

For Immediate Release

**Comfort**  
Curated by Omar Sosa  
January 9 - February 15, 2020  
Opening reception: Thursday, January 9, 2020, 6–8pm



From left to right: Guillermo Santomà, *Toilet Sink*, 2019  
John Chamberlain, *Couch*, c. 1970  
Peter Shire, *Oh My Cats*, 2007

*"We must rediscover for ourselves the mystery of comfort, for without it, our dwellings will indeed be machines instead of homes."*

-Witold Rybczynski

*"Comfort in living is far more in the brains than in the back."*

-Ellen H. Richards

**New York, NY (October 30, 2019)** – Friedman Benda is pleased to present its sixth annual guest-curated exhibition entitled *Comfort*. Curated by Omar Sosa, creative director and co-founder of *Apartamento*, the exhibition will examine comfort versus discomfort and how this dichotomy conditions and drives human behavior, personal identity and societal norms.

Combining utilitarian objects, sculptures, photographs and paintings into a visual landscape meant to provoke engagement from the viewer, *Comfort* investigates comfort's relationship to aesthetics and the tension that occurs when an object can be physically comfortable, but visually or psychologically uncomfortable, and vice versa. The exhibition looks at comfort beyond a physical state, but as a complete sensorial experience through the lens of diverse artistic interpretations of "comfort," such as a John Chamberlain foam *Couch*, Nicola L's monumental *Canapé Homme Geant*, and marks the first time Andrea Branzi's rare *Pigiama Armchair* made for Alchimia's *bau. haus I* collection will be shown in the US.

"We usually talk about comfort as a positive quality," states Sosa. "It is an object or environment that makes you feel at ease and gives you a sense of intimacy. Comfort is often something that we think is innate but actually it only exists once we experience it. **We like to think that our houses are comfortable, we want our environment to be so, but what happens when you venture beyond that familiar zone?**"

Artists and designers on view include: Michael Anastassiades, Richard Artschwager, BLESS, Andrea Branzi, Fernando and Humberto Campana, John Chamberlain, Nathalie du Pasquier, Simone Fattal, Nancy Grossman,

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Peter Halley, Kuwata Takuro, Nicola L, Max Lamb, Isamu Noguchi, Gaetano Pesce, Guillermo Santomà, Peter Shire, Ettore Sottsass, Sam Steward, Marin van de Poll, Franz West, Andrea Zittel.

#### **About Omar Sosa**

Omar Sosa is a Barcelona born New York-based creative director, editor and publisher. In 2008, he co-founded the seminal interiors publication *Apartamento*, defined by The New York Times as "The burgeoning indie design movement's official international look book." In addition of publishing *Apartamento*, Omar has edited and designed a number of books including Nathalie Du Pasquier: *Don't Take These Drawings Seriously* (PowerHouse) and Patricia Urquiola: *It's Time To Make a Book* (Rizzoli). Omar Sosa has been the Art Director of *Casamica*, *Corriere de la Sera's Design Magazine* and works as Creative Director for Italian lighting company *Flos* as well as a consultant for a number of design, lifestyle and real state companies under *Apartamento's* design agency *Apartamento Studios*.

#### **About Friedman Benda**

Friedman Benda is a platform to identify and advance 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](http://www.friedmanbenda.com)

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