



Milan, Tuesday 9 March 2021

***Bubbles***, a new digital project that goes online today, transforms the Pirelli HangarBicocca website into a dynamic, constantly updated map of contents that revolve around art and artists.

The ***Bubbles*** project is a digital environment designed to let users explore **the world of contemporary art**, offering a free-flowing navigation experience to **access the wide range of content produced by Pirelli HangarBicocca** for its exhibitions and cultural events. The new website, which goes online today, gives users an opportunity to complement or prepare their visit to the exhibition spaces. It is also a stand-alone project, an effective independent means for anyone, from art lovers to students, researchers and intrigued visitors, who wishes to stay up to date on the issues that revolve around contemporary creativity.

The navigation system is designed as five different types of “**bubbles**”, with **text, video and audio materials**, each offering its own unique experiences. The ***Watch, Read, Listen, Connect*** and ***Experience*** bubbles examine a whole range of different topics and themes in videos and extracts from articles and catalogues. Users can explore the exhibitions presented by Pirelli HangarBicocca from different points of view, and they can listen to the music playlists of artists and link up to collateral projects, as well as taking part in real time live-streamed events. Interviews, videos, essays, links to related projects, playlists and live streams make [pirellihangarbicocca.org](http://pirellihangarbicocca.org) a digital space filled with interconnected content where the user can switch from one area of interest to another, in line with their personal interests and objectives.

With its **direct, intuitive search mode**, the new website makes it easier to find the required information and to consult archive materials, giving access to in-depth studies and participation in digital events. As well as pulling up the information they are interested in, users can also choose to float from one “bubble” to another, accessing and exploring its content.

The **new design** of the website takes the user into a world of flowing lines, of supple, rounded areas with a graphic style made up of shadows, soft, sometimes blurry shapes, and overlapping planes

## Pirelli HangarBicocca

that create a variable digital space that is fully open, with indistinct boundaries. An environment in which one can float between bubbles, staying on the surface or plunging deep down. The site opens with a profile of the former industrial building that is now Pirelli HangarBicocca. It is shown with a slight sloping section, which indicates **the presence of a new hub and the potential it offers for both a real experience, in the physical spaces of Via Chiese in Milan, and a digital experience on the web.**

The **Bubbles** project has been designed and developed with the aim of expanding the ways in which to approach contemporary art. By sharing high-quality content, Pirelli HangarBicocca aims to expand its cultural offerings by making them easily available to the public, in line with its mission, which for years has been represented and communicated through the hashtag **#ArtToThePeople**.

### INFO

**The new [pirellihangarbicocca.org](https://pirellihangarbicocca.org) website is now online**

***Bubbles* are in-depth contents that gravitates around the exhibitions and cultural projects put on by Pirelli HangarBicocca.**

**Into these bubbles you can watch videos (*Watch*), listen to audio and playlists (*Listen*), read in-depth texts (*Read*), find out the latest on the contemporary arts (*Connect*), and take part in live events (*Experience*).**

**The content is curated by Pirelli HangarBicocca  
The design is by Studio Leftloft**

**[To explore the Bubbles project  
click here](#)**

**To download the images**  
<https://pirellihangarbicocca.org/en/restricted-area/>  
user: nuovo sito  
password: hangarbicocca

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