MONITOR

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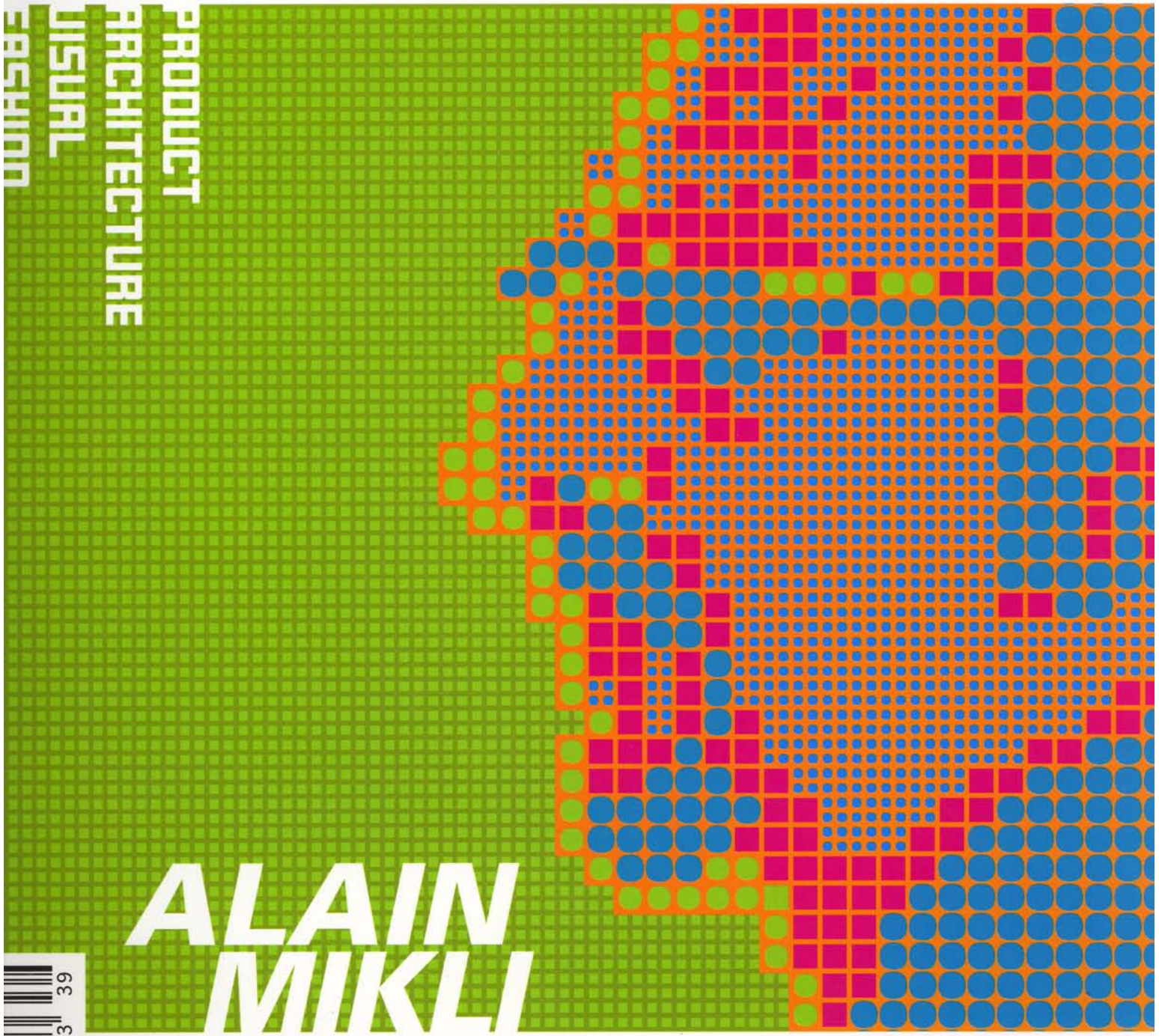
DESIGN
PRODUCT
ARCHITECTURE
VISUAL
FASHION



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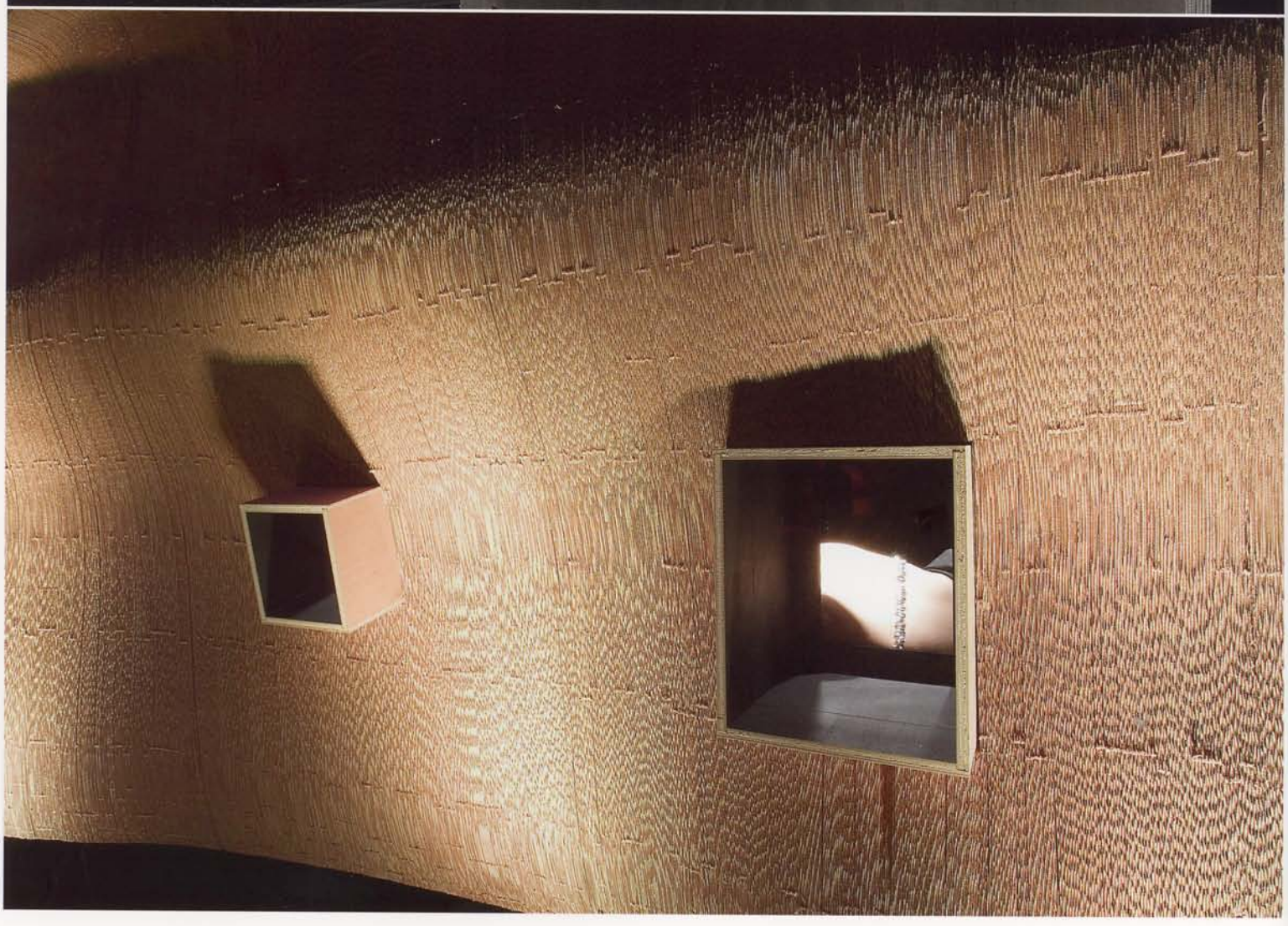

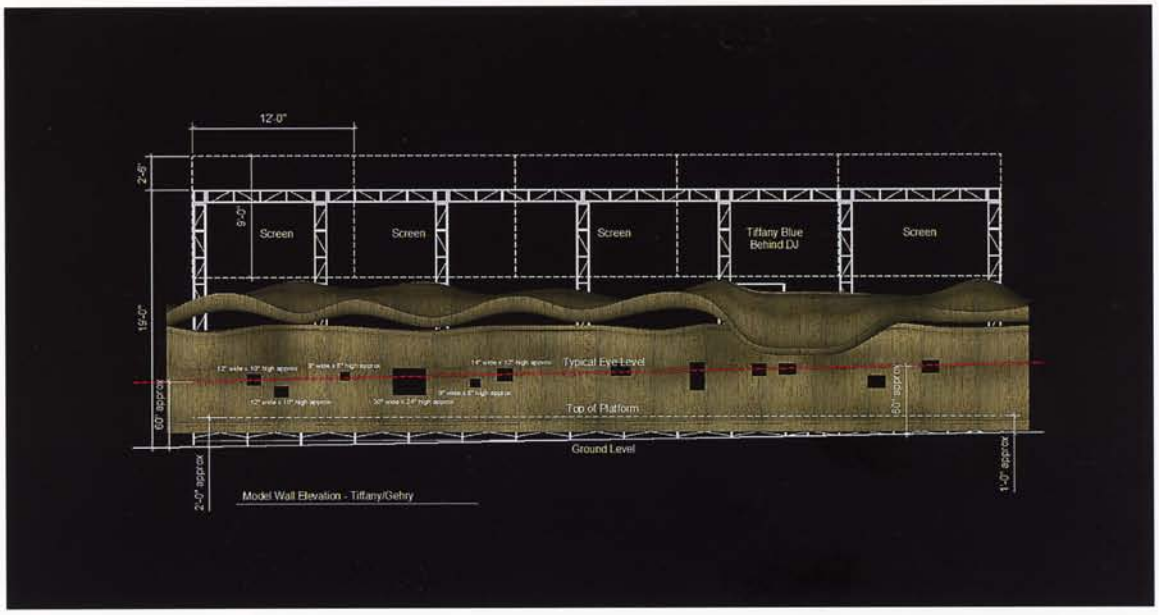

Los Angeles architecture, industrial design and fabrication firm Ball-Nogues has created the environment for the gala party celebrating the launch of Frank Gehry's jewellery designs for Tiffany & Co. Held on a closed portion of Rodeo Drive in Beverly Hills, California the production featured temporary constructions that filled the street, created spectacle, and honoured the materiality of Gehry's early work. Inspired by the process and material Gehry employed in his legendary «Easy Edges» furniture of the 1970s, designers Benjamin Ball and Gaston Nogues developed a new manufacturing process using corrugated cardboard to create curved walls, furniture, and bars for the event. The construction of the setting required laminating over 25 000 strips of curved, industrially cut cardboard. A wall structure, half a block long and curved like the human body, was constructed from 4000 strips of cardboard sandwiched together. «Peep show» display windows, inspired by Marcel Duchamp's «Etant donnes», punctuated the wall. Tightly framed views of live nude models, wearing nothing but the Gehry jewellery, served as living «body as landscape» advertisements. Twenty-four ottomans, no two alike and distributed across the event space, invited 600 guests to explore alternative ways of sitting.

Incredibly strong and capable of supporting the weight of several people, the laminates operate like shells (integrating structure and skin) rather than surfaces — which need the support of a skeletal armature. The pieces reorient the viewer's notions of standard corrugated cardboard from a raw packaging material to a substance with structural potential at an architectural scale and capable of being used to fashion sensuous compound curving forms that resemble wood sculpted with a computer controlled (CNC) router. Ball-Nogues plan to further explore the use of corrugated cardboard; among their most recent works in this direction is an installation designed for the Rice University Art Gallery in Houston.