

# Marsèlleria

permanet exhibition

**Daniel González**

**Pop-Up Building Milan**

2015

special project for Marsèlleria

cardboard, varnish, adhesive tape, zip ties, electrical engines

environmental dimension

**Opening 16th September 2015, 6pm**

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.

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

In 2007 Daniel González developed, in collaboration with Anna Galtarossa, large-scale 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 Lambrate, a suburban area in Milan. While on service during the daily hours, it transformed itself into an artwork at sunset, turning on neon lights, smoke machines and alarms.

González continues his ephemeral architectures production with *Pop-Up Building* during Witte de With Festival in Rotterdam in 2010, where he presented his first pop-up work, covering an historical church with cut-out cardboard, like a gigantic pop-up book.

In 2011 he participated in the Biennale of the Museo del Barrio in New York with the special project *Pop-Up Museo Disco Club*, a sculpture-installation that transformed the museum's 5th Avenue facade and its lobby into a block party lasting six months.

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, thanks to the collaboration with ArtVerona art fair, City Museums and Teatro Stabile di Verona.

The artist also exhibited at Zabłudowicz 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), during the second Prague Biennale and during Manifesta 7 Trento/Bolzano.

[www.daniel-gonzalez.com](http://www.daniel-gonzalez.com)