

NOVEMBER/DECEMBER 2006

THE MAGAZINE OF DESIGN IN SOUTHERN CALIFORNIA



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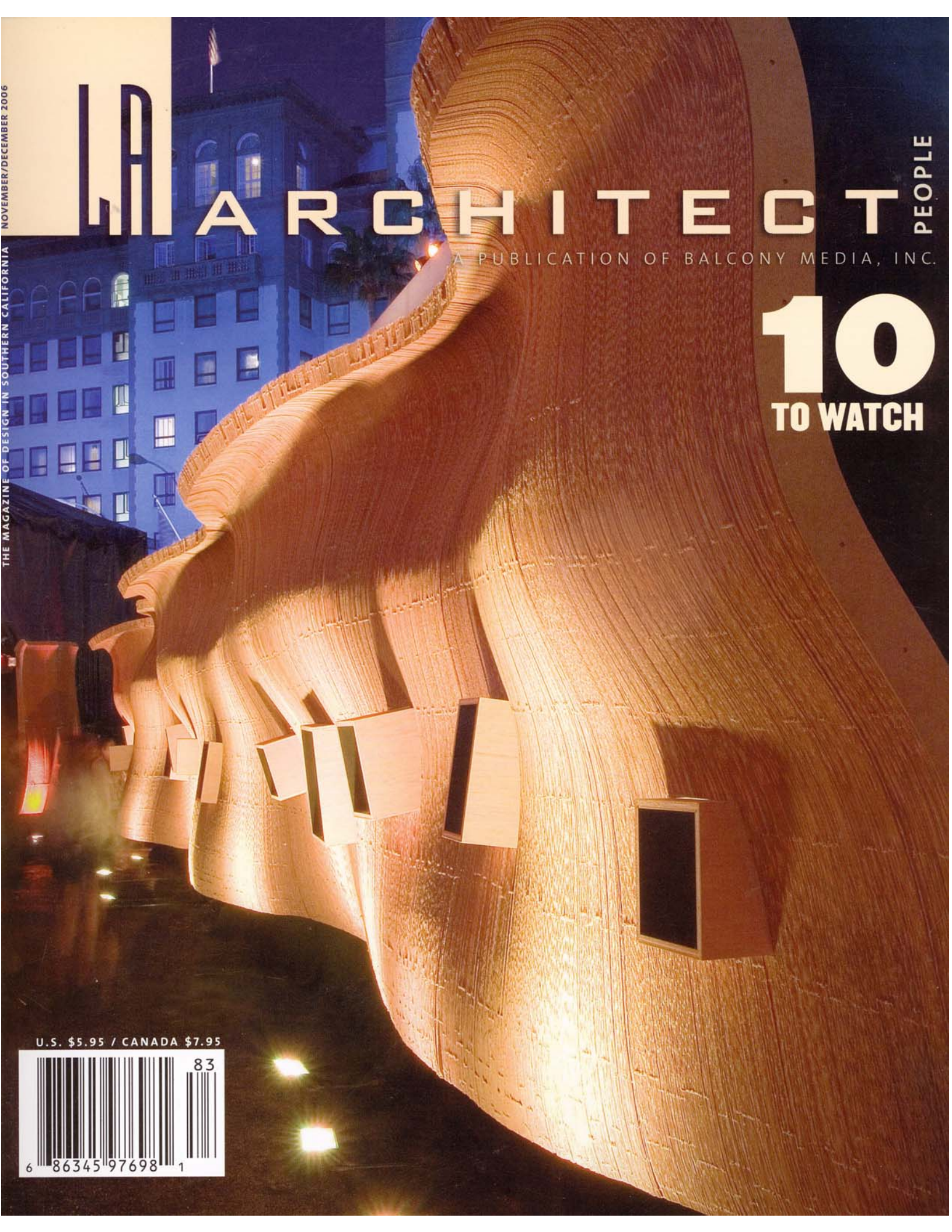
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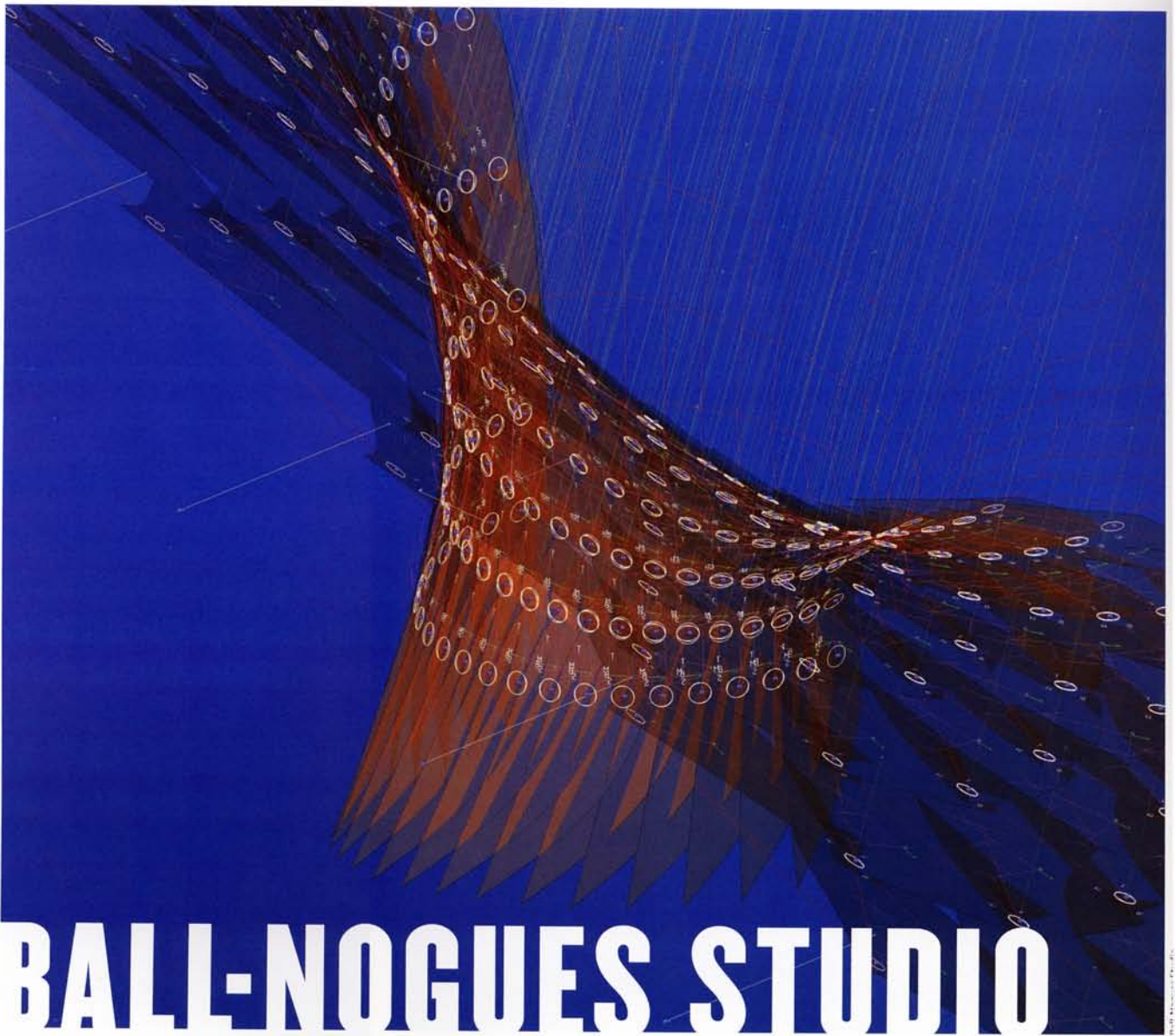
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BALL-NOGUES STUDIO

Ball-Nogues Studio made a name for itself in the past year with two high-profile installations: Maximilian's Schell, the much-lauded Materials & Applications project that found its

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inspiration in the little-remembered '70s sci-fi film *The Black Hole*, and the environment for the event that

launched Tiffany & Co.'s new Frank Gehry designs. Both proved to be temporary works with lasting impressions.

According to partner Benjamin Ball, Maximilian's Schell was important beyond the acclaim—it solidified a design philosophy for the pair. It created momentum for a creative process in which they experiment with materials and then invent fabrication methods that are informed by these exercises. This understanding of materials and process, in turn, determines the built object.

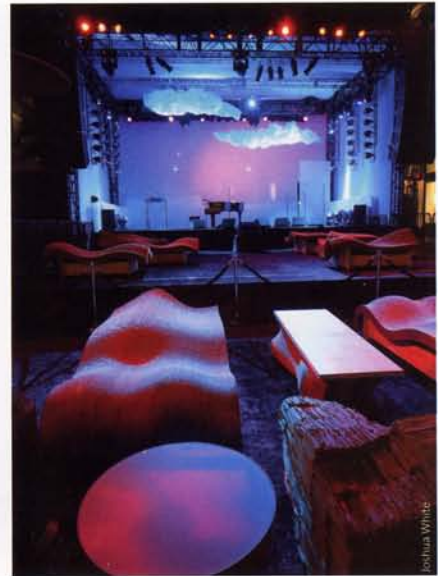
The Ball-Nogues design process is a carefully orchestrated collaboration. Partners Ball and Gaston Nogues bring strikingly different skill sets to the

equation—Nogues is naturally inclined toward fabrication; Ball uses digital means to work through a concept. The result is a digital process cross-fertilized with one that is hands-on material-based: The team makes computer models, builds full-scale mock-ups from those specs, and then takes what they learn and feed it back into the computer model, and so on. Consequently, they are always involved in fabrication and perform much of the requisite labor. This attempt at understanding what goes into making something is deeply in line with Ball's stance on the built environment. "A building that is not built," he says, "is not architecture."



OPPOSITE PAGE: Maximilian's Schell schematic diagram

THIS PAGE (CLOCKWISE FROM TOP LEFT): Maximilian's Schell; Tiffany & Co.: Gehry Jewellery launch, 2006 (top: interior, bottom: exterior); Rip Curl Canyon, 2006 (installation view/detail) Commission, Rice University Art Gallery



ARCHIFACTS

PRINCIPALS: Benjamin Ball; Gaston Nogues
LOCATION: Los Angeles, California
ESTABLISHED: 2004
SIZE: 2 full-time employees
www.ball-nogues.com

SELECTED HONORS: Maximilian's Schell, *I.D. Magazine* Annual Design Review, Best of Category, Environments (2006); Maximilian's Schell, AIA/LA Design Awards, Honor Award (2006)

FUTURE: "We make environments. We definitely see more buildings in our future but also interiors, installation, events and sets for film and opera. All of these types of projects inform one another. It's perhaps trendy or even a cliché to say, but we see a "multidisciplinary" approach taking hold in our practice. We want to keep creating immersive environments. What is important is that we be able to realize our potential as designers and artists by working with inspired clients and collaborators be they home owners, theater directors, gallery curators or engineers. We are fortunate that we have been able to work on a wide spectrum of project types—we'd like to continue doing this but without worrying about paying the rent."

