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Pop-Up Building Milan Daniel González

Marsèlleria permanent exhibition announces its transformation into Pop-Up Building Milan, external intervention by artist Daniel González. The installation will be presented to the public on September 16th at 6pm.

For the first time the building hosting the milanese space will be target of an artistic installation, its physiognomy will be completely transformed, becoming a massive installation animated by González: a cardboard fairytale, a dynamic structure inspired by children pop-up books, a play of unexpected shapes appearing as a surprise.

Pop-Up Building Milan is an architectural model gone crazy, a surreal monument breaking into the urban context. By interacting with its surroundings, Pop-Up Building Milan creates a world of innocence within a possible reality. It is an idea that lives just for a fleeting moment, the time to turn the page of a book. Pop-Up Building Milan will be on show until the end of October.



Making direct reference to the ephemeral Baroque architectures by Bernini built to make a maximum impact in a short life span, Daniel González develops Pop-Up Building Milan following a series of temporary architectural interventions: in “Pop-Up Building” (2010) Arminius Church in Rotterdam was transformed into a gigantic pop-up book 35 meters high for Witte de With Festival; “Pop-Up Museo Disco Club” (New York 2011) was a special project for the Biennale of El Museo, The (S) Files, where a sculpture-installation transformed El Museo del Barrio’s 5th Avenue facade and its lobby into a six month long block party.



Images and text via [Marselleria](#)

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