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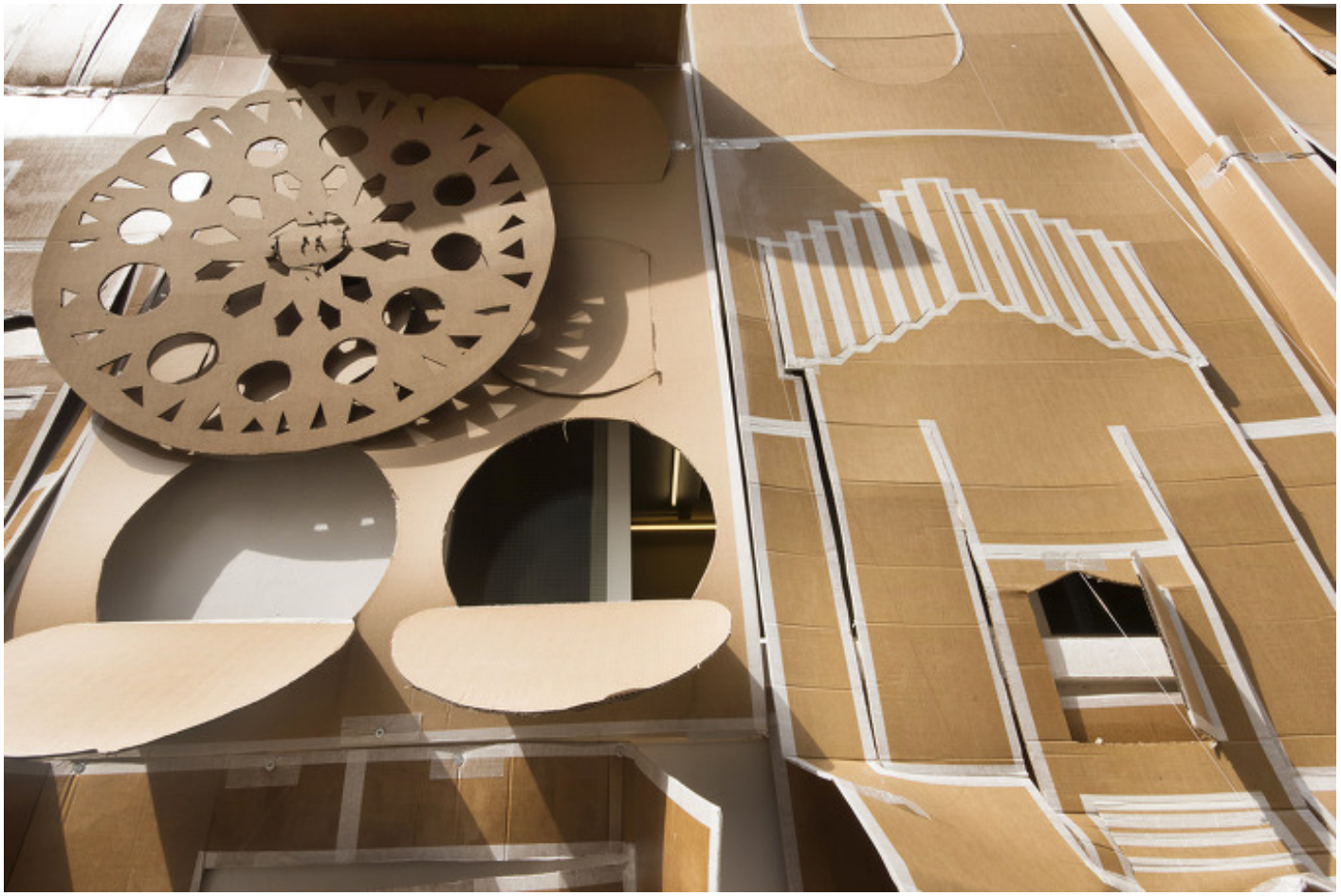
사례/소규모설치물(Outdoor/Pavillion/Installation)2015.09.20 10:00

종이나라, 팝업 빌딩 **Pop-Up Building Milan**

For the first time the building hosting the Milanese space Marsèlleria will be target of an installation by artist Daniel González, its physiognomy will be completely transformed, becoming a massive animated architecture: a cardboard fairytale, a dynamic structure inspired by children pop-up books.

Daniel González
Pop-Up Building Milan
16 September – 31 October 2015
Marsèlleria
via Paullo 12/A, Milan



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.

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.

Daniel González, Argentina 1963, he lives and works between Berlin and New York. His work results from researches into celebration rites and cross-boundaries and it takes the form of public projects, sequined banner-painting and wearable one off pieces shown in high-impact performances. González creates irrational and energetic worlds, areas of freedom in which existing conventions collapse. In 2007 he developed, in collaboration with Anna Galtarossa, largescale public projects. The first one, *Chili Moon Town Tour*, a utopic floating city, premiered in Chapultepec Lake in Mexico City. The second one, *Homeless Rocket with Chandeliers*, was an installation centered on a crane 35 meters high in use on a building site in Milan. He created *Pop-Up Building* during Witte de With Festival in Rotterdam in 2010; in 2011 he participated in the Biennale of the Museo del Barrio in New York with *Pop-Up Museo Disco Club*. In 2013 the artist presented the public installation *Romeo's Balcony*, an idea of balcony installed mirror-like in front of Juliet's balcony in Verona, with the collaboration of ArtVerona art fair, City Museums and Teatro Stabile di Verona. He exhibited at Zabludowicz Collection in London, at Musée d'Art Contemporain de Bordeaux, at the Pinakothek der Moderne in Munich (Germany), in Viafarini gallery (Milan), at Neuer Kunstverein in Aachen (Germany), the second Prague Biennale and Manifesta 7 Trento/Bolzano.

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