

Daniel González Turns Milanese Courtyard Into An Animated, Architectural Pop-Up Book

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daniel gonzález turns milanese courtyard into an animated, architectural pop-up book

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photography by carola merello / courtesy the artist & marsèlleria

within milan's marsèlleria permanent exhibition (<http://www.marselleria.org>) space, daniel gonzález (<http://daniel-gonzalez.com/>) has transformed the courtyard's internal architecture into an animated cardboard environment, where a play of unexpected geometries, textures and motifs surprise visitors encompassed inside. the argentinian artist has built 'pop-up building milan' using hand-cut cardboard, tape, zip ties, wood, glue, nylon wires and electric engines, turning the 250 square meter façade into a monumental intervention derived from the interactivity and spirit of children's pop-up books.



Daniel González, Pop-Up Building Milan, official video, Marsèl

from Daniel González Project

02:45

daniel gonzález, pop-up building milan, marsèlleria, 2015

video courtesy of daniel gonzález project (<https://vimeo.com/danielgonzalezproject>)

in the making of the ephemeral architecture project, gonzález has adopted techniques such as japanese kirigami (a variation of origami that includes cutting of paper, rather than solely folding it) to form folded lines that extrude from the two-dimensional space of the cardboard sheet. these sculptural paper cuts create abstract interpretations of renowned local landmarks like the pirelli skyscraper, lambrate quarter industries and the torre velasca, as well as escher's paradoxes and impossible buildings' projects.



the courtyard's internal architecture is transformed into an animated cardboard environment

the artistic installation, described by marsèlleria as *'an architectural model gone crazy — a surreal monument breaking into the urban context'* inhabits the external exhibition space until october 31, 2015.



drawings marked onto the surface of the cardboard represent architectural landmarks



folded lines extrude from the two-dimensional space of the cardboard sheet



the sculptural paper cuts create abstract interpretations of renowned local landmarks in milan



the ephemeral intervention takes over the 250 square meter façade of the existing building



the cardboard cut-outs are treated with a white tape outline



the intervention is influenced by children's pop-up books





by night, internal lights illuminate the courtyard and artwork





the cardboard pieces are animated and move throughout the day





a cardboard wheel spins on the far right, transforming the space into a surreal scene



Daniel González, Pop-Up Building Milan, time lapse video, Ma 2015

from Daniel González Project

02:53

making-of pop-up building milan
video courtesy of daniel gonzález project
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