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Daniel González depicts Milanese landmarks with an ephemeral installation

At the Marsèlleria Gallery, Pop-Up Building Milan depicts renowned landmarks of the city, involving passers-by at the sight of its fanciful imagery.

Unveiled on 16th September, a temporary intervention by Daniel González surfaces 250-sqm of the Galleria Marsèlleria's courtyard facade with hand-cut pieces of cardboard. González fused the Japanese technique of kirigami by combining cardboard elements with wood and assembling everything together with tape, zip ties and glue. The result is a massive, ephemeral structure that evokes the forms of local Milanese landmarks, including Bernini's Baroque architecture. The work represents the city's icons like the Pirellone skyscraper and the Torre Velasca, easily traceable by visitors thanks to their drafted profiles.

Since 2010, the Argentinian artist has dedicated his research to pop-up works because they allow him to create irrational worlds, free from conventions. With this high-impact installation covering the Milanese exhibition space, he realised a playful interaction between an environment's fundamental shapes and surroundings, letting the project's boundaries become urban and public.

See the installation before it disappears on 31 October at Galleria Marsèlleria at Via Paullo 12 in Milan.

Photos Carola Merello, courtesy of Daniel González & Marsèlleria

daniel-gonzalez.com
marselleria.org

September 24, 2015
Text by Monica De Vidi

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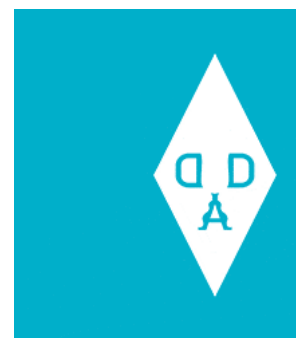
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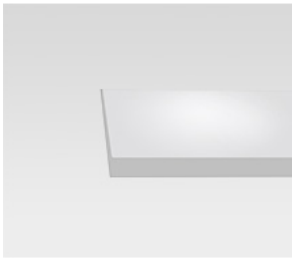


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