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Daniel González, exterior design, pop up art

DANIEL GONZÁLEZ' CREATIVE MILANESE COURTYARD

As part of Milan's Marsèleria Parmanent Exhibition space, Daniel González has transformed a Mialnese courtyard's internal architecture into an animated cardboard environment, where an arrangement of different shapes, sizes and objects interact with the exhibition visitors.

The Argentinian artists space consists of hand-crafted and cut cardboard, tape, zie ties, wood, glue, nylon wires and electric engines, all of which have helped turn the 250 square meter installation into a art piece inspired by the interactivity and spirit of children's pop-up books.

In constructing the project, González has adopted techniques such as Japanese Kirigami (a variation of origami that includes the cutting of paper, rather than just folding it) to help form folded lines that extrude from the cardboard sheet. These paper cuts create abstract interpretations of well known local landmarks, like the Pirelli Skyscraper, Lambrate Quarter Industries and the Torre Velasca.

Watch the two videos below that show a timelapse of the facade being constructed and another which shows visitors interacting with the pop-up structure.







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