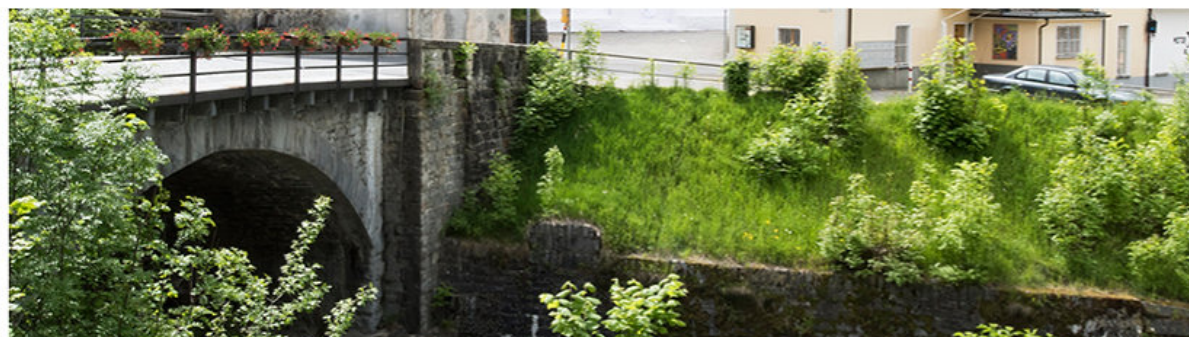


may 25, 2016



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## daniel gonzález wraps a chocolate factory in the swiss alps with paper

64



38



15



12



daniel gonzález wraps a chocolate factory in the swiss alps with paper

(above) photo by carola merello

all images courtesy the artist and la fabbrica del cioccolato foundation

in the alps of tessin — an italian-speaking region in southern switzerland — artist [daniel gonzález](#) has wrapped the former cima norma chocolate factory in paper. the entire façade of the historic building is concealed behind a monumental, 890 square meter installation made of white billboard paper, glue, wood and screws — hiding the ancient

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former cima norma chocolate factory in paper. the entire façade of the historic building is concealed behind a monumental, 890 square meter installation made of white billboard paper, glue, wood and screws — hiding the ancient architecture beneath a new, yet temporary identity. *'an ephemeral building allows a radical alteration of architectural structures,' gonzález describes, 'and so influences our experiences through an object, one that is linked to a specific time limit, after which there remains a record of it and, above all, the fact experienced.'*



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the installation is located in the alps of tessin, an italian-speaking region in southern switzerland

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the installation is located in the alps of tessin, an italian-speaking region in southern switzerland  
photo by carola merello

'paper building' represents the feeling of being foreign by concealing the industrial past of the building and causing its loss of identity. while local citizens will lose an important point of reference in the area, they will find a new one as they take part in activating the site upon the installation's inauguration. the public has been invited to tear the paper down to open the factory's doors and windows, metaphorically referring to the curiosity of children when unwrapping chocolates or sweets. 'paper building' symbolizes the freedom to analyze the former factory through one's own personal experiences — a catalyst for the creation of a relationship between architecture and the visitor.



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the artist has wrapped the former cima norma chocolate factory in paper  
photo by carola merello

presented by [la fabbrica del cioccolato foundation](#) — a new platform for cultural and artistic expression — 'paper building' responds to an overarching theme of 'foreignness', a two-year long curatorial and multidisciplinary project hosted at the factory. aiming to maintain the architectural and archaeological heritage of the former industrial complex, the foundation's presentation of 'paper building' both resets the history of the site, and also offers infinite possibilities for the near future.



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the entire façade of the historic building is concealed behind an 890 square meter installation  
photo by carola merello



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the artwork is made of white billboard paper, glue, wood and screws  
photo by carola merello



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the public has been invited to tear away sheets of paper to reveal windows and doors  
photo by saverio lombardi vallauri



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the process of tearing the paper is akin to removing the wrapper of a chocolate bar  
photo by saverio lombardi vallauri



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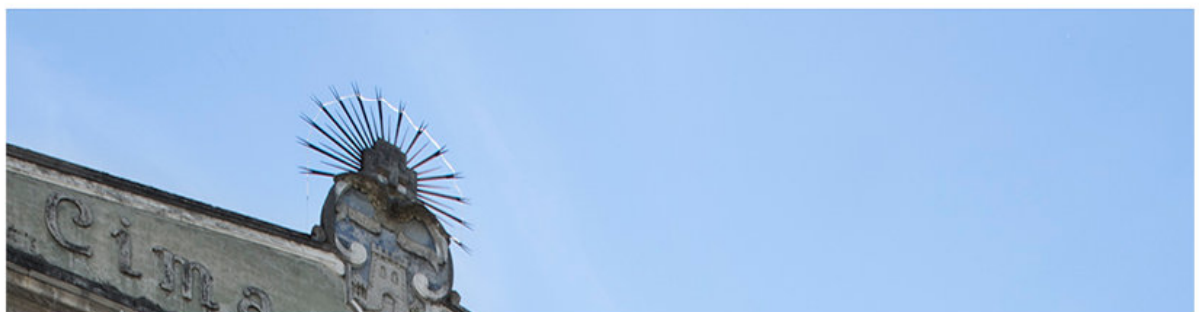
'paper building' represents the feeling of being in a foreign context  
photo by carola merello



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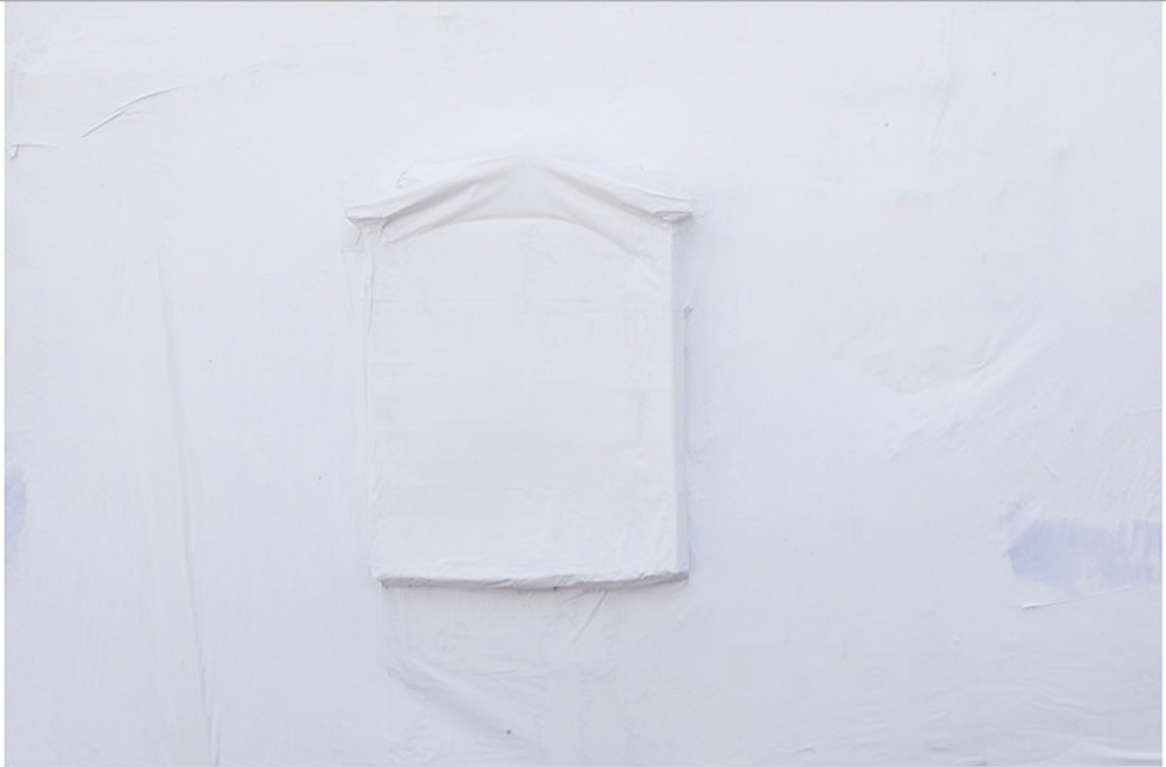


the concealment of the industrial past of the building causes a temporary loss of identity  
photo by saverio lombardi vallauri



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the installation is presented by la fabbrica del cioccolato foundation  
photo by carola merello