

For Immediate Release

Blow Up
Curated by Felix Burcher
January 10 – February 16, 2019
Opening reception: Thursday, January 10, 2019, 6–8pm



Promotional image for the Sindy House, a toy house for the popular British doll of the same name, a rival to the American Barbie doll. Watercolor frame by Charlap Hyman & Herrero.

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New York, NY – Friedman Benda announces its fifth annual guest-curated exhibition entitled *Blow Up*. Curated by **Felix Burrichter**, the founder and editor of the architecture and design magazine *PIN-UP*, the exhibition will take the miniaturized domestic ideal of the dollhouse and blow it back up to full size. With the help of design firm **Charlap Hyman & Herrero**, Burrichter will transform the gallery space into a Freudian trip through a 1:1 dollhouse, complete with bedroom, dining room, kitchen, study, and nursery.

Throughout the exhibition, the art and design will bear the strangeness of their “re-rescaling” as simplified forms designed for a miniature world entering back into our own. Shrunk furniture will be restored to macro scale in a double abstraction that leaves everything at uncanny and uneven. “*Blow Up* is a show about the aesthetics and materiality of scale, and how the objects we’re surrounded with during our childhood condition our ideas of domesticity, taste, and social norms today,” states Burrichter.

Blow Up is a dialogue between seminal designs from 1970s and 80s by Wendell Castle, Gaetano Pesce, and Shiro Kuramata, with contemporary art and design, including over a dozen works specially commissioned for the show. Artists, architects, and designers on view include:

Butternutten (BNAG)

Humberto and Fernando Campana

Wendell Castle

Charlap Hyman & Herrero

Chen Chen & Kai Williams

Telfar Clemens

Luca Cipelletti

Rafael de Cárdenas/Architecture at Large

Camille Henrot

Misha Kahn

Dozie Kanu

Shiro Kuramata

Wolfgang Laubersheimer (Pentagon Group)

Peter Marigold

Sarah Ortmeyer

Gaetano Pesce

Leon Ransmeier

Soft Baroque

Sam Stewart

Katie Stout

Jonathan Trayte

Woody de Othello

Rade Petrasevic

Larry Randolph

Oona Brangam Snell

Kristen Wentrcek & Andrew Zebulon

The exhibition will be accompanied by a small publication featuring texts by **Jeppe Ugelvig**, **Micaela Durand**, and others.

About Felix Burrichter

Felix Burrichter is a German-born, New York-based creative director, curator, writer and editor. Originally trained as an architect in Paris and New York, in 2006 Felix founded *PIN-UP*, a self-described biannual “Magazine for Architectural Entertainment.” In addition to publishing *PIN-UP*, Burrichter curates exhibitions, consults on design and architecture projects for various design brands, and contributes to numerous publications including *W Magazine*, *Icon Design*, *Cakeboy*, *Fantastic Man*, and *The Gentlewoman*. Burrichter has edited a number of design and art books including *Cassina: This Will Be The Place* (Rizzoli), *Rafael de Cárdenas: Architecture at Large* (Rizzoli), *PIN-UP Interviews* (powerHouse) and *Paul Mpagi Sepuya: Studio Work* (Familiar). In 2013 he curated *Paper Weight*, an exhibition on the culture of independent publishing for the venerable Haus der Kunst in Munich, Germany. In 2015 Felix curated the exhibition *Pavillon De L’Esprit Nouveau: A 21st-Century Show Home* as part of the second Annual Architecture and Design Series at the Swiss Institute, New York. In 2017 Burrichter curated the *Superbenches* project in Stockholm, a project for the permanent installation of 10 public park benches commissioned by international designers, including Philippe Malouin and Max Lamb. Burrichter also co-designed the stage set to artist Xavier Cha’s dance performance *BUFFER*, which premiered at BAM/Brooklyn Academy of Music in November 2017.

About Charlap Hyman & Herrero

Charlap Hyman & Herrero is a Los Angeles / New York-based architecture and design firm that takes a fully integrated approach to conceptualizing and executing spaces in their totality. Principals Adam Charlap Hyman and Andre Herrero, AIA, whose backgrounds are in interior design and architecture, lead a practice that considers all aspects of the built environment, from site plan to furniture. Working in various typologies – including buildings, set designs, stores and houses – CHH endeavors to consider divergent art forms and the experiences of multiple senses. They aim to create spaces that become worlds unto themselves, with *gesamtkunstwerk* at the core of the firm’s objective. CHH’s principals have been featured in *Forbes Magazine*’s “30 Under 30” in its 2017 category for arts

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and design, and the firm ranks among *PIN-UP's* "New Power Generation," *Architectural Digest's* "Architects and Artists You Need to Know Now," and *Sight Unseen's* "American Design Hot List." CHH was selected to participate in the 2017 Chicago Architecture Biennial and won the annual competition hosted by the Miami Design District to design innovative holiday decorations for the neighborhood. In 2018, CHH launched a line of fabrics, rugs and wallpapers with the furnishings company F. Schumacher & Co.

About Friedman Benda

Friedman Benda is a platform for key narratives that intersect contemporary design, craft, architecture, visual and conceptual art, and cutting-edge technological research. Spanning five continents and four generations, Friedman Benda represents a roster of seminal established and emerging designers, as well as historically significant estates. Since 2007, the gallery's exhibitions, publications and collaborations with institutions have played a vital role in the development of the contemporary design market and scholarship. For further information please visit www.friedmanbenda.com

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Still from the episode "A Chair Appears" from the *Teletubbies* television series. The episode inspired a new commission for *Blow Up* by the German-Moroccan design duo BNAG. Watercolor frame by Charlap Hyman & Herrero.

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Concept sketch for industrial designer Leon Ransmeier's lounge chair, one of 13 new commissions for the show.
Watercolor frame by Charlap Hyman & Herrero.