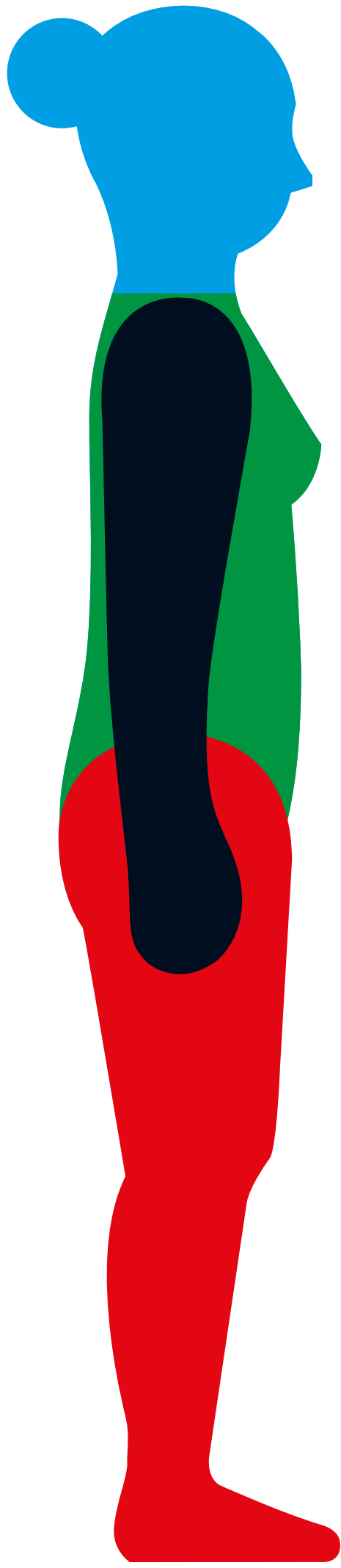
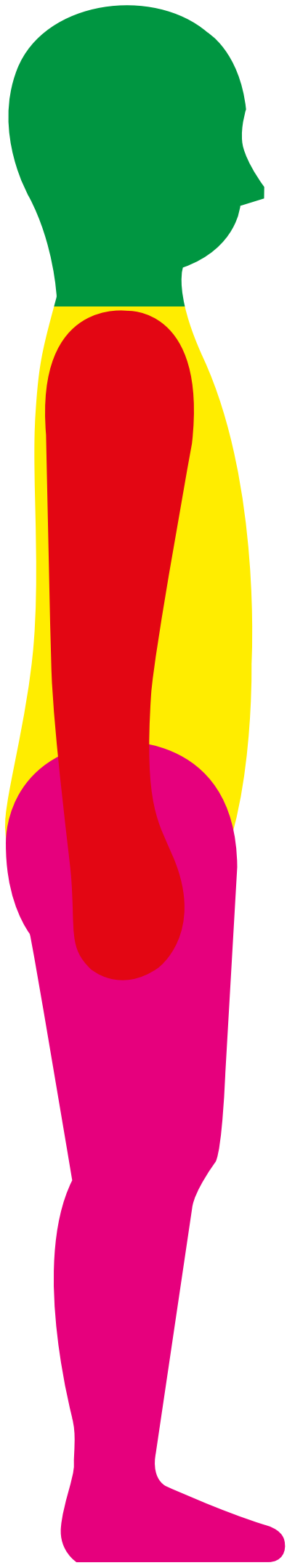


L'acrobata



Print About Me¹ is glad to introduce *L'acrobata*^{*}, a project created by **Raffaele Cesano²** and designed by **Paolo Berra³**.

L'acrobata is a design piece that makes you smile, a character you can build, colour and make twirl, jump, and dance. *L'acrobata* is a he or a she. *L'acrobata* is whomever you want him/her to be.

After the success of Giracolor⁴ a new adventure in the world of design and toys awaits us.

L'acrobata is one of **Raffaele Cesano's** evergreen projects, a playful object, whose ancient soul is inspired by faraway cultures and times, built since the early 1980s. The collaboration with **Print About Me** is aimed at redesigning this product with the help of contemporary technology, materials and design inclinations. Laser cut, 3D design and open source sharing amongst the project's hashtags (#). A sheet of vegetable cardboard 3 mm thick shows on its surface the carved signs of familiar elements, a balanced chaos, nesting-style⁶, asking to be set up; this is *L'acrobata*, complete with arms, chest, head and legs. Only a few but delicate steps are required to give life to the athlete, whose countless mid-air manoeuvres will surprise and make you smile.

* *The Acrobat*

1 — Turin-based group born in September 2011 bringing together the minds and skills of Paolo Berra, Mattia Macchieraldo and Beatrice Zanelli (Arteco). A graphic designer, a visual artist and an art historian sharing the same interest for printed art or print art.
www.printaboutme.it

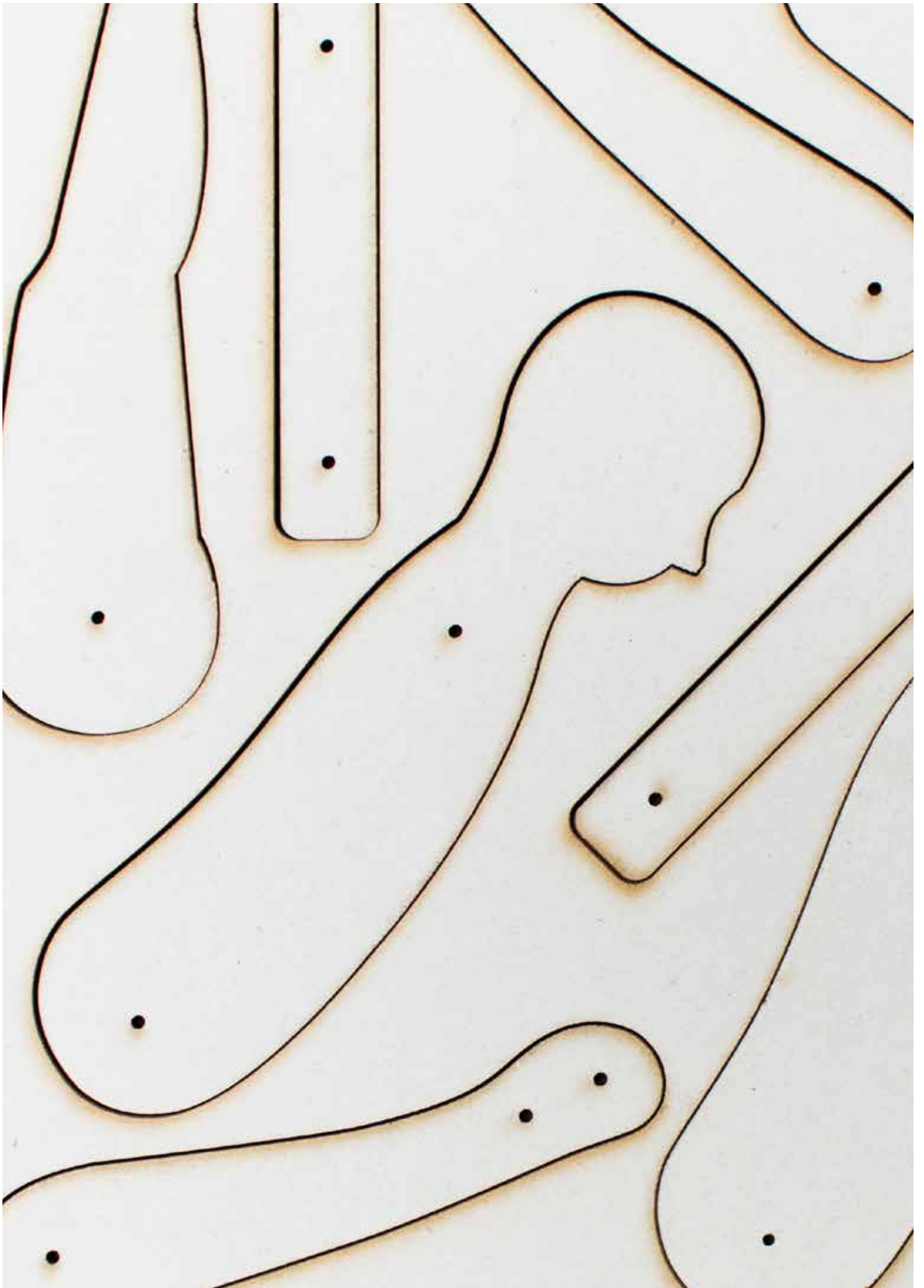
2 — A restless almost sixty-year old who seriously still wants to play. He loves inventing games and building toys. They say "giving life to a toy", he likes to think that every toy has a soul and finding that soul is kind of his job.
www.raffaelecesano.it

3 — Paolo Berra (Savigliano, 1984) is a freelance graphic designer based in Turin. He mainly works

with graphic design for publishing, specialising in art, visual communication and brand identity. He is a founding member of Print About Me. He has taught traditional printing techniques at the ISIA in Urbino and still teaches today at the IED in Turin.
www.berrapaolo.it

4 — A tool to make spin-art works, a method of personality assessment, a simple, fun and hypnotising toy, created by Print About Me in October 2013.
www.printaboutme.it/micro-press-raffaele-cesano-giracolor/

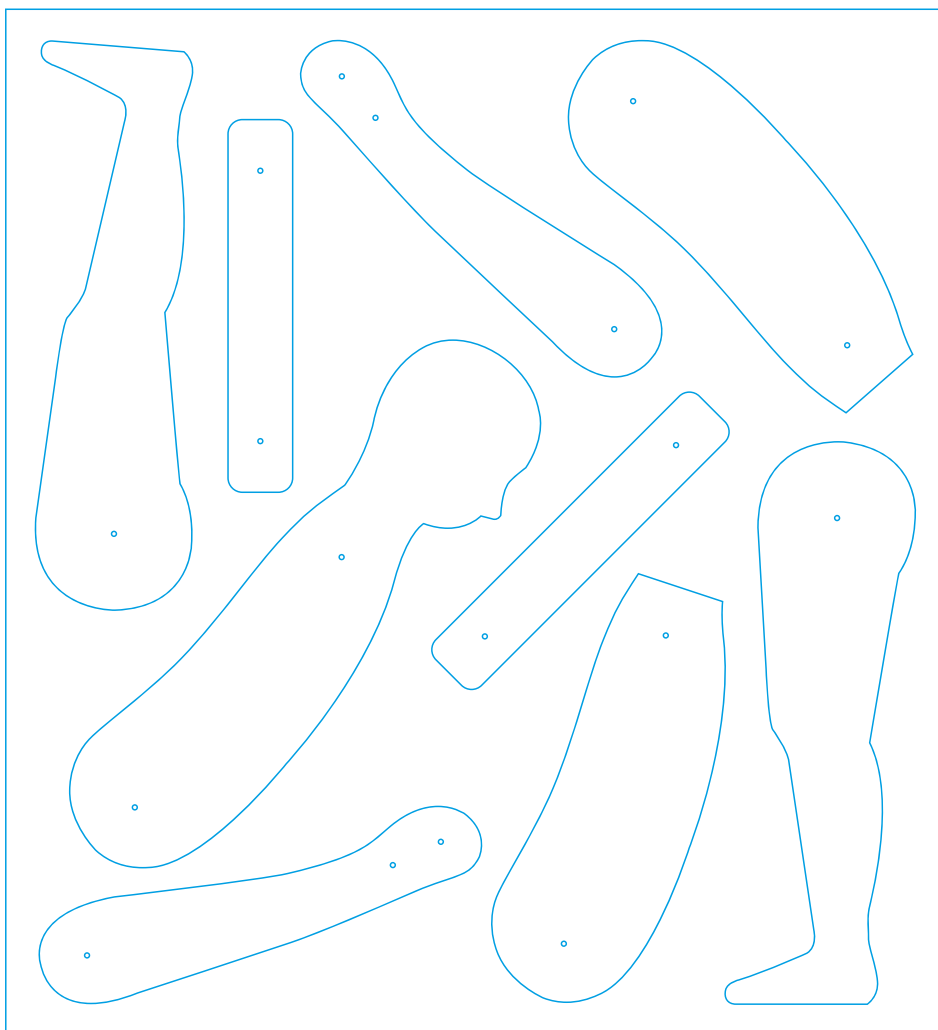
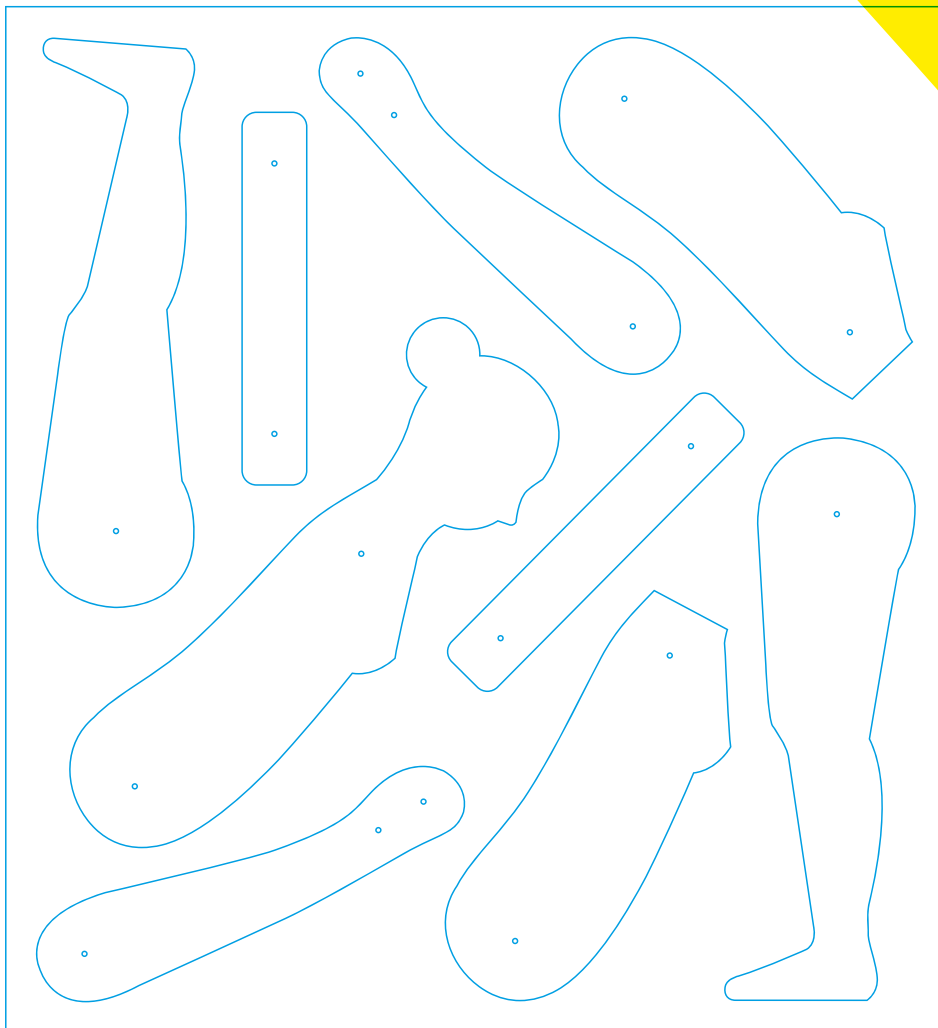
5 — Automatic procedure optimising the moulded cut for flat elements.



elements

- 220 x 250 x 3 mm
- vegetable cardboard
- nylon thread
- instructions

Each box contains an acrobat with a choice between HIM or HER.



Him & Her

