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Milan: Masèlleria becomes Pop-Up Building

The Milanese space completely transformed for the first time into an artistic installation.

Project by artist Daniel González

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Marsèlleria permanent exhibition temporary transformed itself intoPop-Up Building Milan, the external intervention by artist **Daniel González (http://daniel-gonzalez.com/)**, which was presented to the public on September 16th. For the first time the building hosting the Milanese space has been target of an artistic installation, its physiognomy was transformed completely, becoming a massive architecture animated by González: a cardboard fairy tale, a dynamic structure inspired by children pop-up books, a play of unexpected shapes appearing as a surprise.

/ **img.0** Pop-Up Building Milan - Daniel González - Photo Credits Carola Merello

/ **img.1** Pop-Up Building Milan - Daniel González - Photo Credits Carola Merello

Pop-Up Building Milan (http://daniel-gonzalez.com/portfolio-items/pop-up-building-milan-marselleria-milan-2015/?portfolioID=306) 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.

/ **img.2** Pop-Up Building Milan - Daniel González - Photo Credits Carola Merello

/ **img.3** Pop-Up Building Milan - Daniel González - Photo Credits Carola Merello

Making direct reference to the ephemeral Baroque architectures by Bernini built to make a maximum impact in a short life span, Daniel González developedPop-Up Building Milanfollowing 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.

/ **img.4** Pop-Up Building Milan - Daniel González - Photo Credits Carola Merello

/ **img.5** Pop-Up Building Milan - Daniel González - Photo Credits Carola Merello

In Pop-Up Building Milan González employed new techniques such as the Japanese kirigami, cutout and folded lines coming out from the bi-dimensional space of the cardboard sheet, to represent local renowned landmarks like the Pirellone skyscraper, Lambrate quarter industries, the Torre Velasca, Escher's paradoxes and impossible buildings' projects.

/ **img.6** Pop-Up Building Milan - Daniel González - Photo Credits Carola Merello

/ **img.7** Pop-Up Building Milan - Daniel González - Photo Credits Carola Merello

Pop-Up Building Milan was on show until the end of October. See it again in the gallery above.

Installation: Pop-Up Building Milan

Date: September – October 2015

Place: Marsèlleria Permanent Exhibition, via Paullo 12a, Milan **www.marselleria.org (http://www.marselleria.org/)** Dimension: 250 square meters environmental dimension

Materials: cardboard, varnish, adhesive tape, zip ties, electrical engines
Production manager:Elena Girelli

/ **img.8** Pop-Up Building Milan - Daniel González - Photo Credits Carola Merello

/ **img.9** Pop-Up Building Milan - Daniel González - Photo Credits Carola Merello

Photography: Carola Merello

Video: courtesy of the artist & Marsèlleria

Pop-Up Building soundtrack: Anna Galtarossa, Federica Perazzoli

Pop-Up Building construction team: Daniel González, Elena Girelli, Josè Castro Ruiz, Mirko Rizzi, Luca Panizzo, Umberto Faggin, Mattia Capelletti, Daniele Innamorato, Matteo Marsili, Mariano Pichler, Giuditta Sala

Daniel González was born in Argentina in 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

oneoff pieces shown in high-impact performances. González
creates irrational and energetic worlds, areas of freedom in which
existing conventions collapse.

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