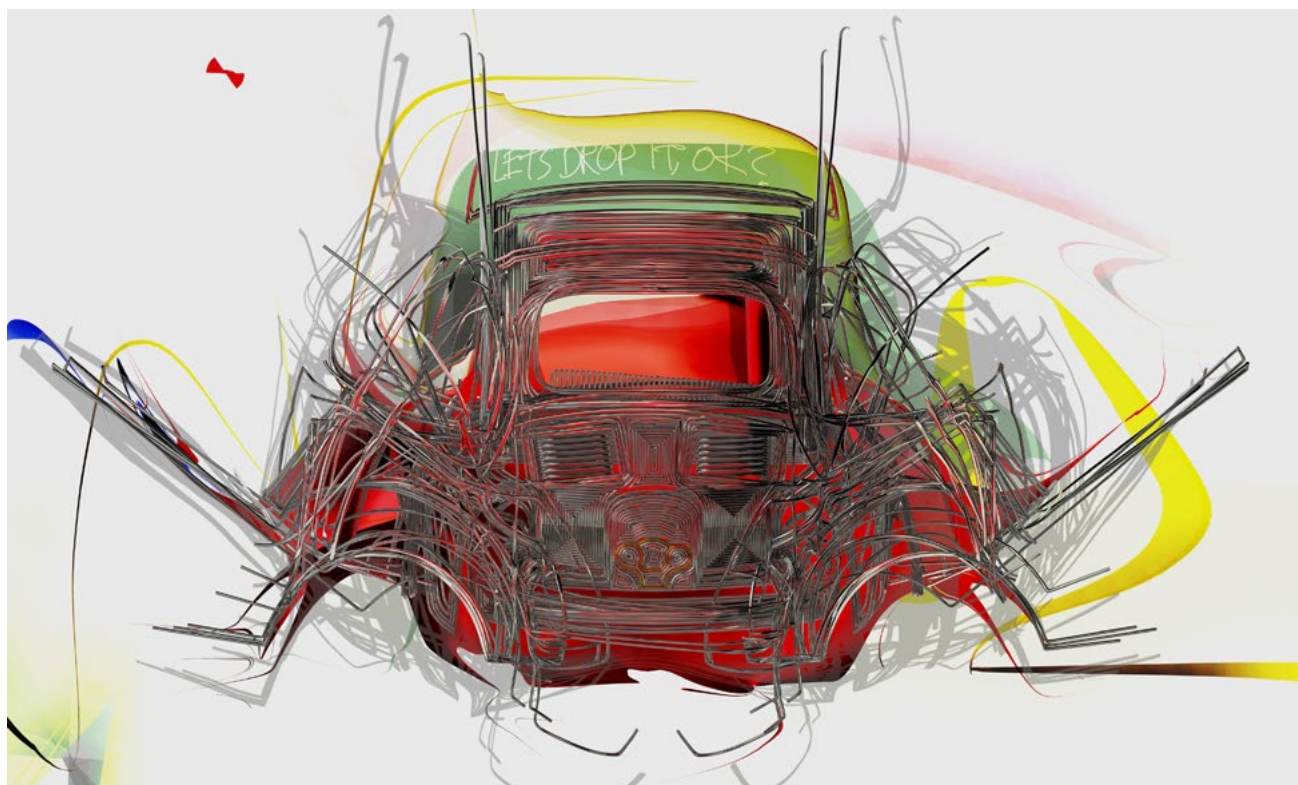


ivorypress

Ivorypress presents

RON ARAD



Let's Drop It, Ok? | Ron Arad, 2013 | Courtesy Ivorypress and the artist's studio

Official opening attended by the artist: 5 September 2013 at 7:30 p.m.

Venue: Ivorypress c/ Comandante Zorita 48, Madrid

Exhibition dates: From 5 September to 9 November 2013

From 5 September, Ivorypress will host a solo exhibition of architect and designer Ron Arad (Tel Aviv, 1951). The show—as part of the annual architecture programme celebrated each autumn at Ivorypress to mark the beginning of the season—covers the achievements and the latest work of this label-defying artist who has been based in London since the 1970s.



Free Standing China | Ron Arad, 2009 | Courtesy Ivorypress and the artist's studio

The exhibition, which will run until 9 November, shows his singular perspective on architecture, design and the artistic object. With his interest in experimentation as a starting point, Ron Arad studies the expressive possibilities of different materials such as steel, aluminium, Corian and polyethylene.

His approach to form and structure turns his designs into pieces of a certain freedom, unlimited by links or borders. 'The principle is that everything should be based on something that didn't exist before', says Arad. In line with this philosophy, the show includes some of his most iconic works along with industrially produced objects and several mock-ups and architectural projects.

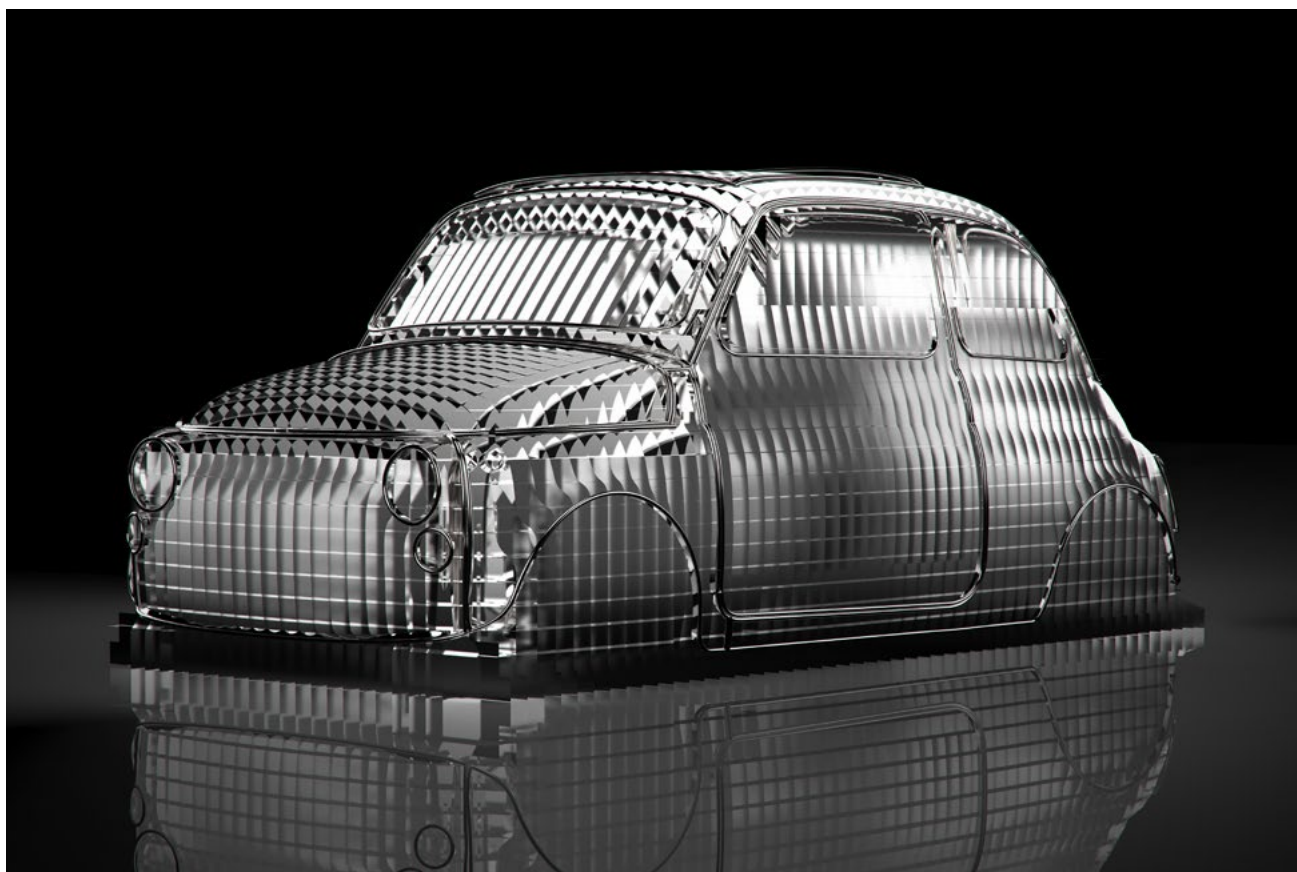
Among Arad's latest experiments that will be on show at Ivorypress Space, the *Folly* bench (2013) is particularly worthy of mention. Made by rotational moulding, *Folly* constitutes a large sculptural object composed of soft lines that endow it with great vitality. Movement, whether in his functional creations or in his purely aesthetic pieces, is always the main element of his work.

Also among the objects on show is *Blame the Tools* (2013), in line with Arad's early works made of waste materials. Additionally, the selection includes several sculptural bookcases such as *Free Standing China* (2010)—a single piece of stainless and Corten steel in the shape of the map of China and its provinces—and *No Bad Colours* (2013), which is the source of another experimental line of inquiry, centred on technological components rather than on plastic or ergonomic value.

‘Contrary to any form of purism, the work of this creator escapes categorisation’, says journalist and historian Anatxu Zabalbeascoa, who specialises in architecture. Ron Arad is ‘multidisciplinary, incapable of pigeonholing himself as an artist; he uses cutting-edge techniques but continues to be a craftsman nevertheless—significantly more of a designer than he is an architect.’ The exhibition at Ivorypress Space provides the opportunity to observe the diversity of his work and to re-examine his creative production. A decade has passed since Ron Arad’s last solo exhibition in Spain, which took place in Barcelona in 2003 at the Centre d’Art Santa Mònica, in Barcelona.

Ron Arad received his training from the Bezalel Academy of Art and Design, in Jerusalem, and the Architectural Association School of Architecture, in London. In 1981 he founded the One Off design and production studio with Caroline Thorman and in 1989 he created the Ron Arad architecture and design studio. He has also been Professor of Design Products at Royal College of Art in London from 1998 to 2009.

Ron Arad has exhibited his work in renowned museums and galleries worldwide, including the Victoria and Albert Museum in London, Centre Georges Pompidou in Paris, MoMA (Museum of Modern Art) in New York, or Barbican Art Gallery in London. His work can be found in prominent public and private collections such as the Metropolitan Museum of Art in New York; the Vitra Design Museum in Weil am Rhein, Germany, and the collections of the Centre Georges Pompidou or the Victoria and Albert Museum.



Blame the Tools | Ron Arad, 2013 | Courtesy Ivorypress and the artist's studio

For more information and interviews requests:

Ivorypress Press Office
Cristina Ruiz and Aleyda Domínguez
T: +34 91 831 69 40 / 91 128 97 71
M: +34 67 230 08 96 / 67 230 08 97
press@ivorypress.com

Ivorypress Space
Cristina Giménez
C/ Comandante Zorita, 46-48
28020 Madrid
T: +34 91 449 09 61 F: +34 91 570 98 64

www.ivorypress.com