

## MATTEO THUN & PARTNERS ABOUT HI-TOUCH



### What is SMOOTH

SMOOTH is today ... SMOOTH is beautiful ... SMOOTH is not limited to the external appearance... SMOOTH is soft and sleek, is non-resistant ... SMOOTH embodies a positive society ... SMOOTH eliminates any negativity... SMOOTH only conveys a pleasant feeling, bereft of any other meaning or sense ... SMOOTH consumes itself in the „WOW“ and the „LIKE“ it evokes ...

### Where is SMOOTH

SMOOTH exists where HYGIENE is required: smartphones, the cooking pot, the knife blade, sanitary products, soap, window panes, touchscreens ... SMOOTH is where the MODERN era of the last century survives: sculptures by Jeff Koons, silicone breasts, lacquered furniture, decorative kitsch: reflecting, mirroring materials in which the spectator finds himself, reassuring him of his existence. SMOOTH does not hide anything...

What does  
HAPTIC mean?

SMOOTH stands for perfection - HAPTIC reveals the human process of editing: „to grasp with your eyes, to see with your fingers“ (J.W. Goethe). „The sense of touch is the most demystifying - in contrast to the visual, which is the most magical“ (R. Barthes). HAPTIC generates curiosity. HAPTIC is eroticised surface, HAPTIC makes relief come alive, HAPTIC is inwardness, is immemorial, is sensorial.

The pleasure of  
GRASPING

Haptic surfaces evoke the desire to GRASP. The urge to touch creates love for life, grasping stimulates perception ... opens the SOUL of an object, creates the „thingness of things“ (M. Heidegger). The GRIP is the principal cause of enjoyment for touching, smelling and hearing: it is simply the basis for visual beauty – the GRIP stimulates the emotional organs: the result is positive delight. The GRIP accelerates the aging process of the SMOOTH. We are at the beginning of the MULTISENSORIAL: GRASP becomes EMBRACE - the 21st century belongs to all senses - the impoverishment of „digital SMOOTH „ has accelerated the SENSORIALIZATION of the world of objects: we EXPERIENCE thanks to enriched surfaces. The religion of the SMOOTH, of the banal is over!

What is  
“HI-TOUCH”?

HiTOUCH is the new Beauty, Sensuality, Recovery of the Senses: the facial features of a 90 year-old peasant from the Sarntal valley for example - the untreated wood surface of a hay stove in the Engadine, the patina on the bricks of Venice, the Campanile of Orvieto, the beaten earth of the heating wall at Vigilius mountain resort, the cotton shirt of the Sardinian shepherd, the wooden handle of the Zwilling kitchen knife, the terracotta vase of Montelupo Fiorentino ... (the inner expression of the world of objects belongs to us again).

Nota bene

Without the CONTACT of the SMOOTH, there would be no HAPTIC pleasure (the “natural beauty”): we do need both...