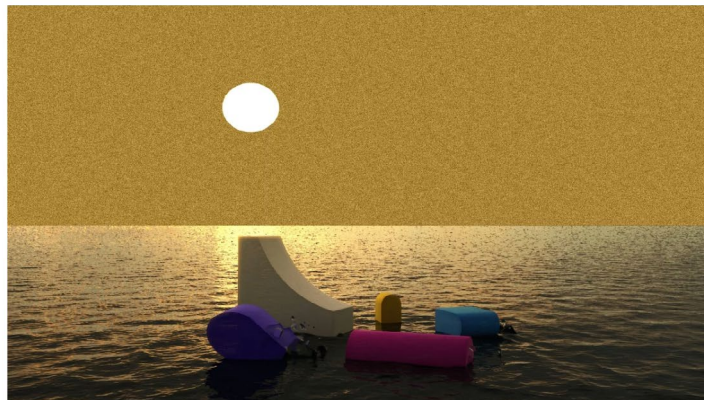


Two of the virtual rooms created by Objects of Common interest for digital exhibition platform Perfettooo, representing feelings of unconscious nostalgia (top) and conscious relief (above)

(Image credit: press)

Perfettooo (a play on the Italian word for 'perfect') is built as an ideally flexible architectural venue, whose appearance, shape and size will change according to each future exhibition: 'It is for once the perfect exhibition in the perfect place: much more than a site-specific architectural installation, it is a site-specific concept,' reads the curators' statement.

## **Objects of Common Interest present 'Come Back Tomorrow' on Perfettooo**



The room for conscious despair within the Perfettooo exhibition platform

(Image credit: press)

'Come Back Tomorrow' is the platform's first exhibition, featuring a project by Eleni Petaloti and Leonidas Trampoukis of New York- and Athens-based architecture and design studio Objects of Common Interest. The couple's work features 'an interactive experience which plays with the conscious and the unconscious, and reflects upon the subject of architecture and related emotions', they say. Through designs, collages and architectural images, as well as music and video, Petaloti and Trampoukis create an immersive imaginative environment, where viewers are invited to carve a path through the shape-shifting visuals.

Visitors are given choices that will affect their viewing experience: users can choose between emotions such as despair, nostalgia and curiosity, then calibrate them, whether conscious or unconscious, positive or negative. Selecting these settings will allow access to a virtual room designed by Objects of Common Interest, with the added bonus of a rabbit hole-worthy series of web links from the designers' own background research, taking the user to scientific publications, art films, gimmicky homepages and contributions from leading thinkers on the topic of emotions and mental health. 'Driven by an investigative approach, we focused on feelings as a powerful involuntary force of human behaviours,' they say.

INFORMATION

[perfettooo.com](http://perfettooo.com) ✪

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**Rosa Bertoli**

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