

The Bisazza Foundation presents

ARIK LEVY – Experimental Growth

After its debut in June, the Foundation continues to showcase the leading players in design and contemporary architecture by presenting Experimental Growth, an exhibition project by Israeli designer Arik Levy

Montecchio (Vicenza), November 7th 2012 – The Bisazza Foundation for Design and Contemporary Architecture is pleased to announce that from 8 November to 21 December 2012, it will be hosting a new exhibition dedicated to the Israeli designer Arik Levy, with the title *Experimental Growth*. The exhibition project comprises a structural modification to the architecture of the Foundation, a macro-installation called *Rock Chamber* and a video created especially for the event, titled *Virtual Truth*.

Inaugurated last June 8th, the Bisazza Foundation is intended as a new cultural entity in constant interaction with eminent international institutions and as a new landmark on the Italian cultural scene thanks to a programme of events and initiatives with an international flavour. The objective of the Bisazza Foundation is to provide the public with an opportunity to discover the thought processes and the work of leading figures in design and contemporary architecture through the medium of spectacular and scientific exhibitions. It is precisely with the aim of following up on this ambitious project that the Bisazza Foundation is continuing on its path by proposing the works of Arik Levy on the occasion of its second event of the year.

Arik Levy's project for the Bisazza Foundation revolves around *Rock Chamber*, a major sculptural work that will become part of the Permanent Collection, where it will be located in a new hall, a part of which has been conceived and designed especially by the artist himself. For the first time since the opening of the Bisazza Foundation, an artist will not only put his name to an installation for the Foundation, but his project will also affect the very architecture of the spaces.

In the new hall dedicated to Levy, an exhibition/installation will be staged through which the artist will be able to trace the creative evolution of *Rock Chamber* and the geometrical aspect of its material through the projection of an original video titled *Virtual Truth*.

The video is an interactive installation where people will get in contact with the space and the projection, which will change and transform according to the movement they make.

Maria Cristina Didero, Director of the Foundation, states: "*The Experimental Growth exhibition by Arik Levy is the first project dedicated to contemporary design to be produced in its entirety by the Bisazza Foundation. Arik Levy has conceived an imposing and impressive installation for us, a work of great scope that will enhance the Foundation's Permanent Collection. We have also commissioned Levy to produce Virtual Truth, an interactive video that audiences will be able to react with, and we gave him carte blanche to bring his own slant to bear by modifying the architecture of the Foundation to activate a new mechanism of dialogue with the spaces of the institution. With the Experimental Growth exhibition, an entire room will permanently house the work of Arik Levy: for the public, it will be another thrilling opportunity to discover the opus of one of the greatest living designers at the Bisazza Foundation*".

The permanent *Experimental Growth* installation will be on show from November 8th to December 21st 2012 with an extraordinary opening of the Bisazza Foundation, from Wednesdays to Sundays 11am-6pm. Free entrance.

For further information:

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Useful information for the public

Opening times: Wednesday-Sunday 11 am – 6 pm
Free admission

How to reach the Foundation

By car: Montecchio Maggiore exit on the A4 Milan-Venice motorway (5 km)
By train: Vicenza railway station (12km)

Arik Levy - Experimental Growth

The installation

Experimental Growth by Arik Levy is the first exhibition-installation dedicated to contemporary design by the *Bisazza Foundation*, and it is divided into three principal interventions: the *Rock Chamber* artwork, the architectural project of the Levy Hall that houses it, and the interactive video *Virtual Truth*.

ROCK CHAMBER

This is a site-specific project, a monumental oeuvre (measuring 7.65 metres in length, 5.97 metres in depth and 2.6 metres in height), covered in black mosaic tiles.

Inside, the walls are made from acoustic panels covered in acid-green Quadrat fabric. A FractalCloud lamp, also designed by Levy, creates an intimate, welcoming atmosphere, just like entering a grotto.

Levy describes his *Rock Chamber* project in these terms: *"This architectural yet sculptural expression is a part of a larger search of past-future expressions in a domestic, architectural and sculptural environment. Directly influenced by the non-symmetric geometry of my artwork the "Rock", in all of its interpretations and expression, this is the most architecturally influenced...a space in a space where one can physically step in and exist"*.

THE ARCHITECTURAL PROJECT OF THE LEVY HALL

The work is housed in a large, new hall in the *Bisazza Foundation* (250 square metres of surface area and 7 metres high), conceived and planned by the designer himself, who was given free rein to intervene on the architectural structure to redesign its proportions, its layout and its walls. Referring to the **architectural project of the hall**, Levy says: *"The architectural idea of the space the work is set in is part of the conceptual projection of the feeling one gets when in the chamber. It is also meant to conceal the obvious normal space references of straight walls and corners that give us points of reference for the eye, the mind and the body"*

THE VIDEO VIRTUAL TRUTH

An **interactive video** titled *Virtual Truth*, also commissioned for the Experimental Growth exhibition, makes the experience even more engaging for the visitor: the public can interact with the moving images and modify their perception of space.

Arik Levy states *"The video is an interactive installation and it will be a very exciting thing...people will get in contact with the space and the projection, which will change and transform according to the movement they make"*.

The experimentation in the transition from real to virtual and from physical to poetic is reflected in the *Experimental Growth* exhibition, where matter, 3D printing, video and architecture all play fundamental roles for comprehending the multiple variations of the concept of Rock.

Arik Levy- biography

Arik Levy (born in 1963), a celebrated designer boasting collaborations with some of the leading industry studios, is best known for his famous rock sculptures. An artist, technician, photographer, designer and filmmaker, Arik Levy's skills are truly multi-disciplinary. According to the artist himself, "design is an uncontrolled muscle", a definition that perfectly sums up his design and artistic style, in all its manifestations. Born in Tel Aviv, he spent some time in Japan, where he learnt to appreciate clean, simple lines, and later arrived in Europe, where he now works from his studio in Paris. His interests cover a range of spheres, from graphic design to high-tech clothing, from limited edition works - in materials such as aluminium, wood and glass - to large-scale marble sculptures, from silver jewels and accessories to mixed media installations. Arik Levy has long been fascinated by matter in all its forms, combining this passion with research in other fields, such as the digital world, with the aim of offering the audience a total experience. Because for Levy, the world is made of people, not objects.

THE BISAZZA FOUNDATION

The project of the Foundation – a private non-profit organization open to the public – arises from the attention and sensitivity towards the culture of design and architecture that has always animated Bisazza.

The spaces of the Foundation are spread over an area of approximately 6000 m², which in the past was reserved for company production, and then refurbished and converted into exhibition areas in keeping with designer Carlo Dal Bianco's project.

The substantial permanent collection consists of installations created by designers such as Tord Boontje, Aldo Cibic, Sandro Chia, Jaime Hayon, Alessandro Mendini, Fabio Novembre, Mimmo Paladino, Andrée Putman, Ettore Sottsass, Studio Job, Patricia Urquiola, Marcel Wanders, and today Arik Levy.

An area of more than 1000 m² is given over to accommodating travelling exhibitions and installations by internationally renowned designers, produced by the Foundation or developed in collaboration with it, on tour from foreign institutions. The Foundation's intent is to interact and dialogue with other foundations and museums of design and architecture, creating a network for the presentation of unique projects in Italy.

THE WORKS OF THE FOUNDATION'S PERMANENT COLLECTION

Alessandro Mendini, *Il Cavaliere di Dürer (The Knight of Dürer)*, 2011

Alessandro Mendini, *Mobili per Uomo (Furniture for Men)*, 1997-2008

Alessandro Mendini, *Poltrona di Proust Monumentale (Proust Monumental Armchair)*, 2005

Arik Levy, *Rock Chamber*, 2012

Ettore Sottsass, *Ritrovati frammenti di Mosaico (Rediscovered fragments of Mosaic)*, 2005-2006

Jaime Hayon, *Jet Set*, 2008

Jaime Hayon, *Pixel Ballet*, 2007

John Pawson, *1:1 (One to One)*, 2012

Marcel Wanders, *Bisazza Motel*, 2004

Sandro Chia, *Bagnanti intelligenti (Intelligent Bathers)* 2002 and *Divano a mare (Seaside Sofa)* 2003

Mimmo Paladino, *Buon Viaggio e Buona Fortuna (Goodbye and Good Luck)*, 2006

Studio Job, *Silver Ware*, 2007

Patricia Urquiola, *By Side*, 2006

Fabio Novembre, *Godot*, 2003

Fabio Novembre, *Love Over All*, 2003

STEERING COMMITTEE

President: Piero Bisazza

Vice-President: Rossella Bisazza

Councillors: Roberta and Alessandro Bisazza

Executive Director: Maria Cristina Didero

ADVISORY BOARD

Alessandro Mendini – designer and Designer

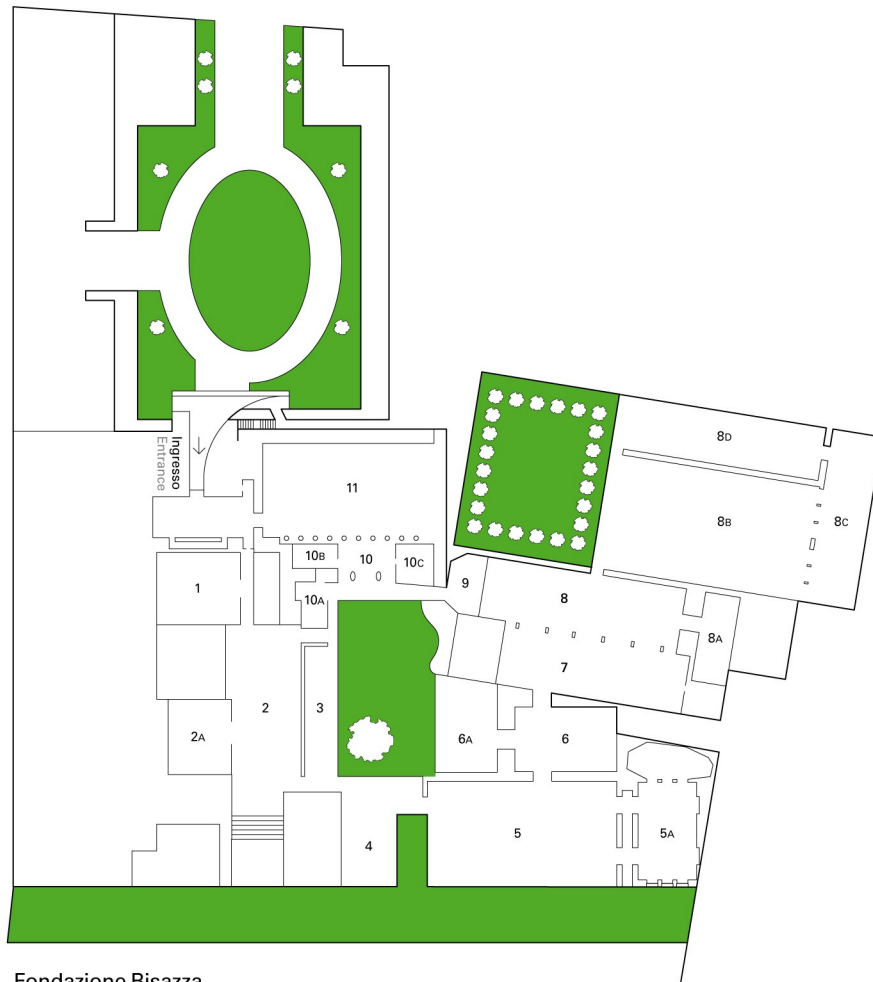
Alexander von Vegesack - Chairman of Vitra Design Museum

Hervé Chandès – Director of the Fondation Cartier pour l'Art Contemporain

Guta Moura Guedes – Director of Experimenta Design

Stefano Casciani – Director/Editor of Disegno magazine: the new industrial culture

FLOORPLAN OF THE BISAZZA FOUNDATION



Fondazione Bisazza

- 1 Jaime Hayon, Pixel Ballet
- 2 Studio Job, Silver Ware
- 2A Alessandro Mendini, Poltrona di Proust Monumentale
- 3 Patricia Urquiola, By Side
- 4 Marcel Wanders, Bisazza Motel
- 5 Alessandro Mendini, Mobili per Uomo
- 5A Arik Levy, RockChamber
- 6 Jaime Hayon, Jet Set
- 6A Alessandro Mendini, Il Cavaliere di Dürer
- 7 Jaime Hayon, Clown Sofa - Bird Sofa
- 8B Spazi esposizioni temporanee
- 8C John Pawson, 1:1 (One to One)
- 8D Spazi esposizioni temporanee
- 10 Fabio Novembre, Godot
- 10A Mimmo Paladino, Buon Viaggio e Buona Fortuna
- 10B Ettore Sottsass, Ritrovati frammenti di Mosaico
- 10C Sandro Chia, Bagnanti intelligenti
- 11 Fabio Novembre, Love over all