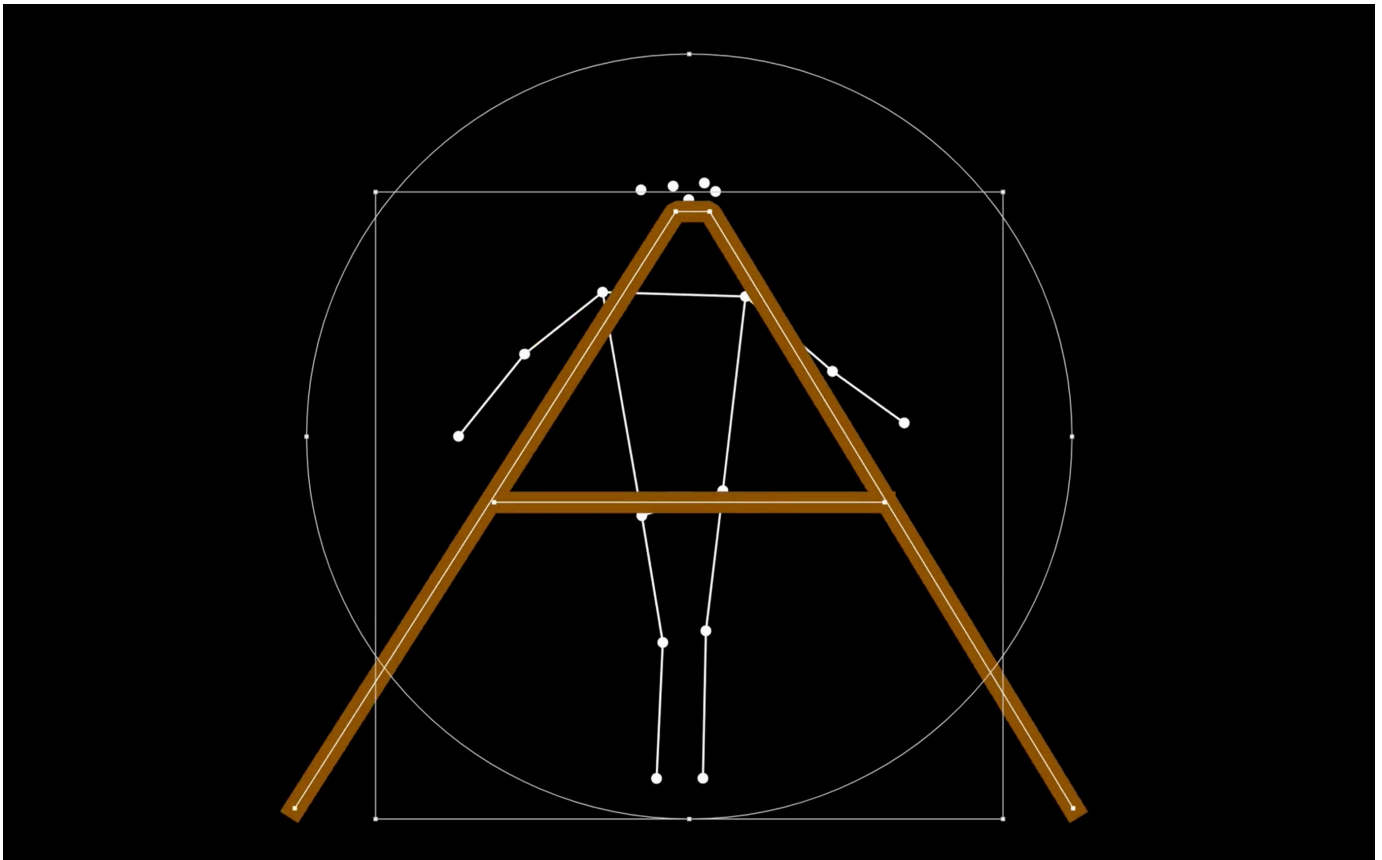


Eight Heads High by Hato launches for Milan Design Week at Belli Gallery. An immersive installation and exploration into the Vitruvian Man and type proportions.



Eight Heads High By HATO is an exploration of modular measurements and their relation to type proportions. Inspired by the Vitruvian Man, which was first hypothesised by Italian architect Vitruvius and later developed and refined by Leonardo Da Vinci around 1490. L'Uomo Vitruviano is based on the theory that the human body should be the principal source of proportions in classical architecture. Stating that the ideal body should be eight heads high.

HATO have merged these ideologies with contemporary design to create an immersive digital exhibition and online experience. Simultaneously launching at Belli Gallery for Milan Design Week and online, the project exemplifies HATO's playful and transformative approach to design whilst referencing multidisciplinary practices from architecture and science to performance and dance.

From the tallest stance to the deepest lunge, participants will be able to contribute to and inform the proportions of a family of fonts using movement and poses with their bodies either at the gallery or using a webcam. Measurements from each

participant will be continually added to a wider database which will determine the final proportions of the font.

The project highlights the importance of a more open and human centric approach to design that contradicts the out-dated and often restrictive classical theories such as Le Cousuier's modular man and Vitruvius' L'Uomo Vitruviano. Both these concepts looked at man as a consistent and unchanging entity. One that wouldn't allow for variances in form, gender or demographic.

'As a design practice, we at HATO look at our projects and briefs from a community driven perspective. Unlike Vitruvius' theory and Le Corbusier's Modular man, we strive to be as inclusive as we can, taking into consideration people and communities of all walks of life. This goes hand in hand with a need to be more sustainable and mindful, be it through putting people and communities at the centre of our practice or utilising more responsible methods and tools.' Kenjiro Kirton Co-Founder & Creative Director - HATO

eightheadshigh.hato.co

Notes for editors

INTERVIEWS & ASSETS

Creative Director and Co-Founder of Hato, Kenjiro Kirton, is available for telephone or email interviews to discuss the above project.

Please Note the team will be working from Milan 9-10 April

Contact
emete@hato.co (Marketing Manager)
+44 (0)7525 194129

ABOUT THE EXHIBITION

In Milan, from 9 April to 13 July 2019, Belli Gallery presents the interactive installation 'Eight Heads High' by HATO, which combines graphic with participatory design.

The exhibition, curated by Emanuele Bonetti and Loredana Bontempi, builds a reflection through a digital and contemporary eye on Humanism in Italy and the proportions of the human body.

HATO interprets the centrality of the famous "Vitruvian Man" (around 1490) by Leonardo da Vinci, inviting the public to participate with its own body to the designing of a typeface.

The immersive installation involves visitors of all ages, making them protagonists of an innovative way of accessible and open design.

EIGHT HEADS HIGH BY HATO

Belli Gallery
Milan
9 April to 13 July 2019

Viale Cassala 9
+39 02 02 36799381

Opening: Tuesday 9 April, 6:00 pm
Special opening Milan Design Week: Wednesday 10 - Friday 12, 9:00 am - 6:00 pm; Saturday 13 April, 11:00 am - 8:00 pm

ABOUT THE ONLINE EXPERIENCE

The project has utilised various open source materials, technologies, and libraries. IMB Plex is used as the body typeface. Pose Detection on the web browser is made possible using PoseNet running on Tensorflow.js. Vector renderings and manipulations are facilitated by paper.js.

eightheadshigh.hato.co

ABOUT HATO

Graphic and experience design studio Hato specialises in using design to engage and inspire communities. It works with some of the world's most innovative social networks, cultural institutions, lifestyle brands and small-scale community groups. Hato's projects focus on meaningful engagement, giving people the tools to collaborate and express their ideas through design. It has designed an inflatable sculpture park in Hong Kong, co-created a cookbook with Facebook, digitalised an exhibition for the Design Museum, and transformed a bus into a functioning artwork for the Liverpool Biennale.

hello@hato.co
@studiohato

ABOUT BELLI GALLERY

A graphic design gallery in Milan. Founded in 2018, it is the first of its kind. Established as a curatorial project by Parcodiyellowstone, a Milanese graphic design studio run by Emanuele Bonetti and Loredana Bontempi. With a view to promoting contemporary graphic design practices, it offers an international program of exhibitions, talks, installations and workshops. Furthermore, the space houses a small bookshop with an edited selection of contemporary design books.

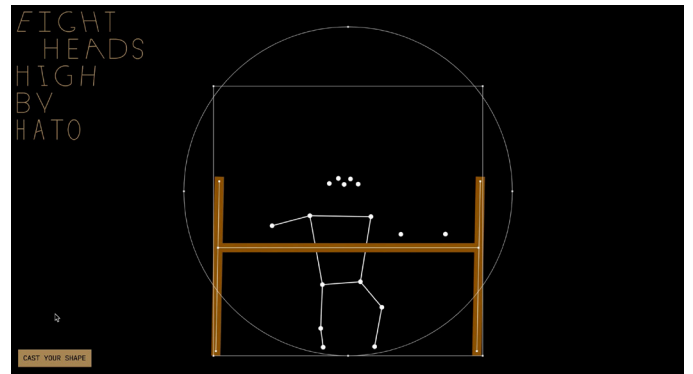
Project by HATO
Hosted by Belli Gallery
Curated by Emanuele Bonetti and Loredana Bontempi
Set-up by Parcodiyellowstone and HATO
Technical Sponsors: Fedrigoni, Litogi

Assets

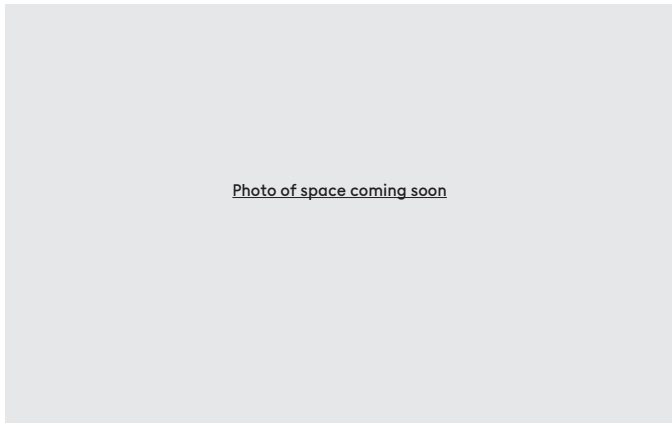
Download all assets [here](#)



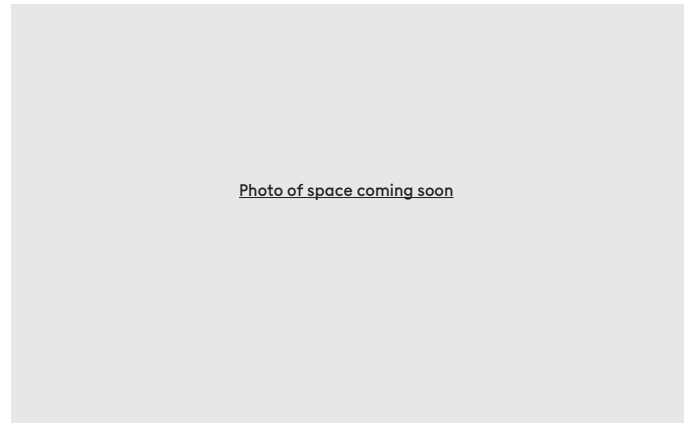
Exhibition title graphic



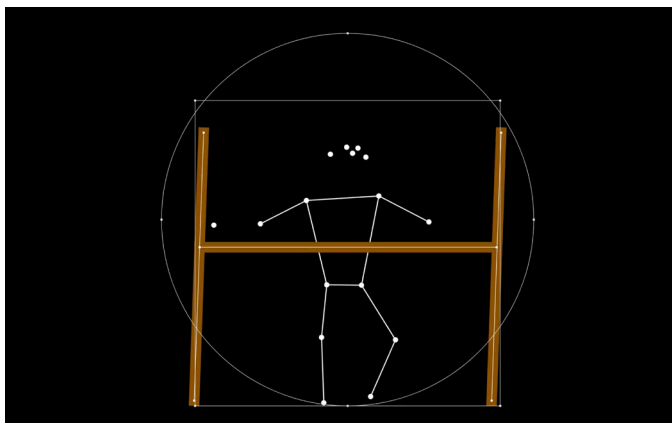
<https://vimeo.com/hatoco/review/329233034/aa5a32e627>



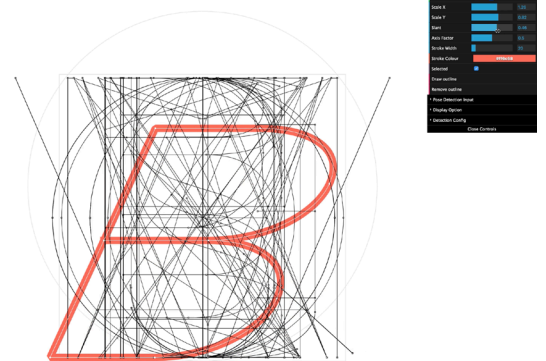
.jpeg



.jpeg



<https://vimeo.com/323259420>



<https://vimeo.com/323259420>