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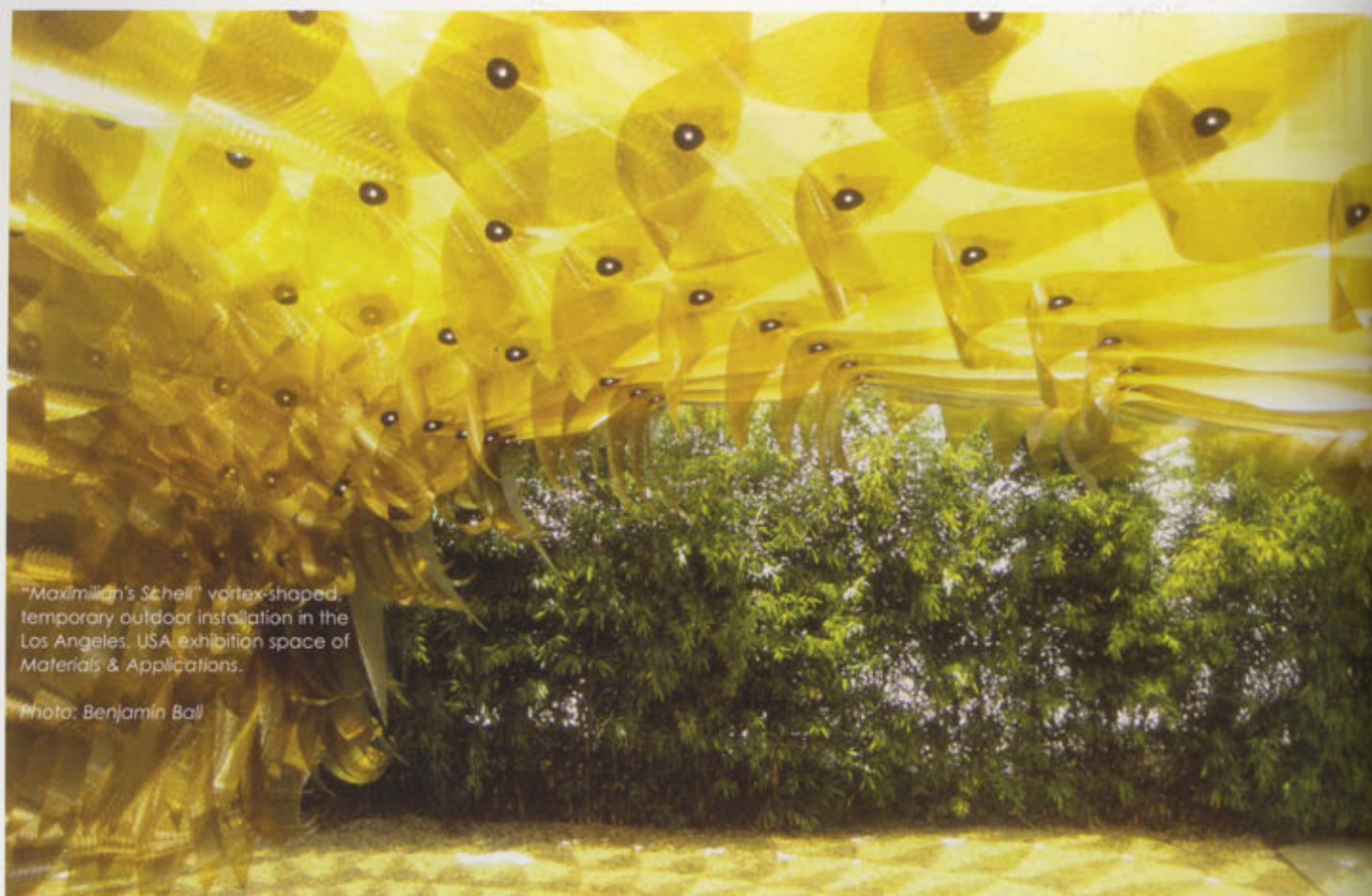


issue no. 21 october - november - december 10

Armani 5th Avenue:
The Latest Addition
to the Eminent
Armani Name

**Perforated Concrete
Exteriors:**
Varied Selection of
Unconventional Structures

Eco Touch:
Sustainable Architecture...
A Reinvention of Urban Living



"Maximilian's Schell" vortex-shaped, temporary outdoor installation in the Los Angeles, USA exhibition space of Materials & Applications.

Photo: Benjamin Ball

Ball-Nogues Studio: Enhancing Spaces with Phenomenal Installations

The definition behind the term "installation art" is an artistic genre that boosts the spaces, whether outdoor or indoor, to wonderfully metamorphosis the perception of its original state. That is achieved with the help of creative surrealistic minds that use everyday materials and turn them into design wonders.

The Los Angeles based Ball-Nogues Studio is a fantastic example of how simple objects when put together can turn into an artistic event. The masterminds behind the dreamy installations, which without a doubt "enhanced" the spaces they were designed for, are Benjamin Ball and Gaston Nogues. Compositions like the "Maximilian's Schell" at the *Materials & Applications* exhibition in Los Angeles, USA created from tinted Mylar that resembled stained glass and one of their latest "Gravity's Loom" composed from an array of vibrantly coloured strings generating a soft spiralling and translucent surface, are a few of their widely popular installations.



"Maximilian's Schell" made from tinted Mylar resembling stained glass.

Photo: Neil Cochran



Top - Bottom Right and Left: "Gravity's Loom", at The Indianapolis Museum of Art, USA composed of an array of vibrantly coloured hanging strings spanning the entire pavilion.

Photos: Hadley Fruits





Top - Bottom Right - Following Page: "Built to Wear", designed for the Shenzhen Hong Kong Biennale of Urbanism invoking the theme of the exhibition "City Mobilization".

Photos: Bail-Nogues Studio

In Balls-Nogue Studios' award winning installation "Built to Wear" at the Shenzhen Hong Kong Biennale of Urbanism, China, we see how simple everyday objects inspired that hanging piece. Elevating the exhibition with a mystical essence from the radiant combination of the red, blue and yellow colours of the garments hanging from laundry lines is what it takes to be one of the leading firms in the art industry.

The installation was composed of 10,000 items of clothing that are manufactured by American Apparel, operator of the largest garment factory in the United States. The role that the hanging garments played was both as an individual piece of clothing and as a part of the building element of the whole work. The visualization behind "Built to Wear" was that outside its environmental commentary, the whole project dramatically recontextualizes the clothing item, a symbol of mass consumerism, into an alternative gesture of hope.

Both, Benjamin Ball and Gaston Nogues with enormous and artistic backgrounds, collaborate and turn our everyday spaces into mystically colourful productions.







Top - Bottom Right - Following Page: "Table Cloth"
is a new performance space in the courtyard of Schoenberg Hall at the UCLA Herb Alpert School of Music in Los Angeles, USA.

Photos: Scott Mayoral

In the next installation we picked to feature is the "Table Cloth". Once again Ball and Nogues turned to the basic consumer goods to create this art piece and this time it was tables. Their concept came from the act of socialising and interacting with other people and that is the mostly times we spend around tables. So, the "table" in this project is the Schoenberg Hall at the UCLA Herb Alpert School of Music in Los Angeles, USA. Here, Ball-Nogues Studio used hundreds of individual low, coffee-style tables and three legged stools to adorn the Schoenberg's courtyard, as a tablecloth would do on a table. This spectacular work was designed for a variety of activities, from musical practice to performance, dance to lectures and from casual conversations to academic discussions. The approach that was chosen in the design was what is known as *cross manufacturing*, which is the manufacturing and re-purposing of building materials, which also is a unique approach to challenging sustainability. As the tables and stools link together collectively to form a fabric that hangs from the east wall of the courtyard, the "Table Cloth" meets the ground and unrolls to form an intimate performance area where visitors can sit on the tables and stools within this area. ●



