

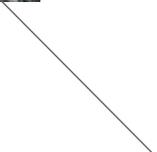
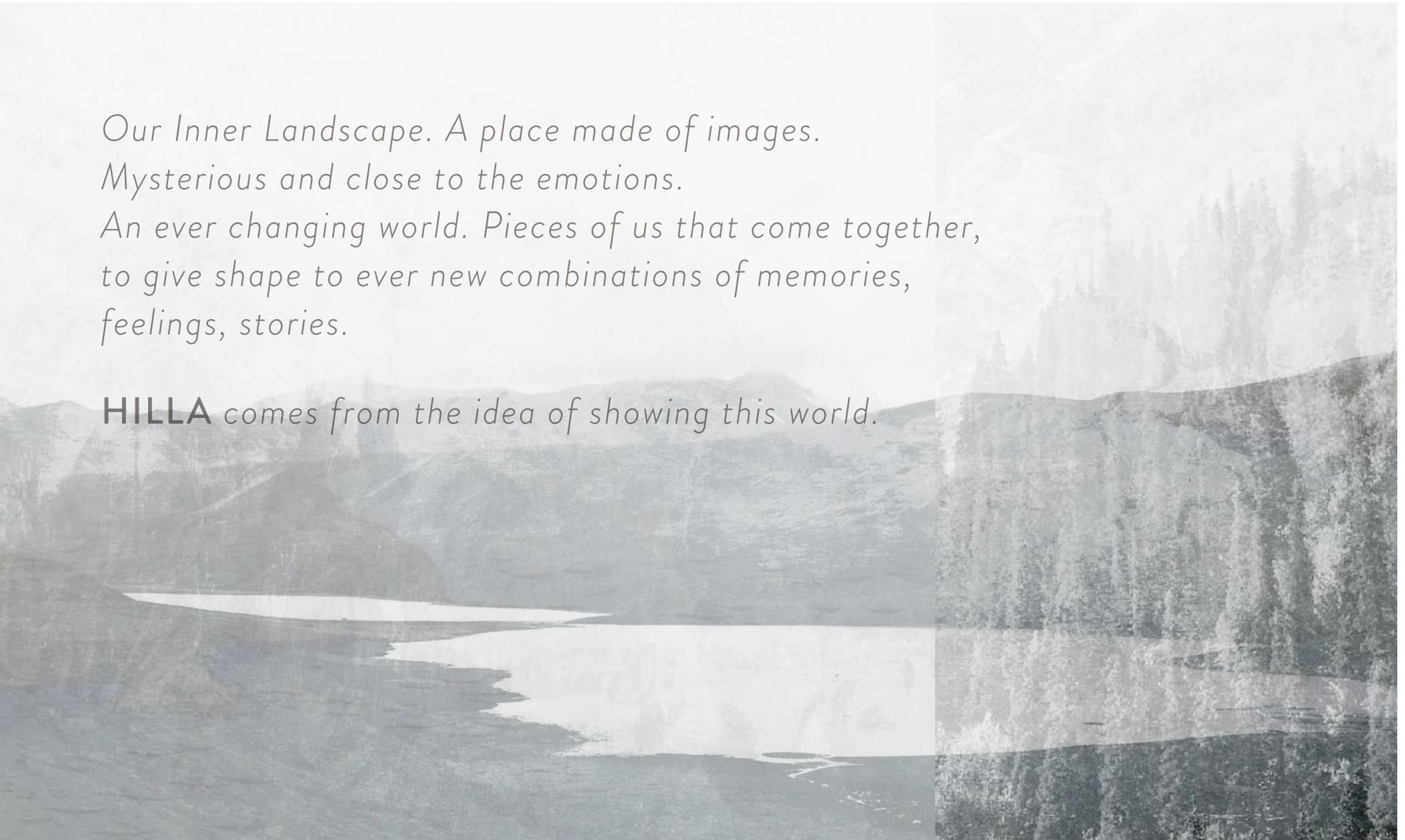


H I L L Ā



*Our Inner Landscape. A place made of images.
Mysterious and close to the emotions.
An ever changing world. Pieces of us that come together,
to give shape to ever new combinations of memories,
feelings, stories.*

HILLA comes from the idea of showing this world.



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THE IDEA BEHIND THE PROJECT

HILLA is a multifaceted project born from the idea of investigating the personal experience that each of us lives by observing an image: the sedimentation mental processes of what we live and see are mixed up to create another image, which is made of memories and reprocessing. An echo of ourselves. The images have always been one of the main vehicles of communication: we are constantly subjected to visual inputs that modify our unconscious. **HILLA** lies here, in the middle, between us and what we see.

In developing **HILLA** we started from figurative art. Thanks to the digitalisation of the collections made by many of the most important museums in the world, thousands of resources are now available online and the need to promote new ways of enjoyment, interaction, interpretation and enhancement of this great heritage is also widespread. **HILLA** is our answer to this query: the project suggests a new way to approach art, which is dismantled and reworked to tell a new story that comes from a visual suggestion and leads somewhere else.

HILLA is made of images and words: the project aims to unite two worlds, the figurative and the narrative, into a dialogue where images complete the text and vice versa, creating a fascinating and enigmatic entity. The mechanism of choice used as interaction with **HILLA**, gets ourselves caught in the destiny of this mysterious identity. Choosing a route means to give our contribution to the creation of the story such that it becomes also a little be our own.

A NEW KIND OF ART BOOK

HILLA / *The Book* is the attempt to unite two worlds, that of the images and that of the words, in a book that is no longer a book. It has become something else. From the page to the art work not only figuratively but also literally, **HILLA** takes shape under our hands and inside a frame that contains its form and tells its story.

HILLA includes four different portraits of female figures. Every figure is composed of four pieces. The pieces correspond to different parts of the body: face, hair, neck and bust. With the exception of the face that is a single piece, there are four image options for each of the other three body parts. Four different texts are associated to each option, for a total amount of sixty-four combinations per portrait.



HILLA is made of a box and thirteen transparent polyvinyl chloride (PVC) sheets. Every PVC sheet works as a layer so that there is a sheet for every piece of **HILLA** to manually insert through the special slots on the top of the box. Once the four sheets that compose the portrait (face, hair, neck and bust) has been inserted the portrait is complete and visible through the transparency of the PVC on both sides.

HILLA duplicity not only relies on the way we created it but also on the way the object is made. Indeed, the box functions as a sort of frame that is visible at both sides: on the front there are the images, on the back there are the correspondent texts, on one side the visual portrait, on the other the narrative one.

Every image used to create the portrait is a graphic elaboration of an art work featured in the Amsterdam Rijksmuseum's online archive.



COMING SOON / A NEW EXPERIENCE

We live in an era of great changes that have unhinged and reinvented the way we communicate between us. Art and literature, among the most important forms of expression, are not immune to change: they nourish trends, sometimes anticipating, sometimes absorbing them. For years now, we have been seeing a continuous intermingling between areas once considered distant, and which are now talking to each other: analogue and digital in the first place.

HILLA fits into this trend, with a project proposal that starts from analogue premises and arrives to digital and its infinite possibilities of expression.

The starting point of our reflection is the museum, a place that plays a central role in these great changes and that is now representing increasingly heterogeneous realities by reinventing itself and its spaces. Museums are not just a place used for the mere display of artistic objects anymore, but cutting-edge environments where to approach art in a new and original way.

*Hence, the constant research of the diversification of contents through curatorial collaboration and new ways of interaction aiming to involve visitors that are becoming more and more demanding. Indeed, these are used to interface with a screen, in constant oscillation between public and private, virtual and real, active and passive, and present a strong predisposition to distraction and to continuous visual and textual stimuli. For these reasons, we have been wondering if **HILLA** could talk also to this audience.*

*In order to do this, it has been necessary to change its language, and so **HILLA / The Game** was born.*



COMING SOON / FOR KIDS

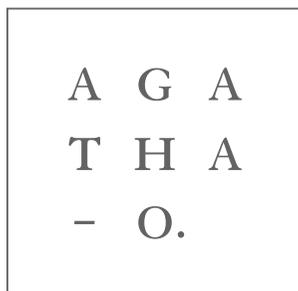
*To bring children into the world of art and literature is not an easy task, but we think **HILLA** may have much to say to them.*

*We adapted *The Book and The Game* also to a young and curious audience with images specifically chosen for toddlers and stories that can lead them to self-discovery.*

HILLA for kids is coming soon.



HILLA is a project by



Contacts: info@agatha-o.com - www.agatha-o.com

HILLA / The Book frame design: **Didonè Comacchio Architects**

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